

SUMMARY PORTOFOLIO

SANTIAGO LOPEZ



Year

Synopsis

-

-

2024

**A quick tour through my working background
as an Industrial designer.**



ABOUT ME

I'm Santi.

Over the last decade, I had the privilege of working in some of the top local design agencies and startups, being involved in many great projects and working with awesome colleagues and friends.

As an industrial designer, my expertise lies in product design, particularly focused on IoT solutions and consumer electronics.

While I am comfortable working with design constraints and adhering to strict guidelines and inputs, I also thrive on the intuitive, sensitive, and intangible aspects of design.

Country

-

Argentina

Work Format

-

Onsite
Remote

Extra

-

Bikes
Running
Bass guitar player
Toy design

WORK AND PROJECTS



1_



Company_**Drixit Technologies**
Year_**2021 - 2024**
Project_**Tag**

2_



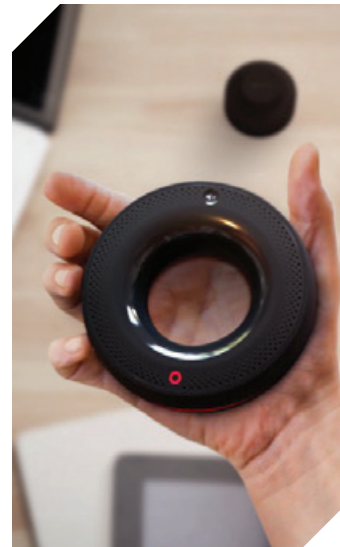
Company_**BCK ID**
Year_**2019 - 2021**
Project_**E-Con Agro GPS**

3_



Company_**LPZ_ID**
Year_**2024 - 2018**
Project_**Bose 3.1 Sound System**

4_



Company_**DMO**
Year_**2013 - 2019**
Project_**Pontus Smart Asistant**



1_

Drixit Technologies

-
Industrial Design Lead / Hardware Manager
2024 - 2021

Challenges

-
Product Design is just the tip of the iceberg.
Do a little bit of everything.
Lead the ID team.

1_



Docking Station
-
Portable charging hub
2021



Pairing Point
-
Access and pairing interface
2023



Dot
-
Indoor location anchor
2022



1_

Drixit Technologies

-

Industrial Design Lead / Hardware Manager
2024 - 2021

/KEY PROJECT_TAG

The tangible part of the Drixit solution.

This is the device that industrial workers can wear everyday
and improve their safety.

1_





Tag Original Version

May 2021



Research and definition

KEY PROJECT_TAG



Tag First 3D draft proposals

Challenge: big improvements on short term

As a startup, Drixit had to rapidly iterate and enhance its existing Tag. Improvements were essential, and speed was crucial. Enhancements such as a rugged housing, a more deterministic assembly, achieving IP67 protection, refining ergonomics, and elevating the overall build quality were necessary to meet customer demands and ensure compliance with anti-explosive certifications.

KEY PROJECT_TAG



Tag original version

- With 3rd party GoPro clip
May 2021



Tag V2 version

- Complete new casing
Ex compliant and IP67
September 2021



Tag V2 version

- Drixit Clip
PC label
July 2022



Tag V3 version

- New front case
New interface placement
Clip reinforcement
New inside PCBA fastening
September 2023

Approach: define, prioritize, and fix one part at a time

- _Understanding the current Tag is key. What works and what doesn't, and what can be changed and what can't be touched.
- _Define all the aspects where improvement is needed.
- _List and organize them based on urgency (deal breaker vs nice to have) and available resources and make a plan of upgrades on short and mid term.
- _Keep a mindset where the product will be constantly iterated and partially improved.

KEY PROJECT_TAG



Result: a product designed to grow with the company and the business.

Redesign everything from scratch was never an option. The Tag needed gradual and partial enhancement over time, allowing for steady growth. While not the ideal design solution, it stands as the more strategic approach considering the prevailing circumstances.





