

**PABLO DELGADILLO**  
PORTFOLIO\_2023

**Hola**



**Hello**

# PABLO DELGADILLO

## INDUSTRIAL DESIGNER

www.delgadillopablo.com

hola@delgadillopablo.com

+52 (444) 666 29 31

### EDUCATION

#### AUTONOMOUS UNIVERSITY OF SAN LUIS POTOSÍ

San Luis Potosí, México.  
August 2013 - May 2019  
6 years

Bachelor's degree  
Industrial Design

#### VGC INTERNATIONAL COLLEGE

Vancouver, Canada.  
October 2021 - February 2022  
6 months

Graduated  
Intensive Global English Program

### WORK EXPERIENCE

#### SOON STUDIO

San Luis Potosí, México.  
January 2023 - Currently

#### PROFESSIONAL DESIGNER

#### ANDLIGHT DESIGN STUDIO

Vancouver, Canada.  
July 2022 - December 2022  
6 months

#### DESIGN INTERN

#### QUINPIN STUDIO

San Luis Potosí, México.  
May 2019 - May 2021  
2 years

#### DESIGN ENTREPRENEUR

### HONORS / NOMINATIONS

#### HONORIFIC MENTION

Premio Diseña México 2019  
México City, México.  
September 2019

Project "Cajetin"

User centre design project recognised in the  
best thesis of the design bachelor category

#### NOMINATION EXEMPLARY STUDENTS MEDAL

Fundación Trayectoria de Éxito  
San Luis Potosí, México  
June 2019

Recognition for high academic performance

### SKILLS

RHINOCEROS

ADOBE SUIT

SOLIDWORKS

PROTOTYPING

FUSION 360

PHOTOGRAPHY

KEY SHOT

VIDEOGRAPHY

### LANGUAGES

SPANISH

Native

ENGLISH

Intermediate - Advance

ITALIAN

Beginner

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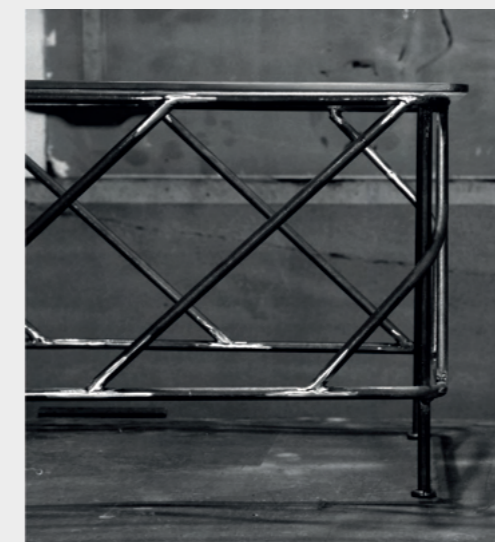
## 02 CAJETIN



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# AR-01

One of the most promising technologies in medicine today is artificial intelligence (AI). AI algorithms can analyze vast amounts of medical data, detecting patterns and making diagnoses that might otherwise be missed. New technologies are transforming medicine, providing doctors and researchers with powerful tools to diagnose, treat, and prevent diseases. With continued investment in these technologies, we can look forward to a future where personalized, efficient, and effective healthcare is available to all.

IN COLLABORATION WITH

**SOON STUDIO**  
**CENTRICA MX**

[www.soon-studio.mx](http://www.soon-studio.mx)

[www.centrica.mx](http://www.centrica.mx)

## ¿One size fits all?

## RESEARCH

Autoimmune diseases are a group of disorders in which ***the body's immune system mistakenly attacks and damages its tissues and cells***, mistaking them for foreign substances or external invaders.

### REUMATHOID ARTRHITIS



Rheumatoid arthritis: a disease that affects the joints and causes pain, swelling and stiffness.

Can affect anyone, regardless of age or gender. It's estimated to affect about ***1% of people worldwide.***

### MEASUREMENT DEVICE

Each person's needs are different and should be properly measured.

### MEDICAL DATA



Medical data is towards ***greater connectivity, collaboration, and personalization***, driven by advances in technology and a growing emphasis on patient-centered care.

### GENERATIVE PLATFORM

Affordable technology and customizable grips generated by algorithms.

