

Alberto Solís Hernández

Design strategist



alberto@asolisher.com
www.asolisher.com
442.230.7546

Pragmatic and human solution designer based in Queretaro, México. Focused on research, creative analysis and innovative strategies, I work to unveil innovation opportunities and define solutions that stimulate new paradigms to facilitate life and business.

Education

Monterrey Institute of
Technology and Higher
Education (2011)

BA Industrial Design

| Borrego Dorado award for student
development

University of Cincinnati

International program (OH, 2009)

| Dean's list (spring quarter)

The Washington Center
for Internships and
Academic Seminars (D.C.2011)

Gobernadores Scholarship

| Public policy and project planning
diplomas.
Best performance award 2011

The Un-School of
Disruptive Design (CDMX 2015)

| Social innovation and
sustainability immersive program.

University of the
valley of México (2021)

| Business entrepreneurship diploma

Languages

Spanish (Native)
English (640 TOEFL / C1)

Software

Adobe CC (Ps, Ai, Xd, Lr, Pr, Id)
Wordpress (WooCommerce)
Divi / Salient
Klaviyo / Buffer
Shopify (Management level)
Rhinceros
Keyshot 9
Office suite

Professional experience

COWTS Dallas, Tx. USA - Digital Designer (2022 - current)

B2C/B2B Design project development focused on digital marketing, email, and content creation, web design, packaging, brand, and collateral design.

Constructika Querétaro - Operative Manager (2015 - 2023)

Lead product design and development - working through the design process from research and insight analysis to concept development and prototyping.

New business development - Developed three long term business integrations and partnerships with manufacturers and other industry consultancies. .

| Partnered with Mostaza FDI food industry consultancy and led the development of an integral food product development service. Designed landing page, service processes and branding research protocol.

| Partnered with Real Don Vasco SA, to develop a furniture collection for retailing mainly for Coppel across Mexico.

| Developed an industrial safety communication system along with G&G infographics, to improve safety standard KPI on manufacturing plants. Led internal research and system prototyping.

Administradora Inmobiliaria Arco Querétaro - Account Manager (2012 - 2013)

Account manager for Libertad Servicios Financieros and internal shareholders.

Government license coordination and fixed furniture planning in new developments.

65 new facility projects throughout Mexico.

InTrust global investments Washington DC - Internship (2011)

Worked on the development of the Private Placement Memorandum of the INDI Fund (Renewable Energy development in Latin America), project and alliance proposals study and synthesis, first contact with international allies. (INDI Fund)

Teaching experience

Monterrey Institute of Technology and Higher Education (2016 - 2017)

Associate professor at the Design and Architecture School. Advanced digital representation techniques - Program focused on the design portfolio and portfolio graphic management, information design, storytelling and graphic design fundamentals.

Anahuac University (2014 - 2015)

Industrial Design Academy. Projects of functional objects (Design Studio focused on research, divergent thinking and user centered design), Prácticum I (Design Studio focused on need analysis technique and representation techniques).

Soft Skills

Avid self-learner. Independent, proactive and creative, excellent conceptual development and analyzing complex situations, great at connecting dots.

Interests and hobbies

Professional flamenco singer, performed in national and international stages in North América, Europe and the Caribbean. Furniture building and carpentry.