Rafael Mendoza

Staff Industrial Designer

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Summary

Staff Industrial Designer with 10 years of experience in consumer electronics and smart home hardware. Sets design language across product families, drives prototyping from foam to CNC appearance models, and works in Alias, Rhino and KeyShot with fast sketching up front. Guides 5 designers and partners with engineering, UX and supply chain teams through mass production.

Experience

Staff Industrial Designer

05/2022 - Present

Bayline Home Devices San Jose, CA

Smart home hardware maker with 6 million devices shipped.

- **Establish the design language for 4 product families, now used on 11 thermostats, cameras and hubs.**
- **Run rapid prototyping with 200+ foam, SLA and CNC models a year to settle size and ergonomics early.**
- **Guide 5 industrial designers on concept direction, Alias surfacing quality and CMF choices.**
- **Resolve parting lines, draft and texture with tooling engineers, holding cosmetic defects under 1% at launch.**

Senior Industrial Designer

06/2016 - 04/2022

Almaden Product Studio San Francisco, CA

Product design consultancy with 35 staff serving hardware startups and brands.

- **Led design on 14 client programs in audio, wearables and kitchen appliances, from research to tooling release.**
- **Presented concept directions in client workshops, winning follow-on work on 9 of 14 programs.**
- **Built Rhino and Creo surface models and KeyShot renders for 3 crowdfunding launches that raised $5.1M.**
- **Planned user research with 60 participants to test grips, buttons and display angles.**

Education

Bachelor of Science

05/2016

San Jose State University San Jose, CA

Industrial Design

Skills

- **Prototyping**
- **Rapid Prototyping**
- **Alias**
- **Rhino**
- **Creo**
- **KeyShot**
- **Sketching**
- **CMF**
- **Design Language**
- **User Research**