### TECNOLOGY

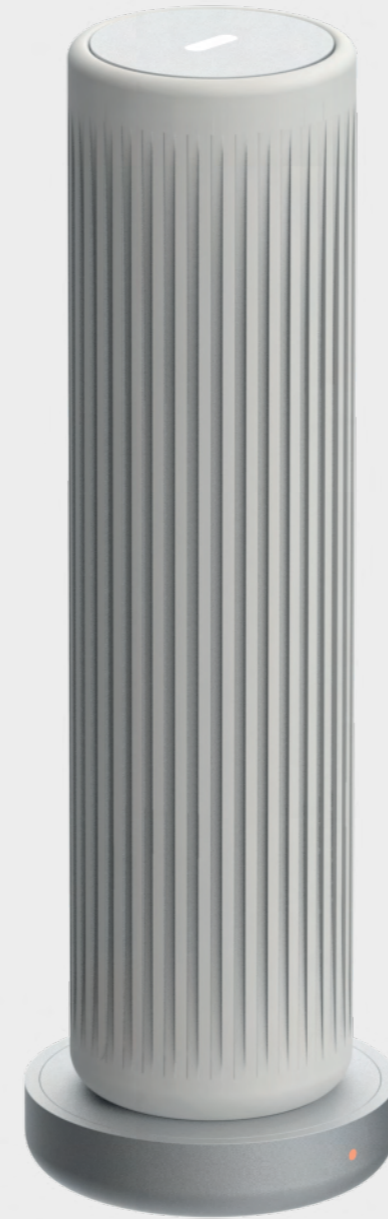


***the cost of 3D printers has decreased significantly***, making them more accessible to consumers.

## OPPORTUNITY

Using technology to improve healthcare for eople, especially in areas where medical resources are scarce or limited. Healthcare providers can reach and diagnose patients in remote or underprivileged areas more efficiently, as well as diagnose and treat diseases more accurately and quickly.

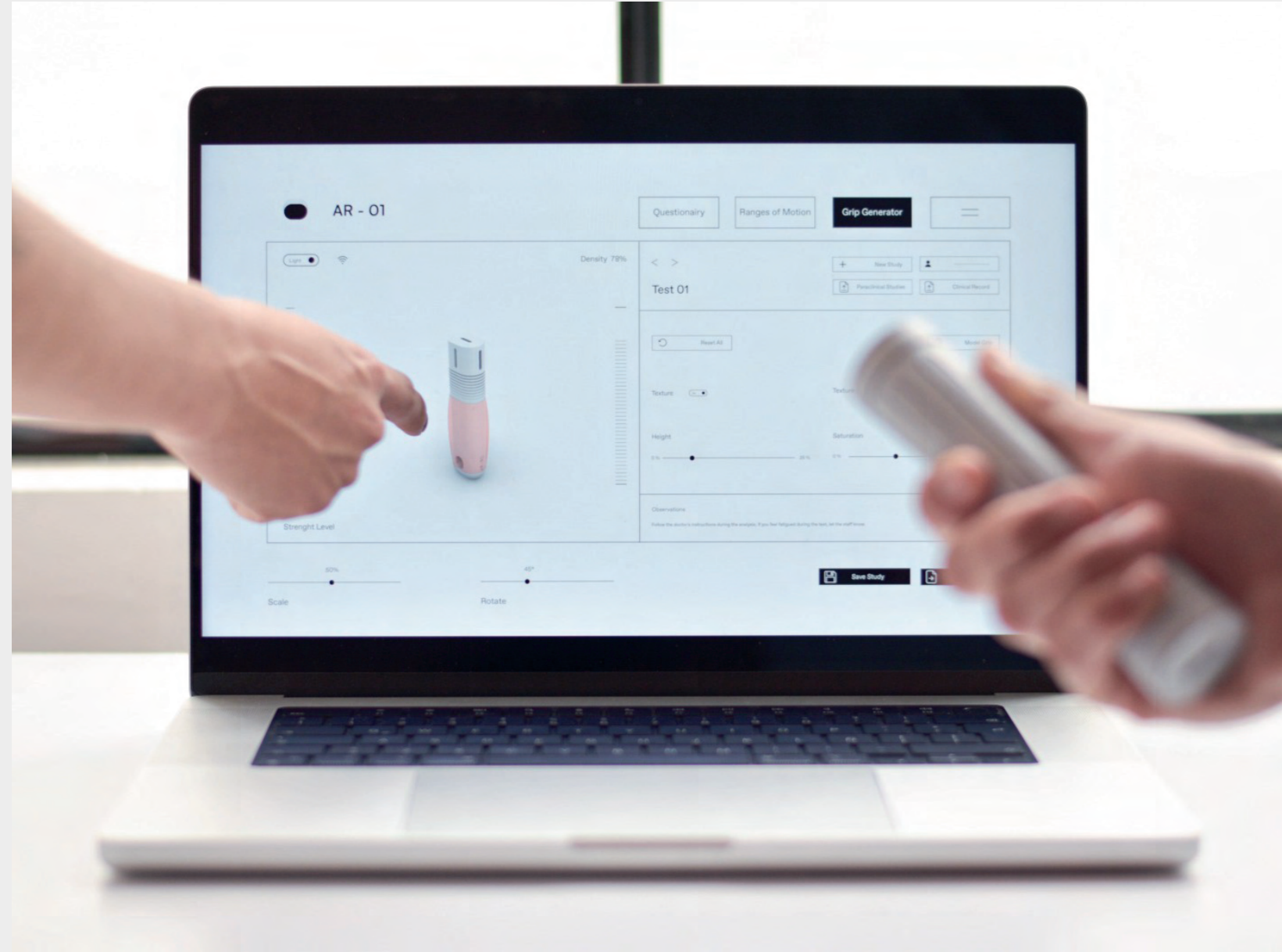




## AR-01 MEASUREMENT DEVICE

*Device that captures information from the patient's hand when squeezed and transfers it to a web platform. It achieves its function through a series of pressure and force sensors located inside, while a medium density membrane covers the device to improve grip and enhance force.*





## AR-01 SYSTEM

*Developed to assist people with advanced rheumatoid arthritis in their daily lives. In collaboration with rheumatoid arthritis experts and a 3D printing center, research is underway to create customized, effective, and affordable solutions that specifically address the needs of people with the disease. It has a physical measurement device that captures the hand's range of motion and strength and a web platform that generates customized 3D printable files for a grip that perfectly fits the user's hand.*





