

JOSEFIGUEROA

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I live at the intersection of lifestyle and technology. Guided by the user context, I lead my teams to create purposeful objects that are a delight to use. My experience spans the entire creation process, from strategic vision and user research to initial concepts, prototyping and manufacturing.

WORK EXPERIENCE

Formsense

Director of Design: November 2019 - Present

- Building the future of biometric data capture through smart apparel
- Responsible for all design output of the company from hardware, UX and brand.

North (acquired by Google)

Head of Industrial Design: July 2017 - June 2019

Interim UX lead: November 2018 - June 2019

- Built a talented team and created a design studio and a CMF/sample library.
- Led the design of Focals, a revolutionary pair of smart glasses with a holographic display, and all related accessories.
- Champion user research for ID and next generation strategy.
- Drive ID intent during development, DFM and CMF implementation for production and QC.
- Manage the UX team and lead retrospectives for best practices with CX and Dev.

Misfit Wearables

Creative Director: March 2016 - May 2017

- Instrumental in increasing assortment from a few devices to over 20 device and accessory SKUs.
- Designed beautiful useful devices that promote a healthy lifestyle.
- UI/UX front-end development and design language.

Diesel Timeframes & Jewelry, Karl Lagerfeld Watches

Associate Creative Director: August 2010 - February 2016

- Drove design strategy for Diesel in partnership with brand and marketing that increased annual revenues from \$75mil to \$200mil in 4 years.
- Developed an iconic design language for both brands that leveraged brand values while carving out a unique space in the crowded watch market.
- Change leader, Master Trainer and Subject Matter Expert for the implementation and gradual improvement of Product Lifecycle Management software and processes. Advocate and voice for Design and Product Development issues and solutions.

Fossil

Senior Industrial Designer: May 2007 - August 2010

Industrial Designer: May 2005 - May 2007

- Developed the physical and UI design of the first OLED watches in the fashion watch market.
- Managed design and product development teams in tandem to deliver innovation at target retail prices under tight timelines.
- Part of the team that launched the first commercial smart watch for Sony Ericsson.

Philips

Contract Industrial Designer: Jan 2005 to May 2005

Concept Center International: Ryobi, Ridgid and Craftsman powertools

Industrial Design Intern: Aug 2004 - Dec 2004

Echo Visualization LLC

Interactive Designer: Jul 2003 - Aug 2004

PERSONAL HIGHLIGHTS

Tech

- Designing revolutionary products that marked a first in tech (Formsense pro, Focals, Sony Ericsson, Misfit Vapor, Fossil OLED)

Brands

- Defining design language and brand perception for awesome brands (Formsense, North, Diesel, Karl Lagerfeld, Misfit, Fossil)

Leadership

- Growing individuals on my teams and seeing their career success (and even replace my previous positions!)

Giving

- Creating opportunities for youth interested in design (Works of Heart, Mentorship Program)

EDUCATION

Georgia Institute of Technology

B.Sc. Industrial Design High Honors.

- IDSA Student Merit Award finalist and "Best in Show" Award for 2004 Senior Show.

SKILLS

CAD

Solidworks, Keyshot, Adobe Creative Suite, Sketchbook Pro, Confluence, Jira, Figma.

Languages

Fluent in English and Spanish, I dabble in French and Italian.

VOLUNTEERING

- Member of the Southern Methodist University Advisory Council Digital Accelerator 2017
- Big Thought - Founder of Works of Heart 2011-2017
- Plano ISD Mentor for Independent Study & Mentorship Program 2011-2012