2_

BCK ID

-

Senior Industrial Designer
2021 - 2019

Challenges

-

High quality and fast paced design.
Technical design tools handling.
Working remote (pandemics).





2_

BCK ID

-

Senior Industrial Designer
2021 - 2019

KEY PROJECT_TRACTOR GPS

An updated and improved tractor navigation system
through UI and industrial Design.



KEY PROJECT_TRACTOR GPS



Brief: create a UI that matches the product quality

After upgrading the exterior design, a redesign for the GPS interface was needed to make it look modern, but specially more cohesive and intuitive.



First UI Prototype

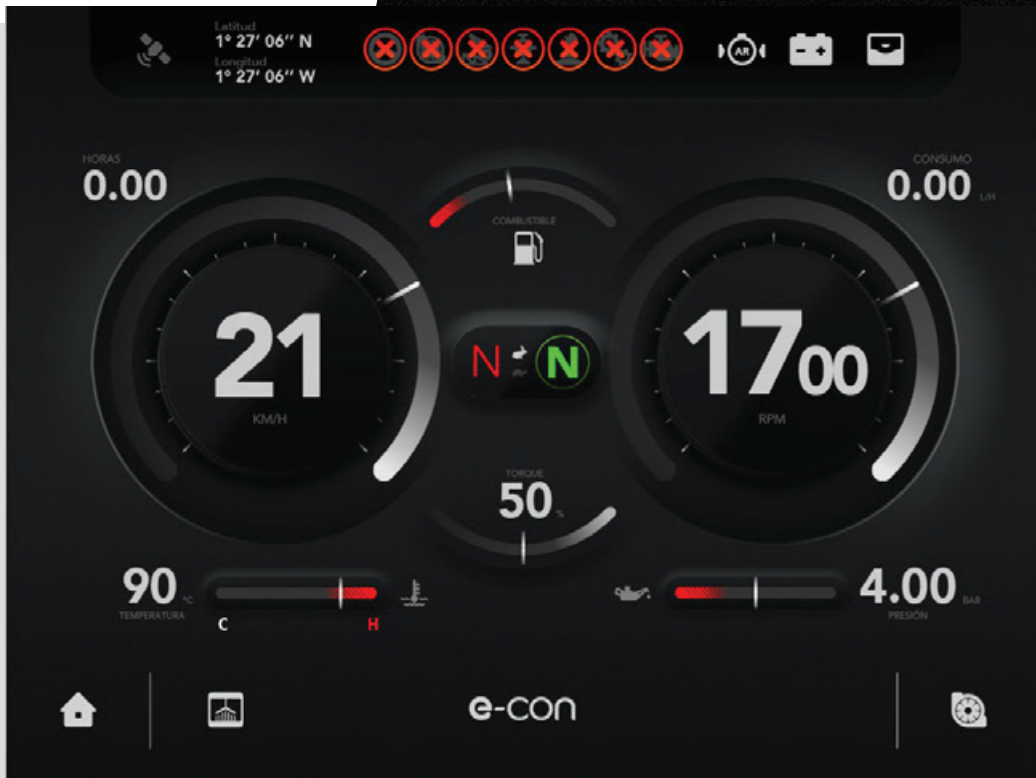
2020

~~KEY PROJECT_TRACTOR GPS~~



Approach: familiar, tridimensional, technical

Keeping an overall informational layout that remains familiar with the user, inspiration was taken from modern motorcycles TFT displays to get a more precise and technical look and feel. Subtle tridimensional details were added to merge with high contrasting iconography.



KEY PROJECT_TRACTOR GPS



Improvement: day mode and night mode

Cropping can be done during day and night.