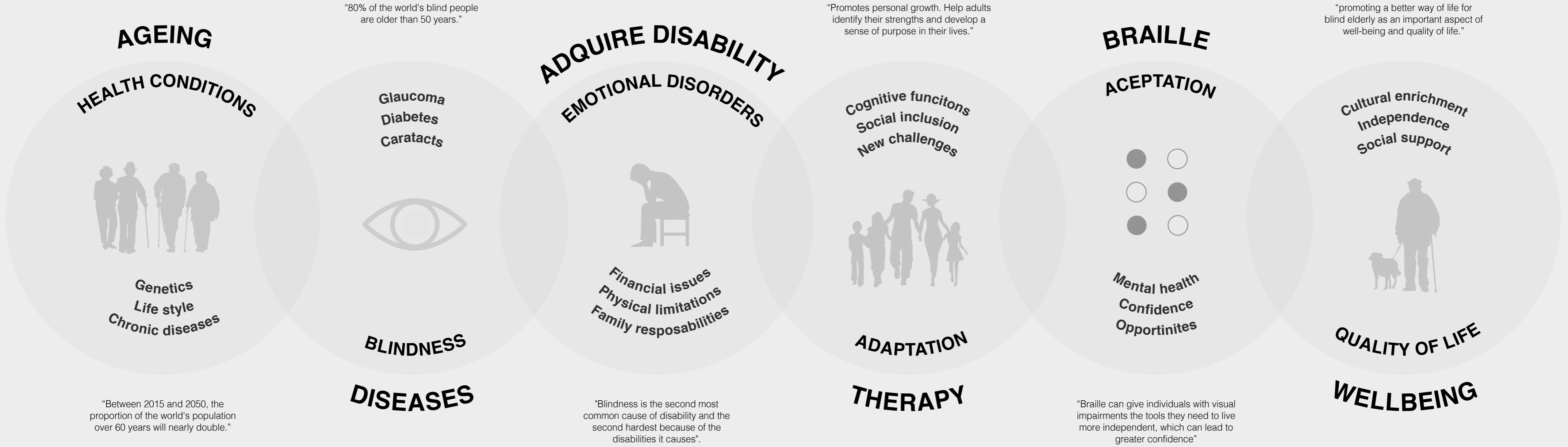
# CAJETIN

Population ageing is a global phenomenon that is accelerating in many countries, and the number of people over 60 is expected to increase significantly in the coming decades. This presents a number of challenges and opportunities for society in general, and in particular for product designers and manufacturers.

Older adults often have different needs and limitations than younger people, due to the physical and cognitive changes they experience with age.



“You’re never too old to learn”



