

# ALAN BECERRIL PEREDA

Industrial Designer / Product Development / Creative

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Location: Vancouver, Canada

## SUMMARY

Highly skilled and results-driven professional with 7 years of experience in product development as an industrial designer and 3 years as a graphic designer.

A fast learner with a proven track record in designing innovative products and creating captivating product packaging as creating new branding identities. Committed to delivering exceptional design/image solutions that seamlessly blend perfectly with the brand identity. Excited to bring my expertise to dynamic organizations, contributing to their growth and future success.

## SKILLS

3d modeling

Adobe Suite

CAD

Photography/Video

Competitor Analysis

Graphic Design

Analytical skills

Market Research

Problem Solving

Rendering

Customer Service

## LANGUAGES

Spanish - Native

English – C2 Proficient

## EDUCATION

BS Industrial Design

**De La Salle Bajio University**

**08/2008 - 06/2012**

Digital Marketing Diploma

**Cornerstone International Collage of Canada**

**03/2022 - 04/2023**

Hospitality Management Diploma

**Cornerstone International Collage of Canada**

**05/2023 - 07/2025**

## EXPERIENCE

### Glazier

#### First Dimension Glass (FDG)

**May 2024 – Present Vancouver, British Columbia, Canada**

- Installed and handled various types of glass, including specialized panels and reinforcements, ensuring precision and safety.
- Interpreted technical drawings and specifications to execute complex installations accurately.
- Collaborated with team members to problem-solve and optimize installation processes.
- Mounted louvers and vertical columns (e.g., mullions) for building exteriors, maintaining structural integrity and aesthetics.
- Consistently adhered to safety standards and quality guidelines for the construction environment.

# Graphic Designer

## Sakar International

**02/2021 - 06/2023 New Jersey, USA**

Leading provider of consumer electronics and accessories.

- Generate creative ideas and design concepts for various projects, including logos, Packaging, Lifestyle images, advertisements, etc.
- Ensure compliance with all brand guidelines and provide design expertise for new brands and initiatives.
- Manage the design process from concept to final artwork.
- Develop layouts, select appropriate fonts, and arrange visual elements to create visually appealing and easy-to-read designs.
- Image Editing: Retouch and manipulate images to enhance visual appeal.
- Manage multiple projects simultaneously, meet tight deadlines, and prioritize tasks effectively.
- Prepare sketches, layouts and graphic elements for production.
- Stay current with design and industry trends, incorporating new techniques and technologies to improve design quality.
- Adapt existing illustrations.

# Senior Industrial Designer

## IMBERA COOLING

The world's #1 commercial refrigeration manufacturer

**10/2014 - 05/2019 Querétaro, México**

- Created processes to improve communication between companies.
- Standardized product development process.
- Conducted a full company analysis for optimization and enhancement.
- Created the Design Brand Guidelines for the brand Torrey.
- Provide human factors/ergonomics direction with sensitivity to visual, tactile, safety and

convenience criteria of user interface.

- Translates user insights and market requirements into sketches, renderings, prototypes, and CAD models to visually communicate the design concept.
- Stay informed on emerging design trends and techniques within the industry.
- Develop and produce realistic or representational sketches and final illustrations.
- Work closely with engineers to ensure designs are feasible and optimized for production.
- Ensure that product designs align with target customer and client needs.
- In charge of the 3D Printers in the R&D area.
- Organized brainstorming session with the team.
- Played a key role in **increasing** the number of **successful** projects, with the majority of my work resulting in marketable and profitable products for the company.
- Conducted evaluations of design concepts with client.
- Designed creative concepts that follow the needs and requirements of different clients.
- **Increased** the number of projects of the Coca Cola agenda by **60%**.
- **Increased the revenue** of the Coca-Cola agenda by **80%**.
- Managed pre-engineering CAD parts modeling and technical drawings.
- Coordinated prototype fabrication, overseeing hardware selection, graphic design and final assembly presentations for clients.
- Implemented Process to determine if a project will be profitable for the company.

## New Products Coordinator

### Mayan Seas

**Kayak's Manufacturer Company**

**10/2012 - 11/2013 Querétaro, México**

- Conducted extensive product investigations related to aeronautical design.
- Designed and executed a thesis on the development of a Greenland paddle with airplane wing effect.
- Conducted research on composite materials.
- Created detailed technical drawings and 3D models for new products.

- Oversee the creation of product prototypes.
- Supervised production processes for first product pieces.

## CERTIFICATIONS

Social Marketing Certification - **HootsuiteHootsuite**

Analog Sketch - **Rigoletti Casa de Diseño S.C.**

Google Ads Search Certification – **Google**

3D Print Fundamentals - **3D Platform**