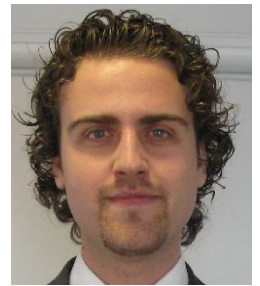


# Curriculum Vitae

## Samuel Sanchez

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Portfolio: <https://samuelsanchez.webflow.io/>



## Professional experience

- 03 / 2015 – 08 / 2021 **TATA MOTORS EUROPEAN RESEARCH CENTRE – Coventry, UK | Italy | India**
- 01 / 2018 – 08 / 2021 **Product Designer (Automotive industry) - UK Innovation & Design Research Centres**  
**Strategic Project Leader for Electrical Vehicle Programmes**
- 1- Led Design thinking framework, principles and methods to solve business problems.
  - 2- Defined most user-centric solutions in the field of product and Service Design. Executed & planned UX business research and critically selected methods based on projects & resources.
  - 3- Created sensible Information Architecture and interaction design for a range of digital products.
  - 4- Defined HMI UX research. Applied UI and Concept design development across projects.
  - 5- Applied UX/UI tools & techniques. Managed design of in-car displays Graphical User Interface(GUI).
  - 6- Assessed usability by heuristic evaluation & testing. Created feasible themes, graphical & animation.
  - 7- Designed functional and pleasurable User Interfaces using Figma (& Sketch)
  - 8- Built high fidelity, animated, interactive prototypes for testing and production.
  - 9- Created Business Case models and risk analysis weekly reports to Senior Management.
- Delivered & conducted: Technical Seminars for EV's Design technologies and Company State of the Art*
- 03 / 2015 – 01 / 2018 **Vehicle Programme Manager - Programmes Department**  
**Strategic Project Leader for Autonomous & EV Programmes**
- 1- Applied Scrum Master and Agile methodologies as the main framework for project management.
  - 2- Managed the reduction cost programs: for resource, material, timing to target, CAPEX & DMC.
  - 3- Conducted Design & Engg. integration meetings with stakeholders and APEX reviews.
  - 4- Led Technological Reviews, Master Resource and Deliverables across UK, Europe & Asia.
  - 5- Delivered and tracking of IPR's, Imagineering, ExCom data pack, Balance ScoreCard and KPIs.
  - 6- Drove Strategic Projects/Contracts negotiation and sign-off, Work Scope and delivery/invoice.
- 12 / 2014 – 02 / 2015 **KRAFT Foods – MONDELEZ INTERNATIONAL – Madrid, South European Headquarters**
- Programme Manager (FMCG industry)**  
**Product Change Management Department**
- 1- Created sensible information architecture and interaction design for a range of digital products.
  - 2- Led Agile methodologies used as the main framework for project management.
  - 3- Developed Information Architecture & led change management activities. Assessed change's impact.
  - 4- Led coordination between departments for on-time projects. Responsible for different kinds of projects: New Product Development, Limited editions, Pack change, Quality improvements & Delist.
- 10 / 2013 – 08 / 2014 **BOSCH – ESPAÑA FABRICA MADRID S.A. | Germany | China | Mexico**
- Product / Project Engineer (Automotive industry – sensors)**  
**Design & Planning Department**
- 1- Monitored tasks, action plans, coordination with departments and reporting of project's status.
  - 2- Developed lean product development version control software. Conducted internal&external audits.
  - 3- Led coordination and control of projects, Process Flow & Layouts on R&D + sensors production line.
  - 4- Led Quality Planning & Control: Documented Quality Initiatives and Released Processes Support.
  - 5- Developed and generated product & process FMEAs, product approval PPAP, Control Plans & APQP.
- 10 / 2012 – 10 / 2013 **Universal Brands GmbH – Bad Ems, Germany**
- Product Designer (Digital industry)**  
**Responsible for the design and development of digital products**
- 1- Improved existing product designs, analyzing working concepts launched by competitors of similar products to match quality & performances. Marketing development strategies & Website Design.
  - 2- Carried projects from concept to production, based on customer requirements and requests.
  - 3- Led Risk Management and Development of the customer Portfolio.
  - 4- Managed and Coordination of the Project activity and Product planning.
  - 5- Led Control and Monitoring of activities and projects as far as Quality, Costs, Timing and Resources.
  - 6- Used of Design Programs, LEAN and PM tools, MS-Project and KPIs, SAP Consultancy.

## Academic experience

01 / 2009 – 03 / 2011 **EV MotoMAQLAB R&D – Madrid, Spain**

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**Product Designer & R&D Engineer (EV automotive industry -HONDA R&D)**

**- Team awarded with the National Award for the Best Technological Innovation -**

Project of the Team: "Design and Simulation of the Chassis & Testbed of a Motorcycle HONDA Racing", designed and simulated with CAD Software & FEA (Finite Element Analysis).

- Led the Project Research & Development phases in collaboration with European universities.

- Designed Project, Simulation and Implementation with Design & CAD Softwares.

- Commissioned and coordinated the Project simulation, final and competition phases.

## Education

### • Certifications

IronHack Certificate **UX/UI Designer Certificate®**

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08 / 2021 – 10 / 2021 **IronHack School (Madrid, Spain)**

Product Designer, UX/UI focus on latest tendencies, tools and processes of the top worldwide markets.

*Bootcamp conducted by Daniel Gasco, one of the pioneers in introducing Product Design in Europe.*

PMP Certificate **Project Management Certificate (PMP)®**

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05 / 2021 – 08 / 2021 **Project Management Institute (London, UK)**

### • University

Master's Program **Master MA in Vedic Science & Psychology (GPA of 3.82/4)**

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08 / 2011 – 06 / 2012 **MIU: University of Management (Iowa, USA)**

- Business and Marketing Development, Individual Psychology and Group Interaction.

- Science of Creative Intelligence, Development and Improvement of Management.

- Individual and Group Research Projects, Oral Presentations and Research Papers.

Bachelor's in science **Bachelor's in Mechanical Engineering**

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10 / 2005 – 03 / 2011 **Universidad Carlos III - Technical Faculty (Madrid, Spain)**

- Mechanical, Electrical & Electronics Engineering. Technical Office, Business & Production Mngt.

- Design softwares study, Computer Aided Design and Computer Programming.

### • Conservatory

Conservatory degree **Professional Musicians degree program - specialization in piano**

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09 / 1995 – 06 / 2009 **Conservatory of Music Adolfo Salazar (Madrid, Spain)**

- Professional Musicians Degree Program with Specialization in Piano.

- Piano, Harmony and Composition, Music History, Chamber Music, Philosophy and further subjects.

## Honors & Awards

**Product Designer & R&D Engineer (EV automotive industry -HONDA R&D) - 2011**

- Team awarded with the: **National Award for the Best Technological Innovation**

*provided by: MEF (Moto Engineering Foundation)*

## Technical Skills

**UX/UI tools:** Figma, Sketch, Adobe XD, HTML and CSS, WordPress and Webflow : + 4 years experience

**Engg tools:** CATIA, AutoCAD, Pro-Engineer & FEA : + 5 years experience

## Languages

**English:** Fluent | **Spanish:** Native language | **German:** Basic command | **French:** Basic command