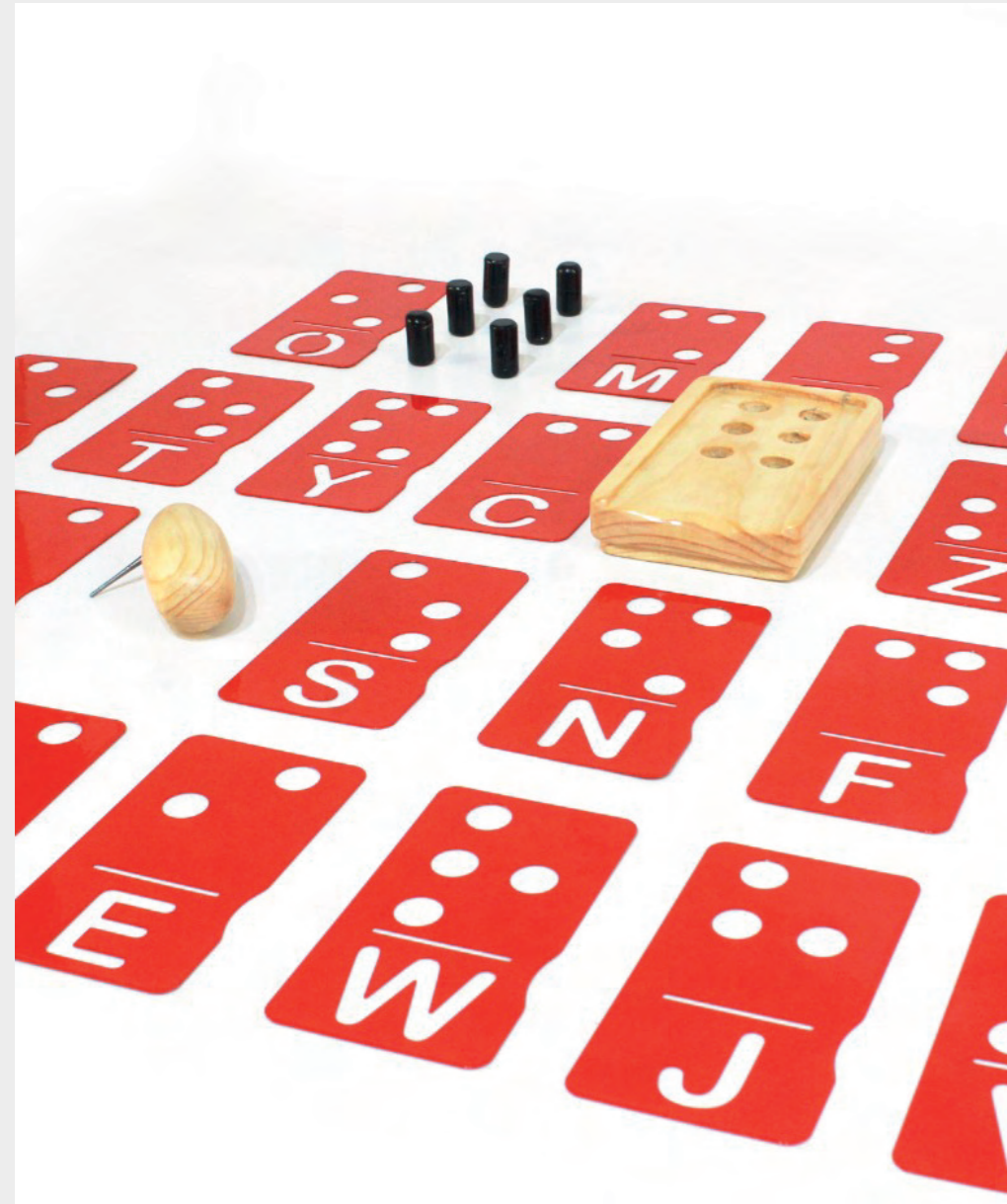


**The average scale of tools designed for Braille learning is intended for children. There is currently no relation between quality and price for the available tools**



**Applying the learning-by-relating method to lead a better understanding of Braille by relating it to alphabet characters that the elderly already know well.**





## CAJETIN

*This tool is designed to teach Braille to older adults who have acquired visual impairments due to aging. The tool includes an extended Braille generator that interacts with a set of cards, allowing users to better understand the system by feeling the position of the dots and associating them with the shape of the letters. This approach helps older adults to learn Braille more effectively and with greater ease, enabling them to communicate more confidently and independently.*



# NEGRA LUNA

Experimentation is a valuable creative exercise that encourages thinking outside the box and exploring new ideas. By trying out different methods, techniques, and approaches, creators have the opportunity to discover new talents and build their confidence, experience, and success. This enriches the value of every creative person and their work.

“A simple fold to assembly”

# STATEMENT

Since the beginning of my formation as a designer, I have been facinating about beauty and the golden ratio.

*“It's a question of letting mathematics work as it has for millions of years. Adding intuition to achieve the balance of a piece with great precence and a lot of internal analysis, far from the obvious, but still beautiful”.*

# PREMISES

Basic manufacturing process

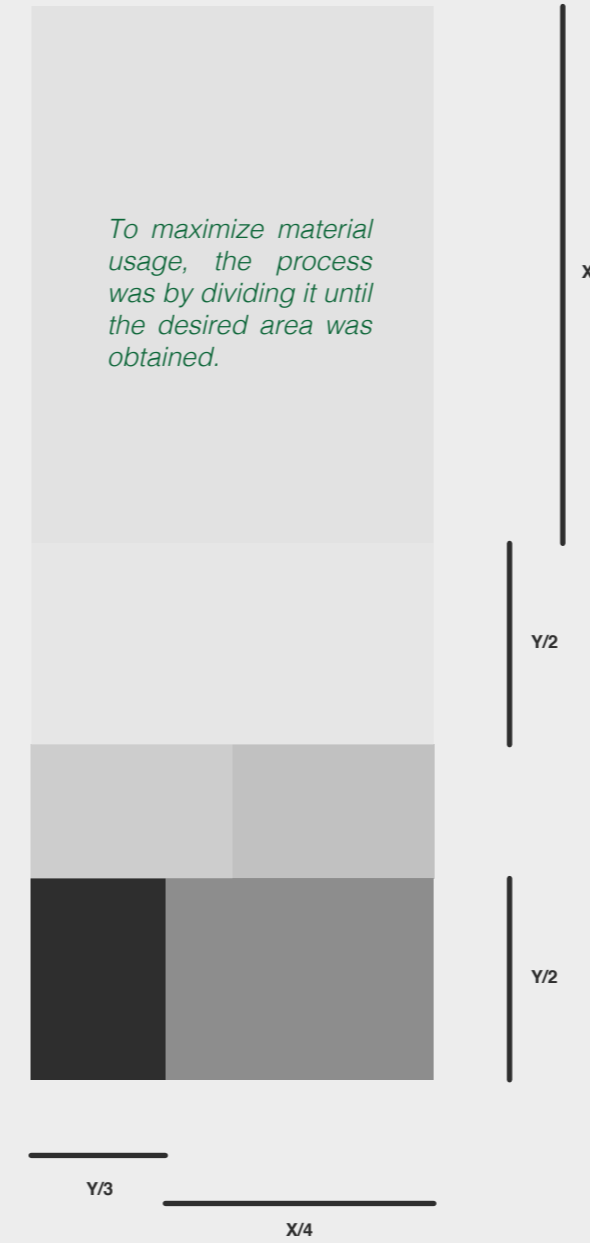
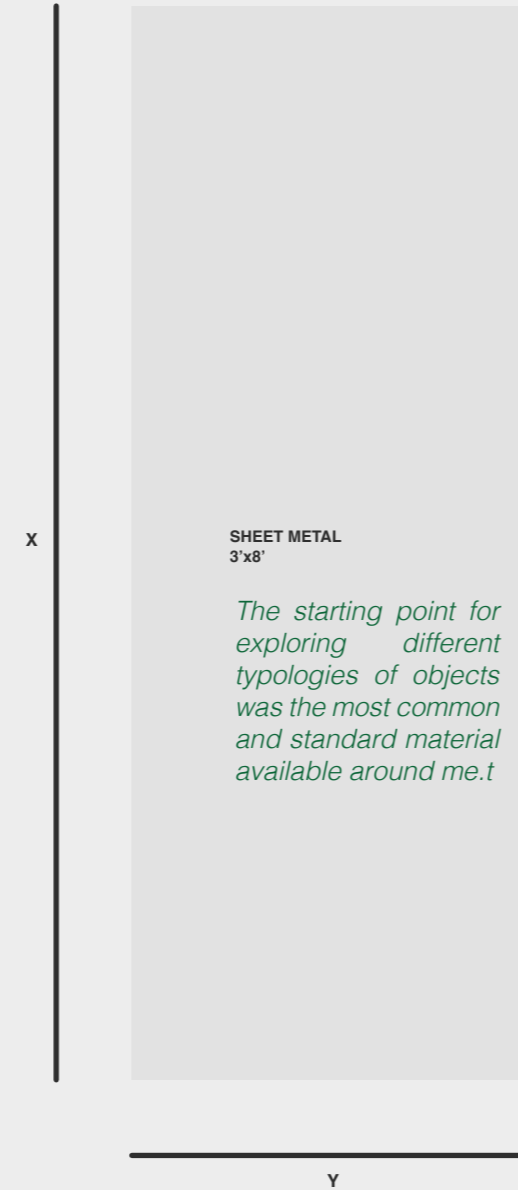
Steel

