

# ANA TORRALBA

INDUSTRIAL DESIGNER & CREATIVE TECHNOLOGIST



## MY VISION

On my view, design contextualizes objects in people's lives making them understandable and desirable. Moreover, considering that we live in the Digital Era, I believe that design balances out technology developments: while technology advances rapidly, people adapts slower, and design seamlessly embeds aspects of the computational world in the everyday. That's why I'm interested in exploring the way we manipulate and interact with products, focusing on user values and context and leaving behind a technology driven perspective. Ultimately, design products that fit in the user's everyday life, beautifully shaped and manufactured.

## EDUCATION

2016-2018

### MSc Industrial Design

Eindhoven University of Technology - TU/e  
Design of intelligent systems and products in a societal context.

2011-2015

### BSc Industrial Design Engineering

Navarra University - Tecnun  
Not only formal design, but also discern whether products are feasible and sustainable.

## AWARDS AND ACHIEVEMENTS

### Dutch Design Week 2017

Exhibited project: Resourceful Ageing

### Published paper in CHI Conference 2018

Connected Resources: A Novel Approach in Designing Technologies for Older People








### Published paper in DIS Conference 2017





The Grumpy Bin: Reducing Food Waste

### Graduated with Honors from BSc and MSc

Eindhoven University of Technology TU/e  
Navarra University - Tecnun

## SKILLS

Rhinoceros   
Illustrator   
InDesign   
Photoshop   
Arduino   
PTC Creo   
Keyshot 

Team player   
Empathic design   
Analytical thinking   
Persistent 

## EXPERIENCE

10 months in 2017-18

### Bang & Olufsen

- Master Thesis in industry  
Exploring new interaction styles for the music experience in the smart home: gesture and tangible.

3 months in 2016

### FabLab Barcelona

- Industrial Design Trainee  
Services of digital fabrication for externals in the FabPro department.

6 months in 2014-2015

### Lavernia & Cienfuegos Design

- Industrial Design Internship  
Bachelor's thesis in the field of sustainable packaging in an awarded design studio.

## CONTACT

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