It was crucial to develop a UI that can switch through day and night to avoid eye straining while keeping high visibility and contrast



Whirpool
-
Washing Machine
2018

3_

LPZ_ID

-

Owner
2024 - 2018

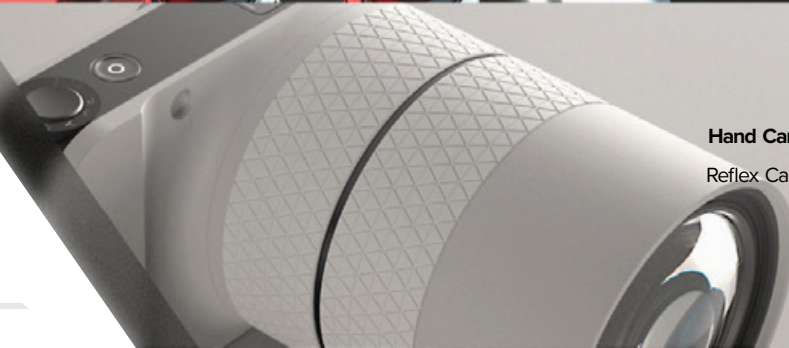
Challenges

-

Explore and design freely.
Have fun with it.



Storm joystick
-
Gaming Joystick
2019



Hand Camera
-
Reflex Camera
2018



3_

LPZ_ID

-

Owner

2024 - 2018

KEY PROJECT_3.1 SOUND SYSTEM

A sound experience with and exterior design
that merges nature and geometry.



KEY PROJECT_3.1 SOUND SYSTEM



Brief:

Have fun creating a set of Hi-Fi speakers that I would like to have in the living room of the house of my dreams. They have to feel as real an tangible as possible.

KEY PROJECT_3.1 SOUND SYSTEM

Inspiration:

I've always liked spaces where architecture and minimalism blend with nature. Like the beautiful seashell that I have next to my soundbar in my living room. Merging both worlds gave me the idea of shaping a set of speakers that will look like stone monoliths from the distance, but also will look like elegant technical pieces when you come close to them.



KEY PROJECT_3.1 SOUND SYSTEM



Result:





4_

DMO Design Company

-

Conceptual Designer
2019 - 2013

Challenges

-

Be the conceptual designer of the team.
Learn method and processes.
Face all kinds of design briefs.