No waste

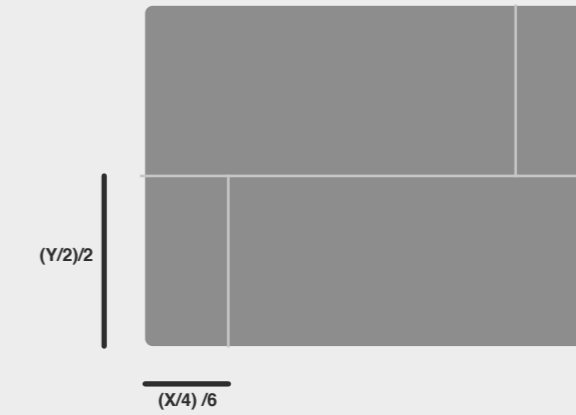
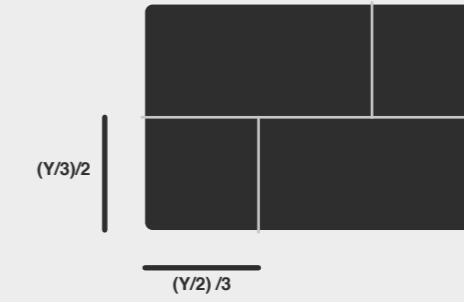
Symmetrical

