

Itziar de Pedro Sarasola

IMPERIAL COLLEGE - 1st CLASS HONOURS MENG DESIGN ENGINEERING

23 Curran House, SW3 3PG, London
id619@ic.ac.uk, +34 626 583 322
Eligible to work in the UK and EU
<https://www.itziardepedro.com>

EDUCATION

Imperial College London (2019–23): [MEng Design Engineering](#), on course to achieve a First Class Honours. Online portfolio available at <https://www.itziardepedro.com>
Kensington School, Madrid (2004–19): Scientific Technical Baccalaureate. Achieved a 9.6/10 GPA.
Laguna Blanca School, California (2017–18): 4.0 GPA. Secured the [ASSIST Full Scholarship](#) to live with a host family and study junior year of high school in the USA.

WORK EXPERIENCE

Permia Sensing Startup - Freelance UX/UI Designer

London (Feb 2023 - Ongoing)

- I spent 2-weeks working as a Permia researcher at the National Research Center of Agronomy of Ivory Coast collecting data and conducting extensive user research.
- After understanding the user insights/needs/painpoints when using the Permia app, I developed a [user-friendly UI](#) that creates an intuitive, useful and enjoyable UX.

Adidas AG - Global Operations Product Development Intern

Nürnberg (Mar - Sept 2022)

- Led the development of the Predator.4 football boots, transforming 2D designs to final samples which will be mass-produced and hit the market in 2024.
- Liaised with factories in Indonesia and had weekly meetings to ensure we met the Adidas' performance, quality, and cost standards within tight company deadlines.
- Carried out user testing and product review sessions with professional athletes to iterate ideas and deliver futuristic innovation concepts for Adidas' 2026 range.

1968 brand - E-commerce business founder and CEO

Madrid (Feb 2022 - Ongoing)

- Founded and launched a 4-figure revenue B2C [e-commerce business](#) called 1968, later recruiting 2 team members.
- Designed, budgeted, and manufactured 12 products, later implementing a social-media-focused Go-to-Market Strategy and reaching over 24K accounts in 90 days.
- Organized 3 photoshoots scheduling the supplier, photographer, and 15+ models, as well coordinating 4 full-day customer-facing market events in Madrid.

Dyson School of Design Engineering - Teacher Assistant & Student Expert

London (Jun 2020 - Ongoing)

- TA - supporting and teaching 300+ engineering students in the Robotics, Mechanics, and Human-Centered Design modules.
- Summer job - adapted the Production & Materials module to mixed-mode delivery after the pandemic and restructured the lectures, tutorials, and exams content.
- Ideas lab - supervised the prototyping workshop with 300+ users and trained them with machinery/equipment including 3D printers, laser cutters, and hand tools.

Human Experience, Analysis and Design lab - Research student

London (May 2021 - May 2022)

- Studied helmet performance by performing 105 oblique impact tests and implementing an FEA model of traumatic brain injury.
- Generated the footage and produced a [promotional video](#) of the test rig and the HEAD lab at Imperial College London to showcase our facilities to potential clients.
- Published a biomechanics research paper found here: [The Protective Performance of Modern Motorcycle Helmets Under Oblique Impacts. Ann Biomed Eng \(2022\)](#).

MP Lifts - Freelance Consultant UX/UI Intern

Madrid (July - October 2020)

- Planned and conducted fast-paced online co-creating/ideation workshops with over 50 direct users to improve the UX inside MP's lift cabins.
- Implemented Value Sensitive Design and Agile methodologies. Evaluated competitors' innovations, and delivered benchmarking reports within client deadlines.

University of Santa Barbara - Materials Engineering Intern

California (Jun - Jul 2018)

- The youngest student to intern with [Physics Nobel Prize winner Dr. Nakamura](#), the inventor of blue LEDs. Learned about LED design, development, and technology.

SKILLS: ENGINEERING, DESIGN & LANGUAGES

- Engineering skills:** Arduino, Finite Element Analysis, Mechatronics, MatLab, Machine Learning, Data Analysis, Statistical analysis, Optimisation, Nanotechnology, Jupiter Notebook, Python, Linkage, Robotics, JavaScript, HTML, CSS, Robotics, Validation, Testing (lo-fi/hi-fi prototyping), web and app development.
- Design skills:** design thinking, CAD (Fusion 360, SolidWorks), Figma, Miro, InVision, Adobe CC, Illustrator, Indesign, Premiere Pro, Photoshop, Agile methodologies and software (Trello), UX tools (personas, journey mapping, storyboarding, VSD, Consequence Scanning, stakeholder analysis), graphic design, branding, marketing.
- Languages:** Spanish (native), French (fluent, B2), English (bilingual: Cambridge Proficiency (A), TOEFL (A), Cambridge IGCSE Highest mark in Spain 2017).

RECOGNITION AND SELECTED AWARDS

- Speaker at the AutoTech - Detroit and WardsAuto Interiors & UX Automotive Conference 2022 (USA):** youngest speaker invited to present a project in front of over [2000 attendees](#) from across the full automotive tech ecosystem. My team's project was an innovative vehicle concept for the [Future of Urban Mobility](#).
- Student Union Committee Imperial College London (2021-23):** elected Academic Representative for Design Engineering as well as Engineering Events Officer.
- Leadership awards:** Imperial Award 2022 (leadership & personal development), and Emerging Leaders Diploma 2020 (leadership & management).
- Design award:** [DESIRE Award 2020 \(Design Engineering Selected Innovation Recognition\)](#).
- Engineering awards:** Engineers Without Borders Challenge finalist 2021, Course en Cours F1 Contest 2017 Spain winner, TARC Rocketry Contest 2018 USA finalist.
- Hackathons awards:** Ocean Infinity Robotics 2020 winner, Tsinghua University Hackathon 2020 finalist, Leon Restaurants UX & UI Hackathon 2019 winner.

PROGRAMS, ACTIVITIES AND VOLUNTEERING

- Engineering Global Brigades in Ghana** (Sept 2021): designed, constructed, and installed 4 pour-flush water toilets with septic tanks as a Global Brigades volunteer.
- Scouts Unitaires de France** (June 2021 - June 2022): planned, prepared, and conducted weekly outdoor activities for 30 teenage girls, as well as a 2-week camp.
- Ghana Dream Africa Foundation** (July - August 2019): spent 4 weeks teaching Maths and English to over 30 kids at an orphanage in a local community in Accra.
- Courses:** Integral Engineering Design work shadowing (2020), CEU San Pablo Architecture & Design course (Madrid, 2019), School of Scientific Thought (CA, 2018).
- Societies and sports clubs:** TEDx committee, entrepreneurship society, volleyball, yacht, surf, and handball clubs (ranked top 3 in the national BUCS league).