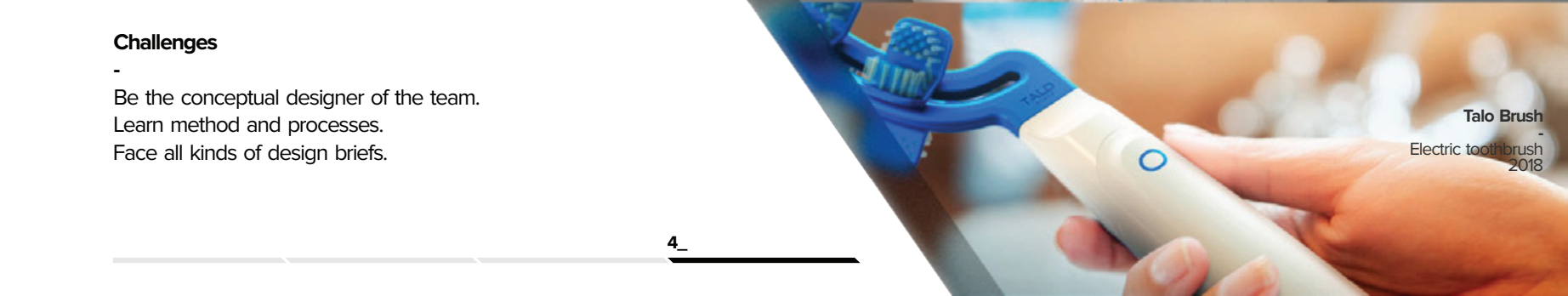
4_



Cape
-
Smart Router
2016



Greenbot
-
Watering monitor
2020



Talo Brush
-
Electric toothbrush
2018



4_

DMO Design Company

-

Conceptual Designer

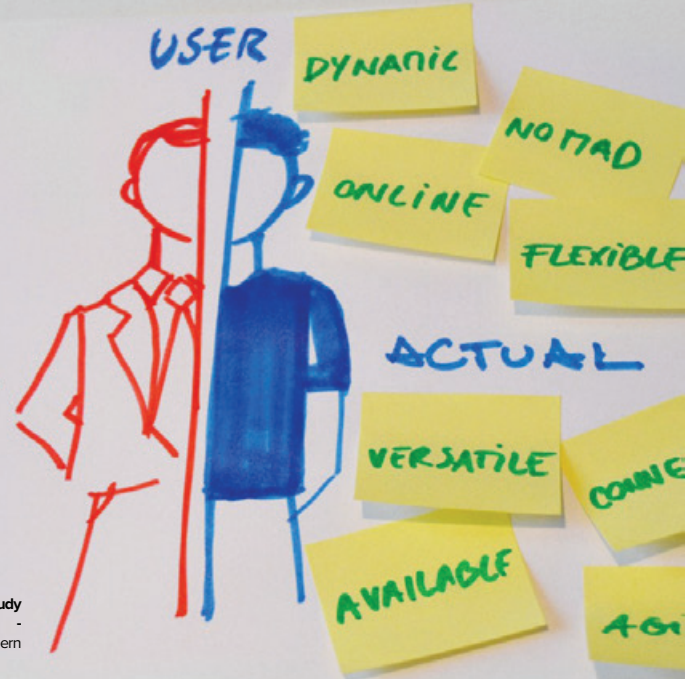
2019 - 2013

KEY PROJECT_PONTUS

A smart assistant for the new generation of professionals



KEY PROJECT_PONTUS



Challenge:

Ideate and give shape to a smart assistant for the new generation of entrepreneurs and leaders.

Being very user-centric is key to understand the potencial and opportunities for turning a smart asistant into something different and meaningful.

Original user study

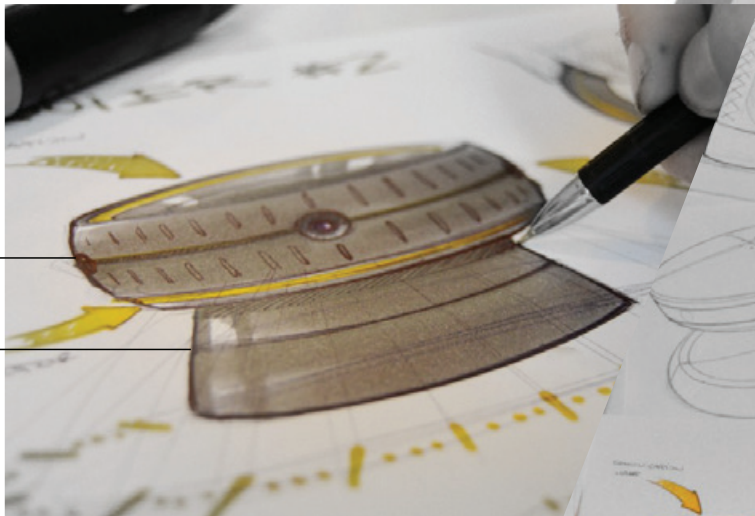
Oldschool vs modern

KEY PROJECT_PONTUS

Exploratory Drafts

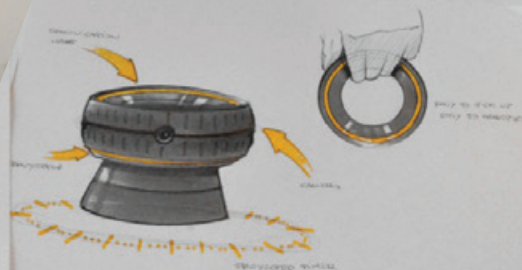
Portable / personal

Fixed / productive



Exploration:

Understanding the routines, habits and needs of the user helped define the right set of functionalities and therefore, the ideal form factor.



Final sketch proposals



KEY PROJECT_PONTUS

Result:

An asisstant that can help you and travel with you in the increasing remote and on the go working formats, and that can stay with you when docked in its base, helping you focus and work for long stretches of time.

Docked

-
Productivity
Focus

Undocked

-
Organization
Assistance

Portable

-
Remote work



/THANK YOU

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If my portfolio caught your attention,
feel free to reach me do a deep dive into
the rest of my work.