Proportional

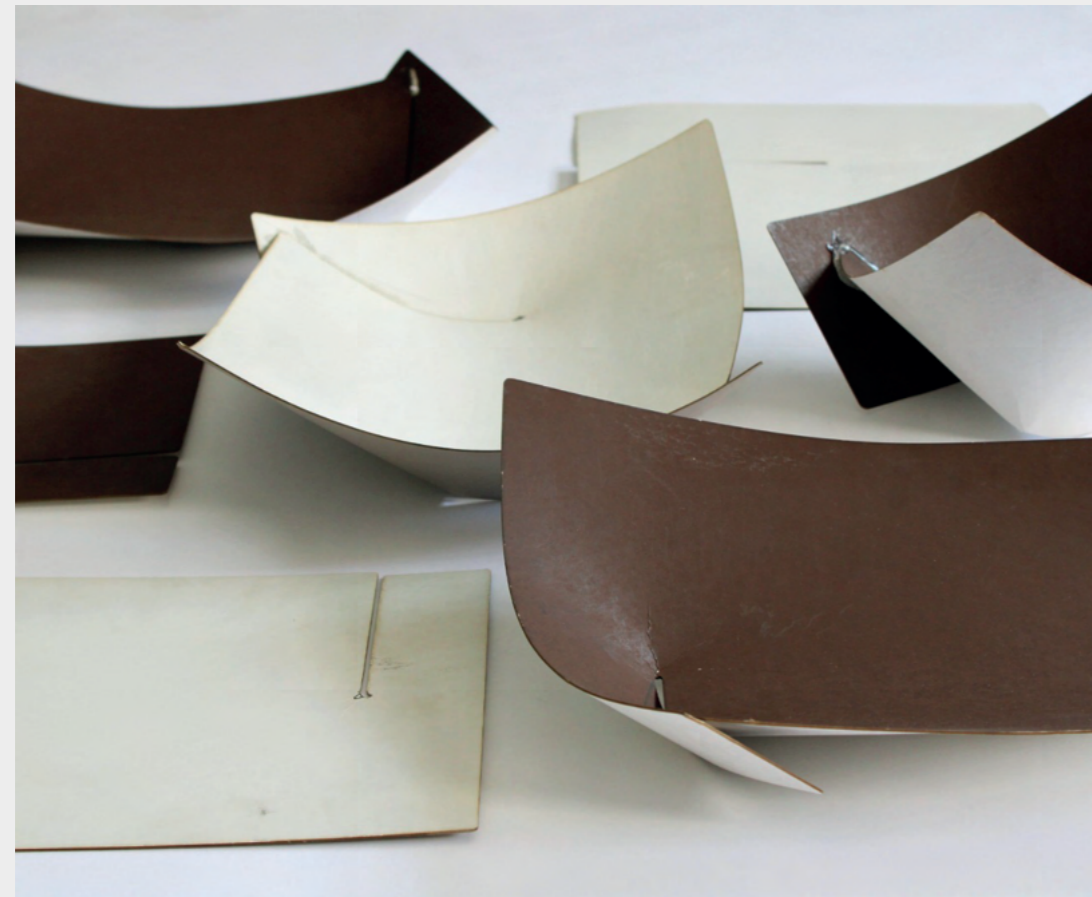
Simplicity



# LAYOUT



# EXPERIMENTAL PROCESS



# NEGRA LUNA

*This steel fruit bowl strikes a balance between simplicity of design and the sensuality of its curves. Its ideal concavity is achieved through a simple fold, which not only creates a pleasing aesthetic but also makes it an optimal container for food. Crafted from high-quality stainless steel sheet, this bowl features a high-gloss polished finish that makes it stand out in any environment. More than just a fruit bowl, it's also a sculptural piece that adds elegance and beauty to its surroundings.*





# SIDERAL

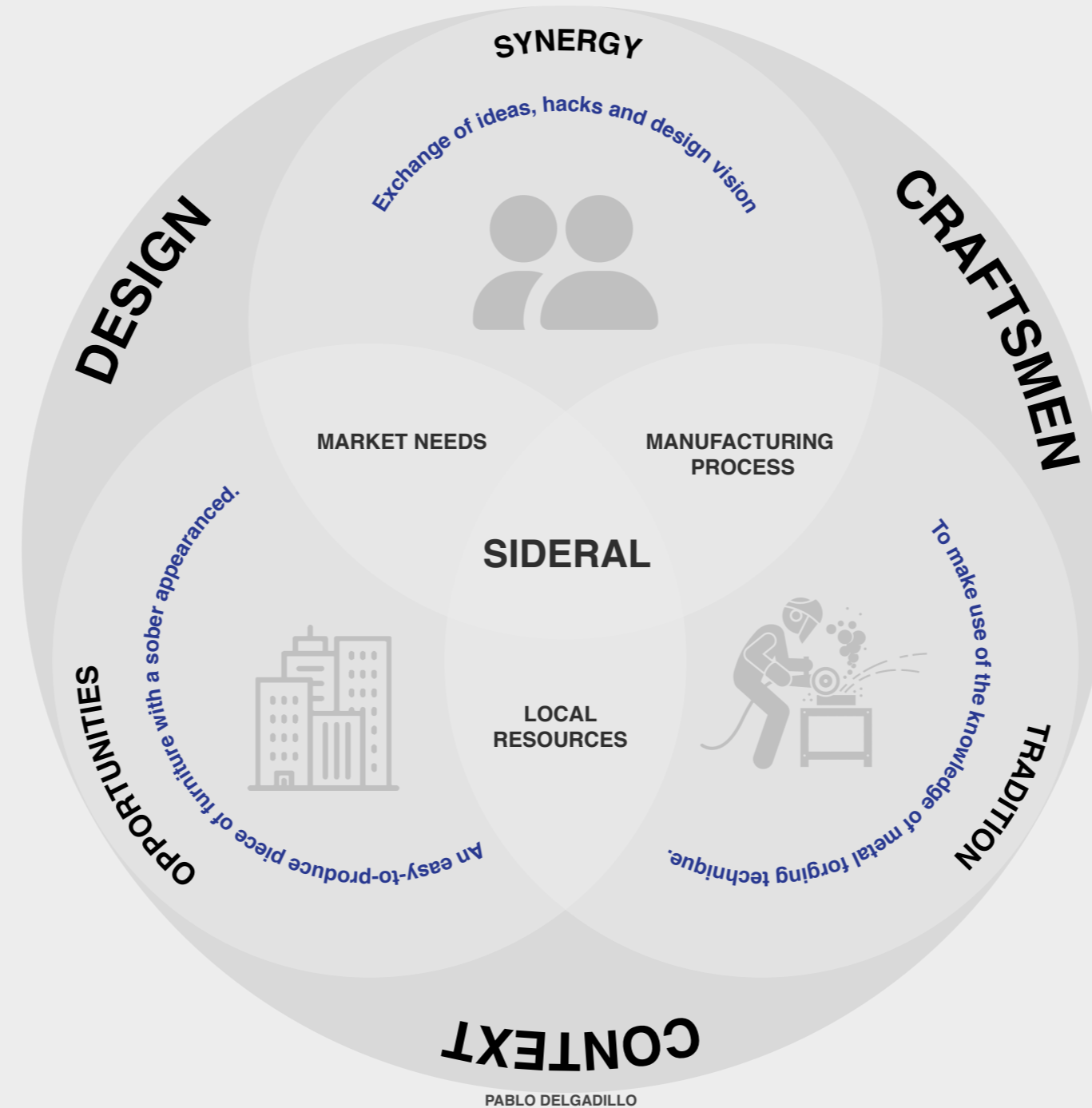
Knowledge and experience. The strengthening of collaborative relationships between designers and local craftsmen is necessary for the stimulation of the local economy, cultural diversity and the preservation of traditions. The valuable experience of learning about local techniques, materials and resources enriches the design process and improves the quality of the product.

“Vision and tradition”

## OPPORTUNITY

*In 2020, in the midst of my career as an entrepreneur, specializing in custom furniture for private clients, I noticed an abundance of opportunities to produce small-scale metal furniture around the office.*

*As is common in Mexico, various neighborhoods are home to "Tallercitos" – small workshops run by one to three people, offering solutions to the local community. It was through one such workshop that I met Don Javier and Armando, both welders with a family tradition of metalworking. They provided invaluable support throughout my entrepreneurial journey, including their contributions to this and many other projects.*

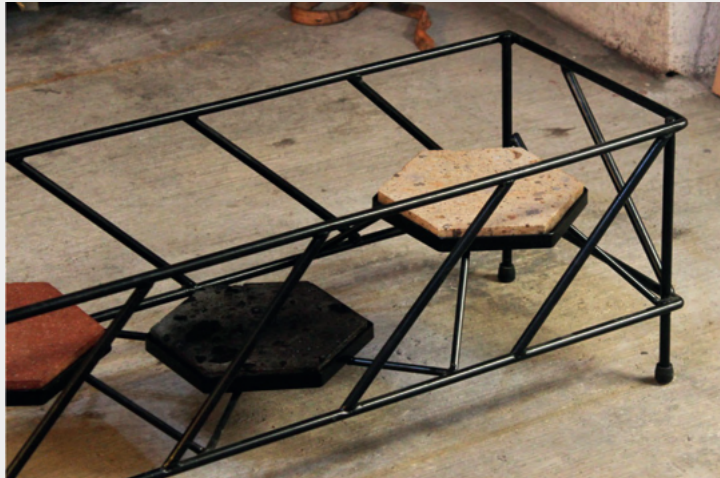
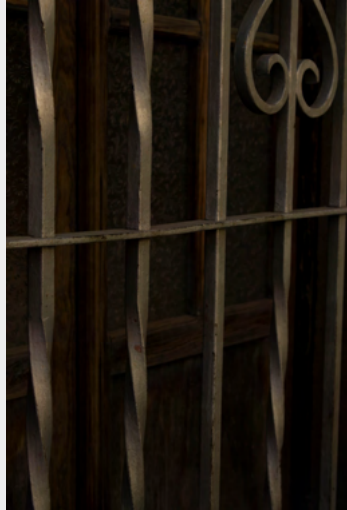
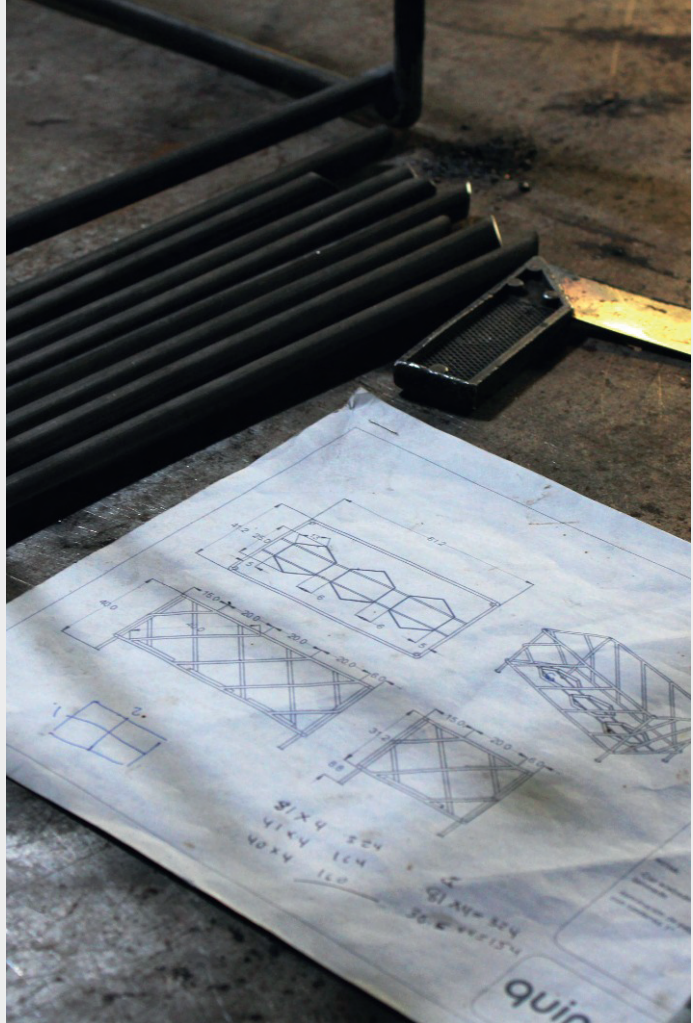
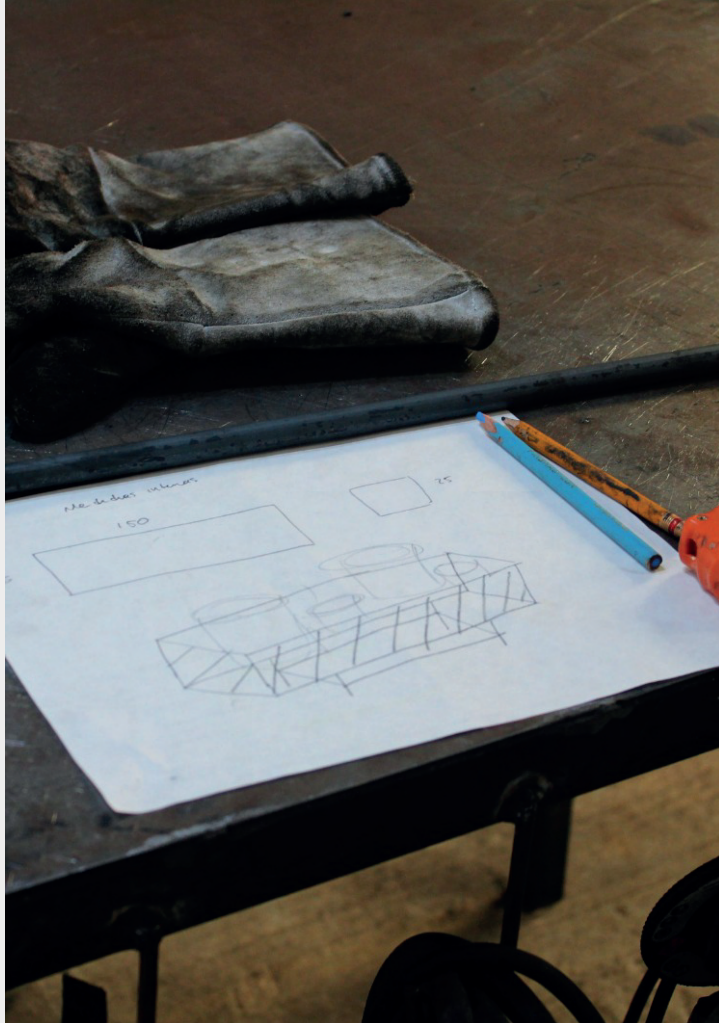


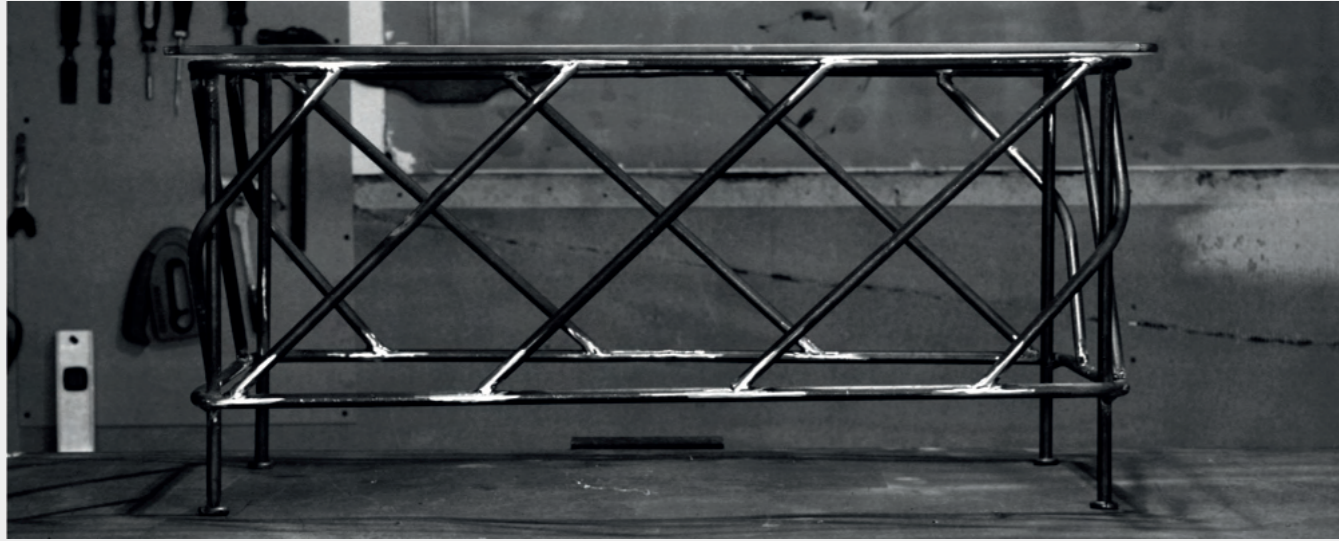
PABLO DELGADILLO

This photo captures these talented people.



DESIGN PROCESS





## SIDERAL

*Sideral was born from the opportunity to stimulate the local economy by working with skilled artisans who specialize in metal bending and forging techniques. It is a coffee table made of rods and topped with glass that highlights the structure. Simple and functional, Sideral is a beautiful piece of furniture that showcases the craftsmanship of local artisans.*



**Thank you**

**Gracias**

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