Hello, I'm Paola Pieschacon.

 I am a multidisciplinary designer with nearly 10 years of experience across industries such as retail, electronics, and financial services. With expertise in user-centered design and a focus on creating intuitive, scalable solutions, I have successfully contributed to product development for both physical and digital platforms. I am currently pursuing a Master's in Strategic Foresight and Innovation at OCAD University, further enhancing my ability to anticipate trends and solve complex design challenges. I thrive in collaborative environments, working closely with cross-functional teams to bring ideas to life.

Let's get to know each other.

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Paola Pieschacon.

Check out my Portfolio [Here](#)!

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Education

2023 – 2026
Master's Candidate in Strategic Foresight & Innovation at OCAD (MDES)
OCAD University
Part time Candidate

2009 – 2014
Bachelor Industrial Design
Universidad Javeriana 2014
GPA: 4.4 / 5.0
Rank 6/85 students
2009 – 2013

Experience

2023 – *Array Marketing / Toronto*
CreativeDesigner

- Led design and development of retail fixtures and POP displays, overseeing the process from ideation to final execution.
- Collaborated with engineering, sales, and production teams to create manufacturable and cost-efficient solutions.
- Created 3D renderings, sketches, and CAD drawings while maintaining design integrity and feasibility.
- Focused on user-centered design solutions that meet both functional and aesthetic goals.

2022 – 2023 - Foresight Analytics
Mechanical Designer

- Led the technical design and manufacturing aspects for electronic automotive devices.

- Designed and optimized product assembly processes, ensuring manufacturability and scalability.
- Developed prototypes and 3D models, collaborating with engineering teams to meet technical requirements.

2022 *– Canopy Growth (Cannabis Company) / Toronto*
Industrial Design
- Designed and developed medical and non-medical dry herb electronic devices, integrating UX/UI elements to optimize the user experience.
- Conducted user research and synthesized findings to inform design decisions, including creating product interfaces.
- Design and develop new concepts for medical and non medical dry herb electronics (sketching, 3D modeling, prototyping).
- Analyze user experiences and implement the results through Industrial Design.
- Present findings and final designs to the board for approval

2018 - 2021 */ The FHE Group (Furniture Company) / Toronto*
Industrial Design
- Designed and developed furniture products based on market research, observation, secondary research, trends and competition analysis
- Managed multiple, simultaneous projects, providing ground-breaking and feasible products.
- Developed wireframes and prototypes for Amazon store pages.
- Led end-to-end design processes, from ideation to manufacturing, for a range of furniture products.
- Managed product design, graphic design, and photography teams to align all communication and visual elements.
- Analyzed market trends and user experiences to inform design decisions that balanced innovation with feasibility.
- Responsible for product profitability through cost-efficient design and material sourcing.
- Negotiated technical aspects and communicated with suppliers to give direction in the prototyping and product development

2020 - 2021 */ Basalt Beachwear (Apparel Company) / Toronto*
Creative Specialist
- Analyzed User Experiences in three major specializations User research, Experience Strategy and Interaction Design for online store
- Implemented UX results through Graphic Design Branding & Identity Design, Web Design, Etc.
- Led full product development cycles including; (branding / ideation opportunities, user journey, ideation development with design teams, and meeting with developers
- Participated in brain storms, consumer research / analysis, and ideation sessions

2018 – 2020 / *X-Matik (EV Start-up) / Toronto*
Industrial Design Lead - Contract

- Designed external casing of the self-driving add-on kit contemplating internal mechanism movement, size/space limitations and material specs.
- Created SolidWorks models ready to manufacture and developed technical instructions for assembly in accordance with company standards.
- Ideated creative solutions for add-on kit aesthetics (composed of break pedal, wheel controller and front camera) limited by internal mechanism.

2017– 2018 / *Westex International (Home Décor Company) / Toronto*
Designer

- Analyzed trend and user's needs for new product development.
- Conducted contextual inquiry research methodology to develop fabric pattern design for houseware products.
- Created houseware packaging for partnership brands such as Nicolle Miller and Alexander Julian.

2013 – 2016 / *Belcorp (Personal Care Company) / Bogota - Peru*
Industrial Designer

- Led and facilitated product development process from user research, trend analysis, sketching, 3D modeling, prototyping and manufacturing, quality control to final launch.
- Ran focus groups, contextual interviews, and parallel design methodology for each design project.
- Conducted user research through surveys to multiple consumers to understand the experience with previous related products and identify opportunities for new product offerings.
- Managed timelines and executed several design concepts every month for private label.
- Managed timelines and budget with key stakeholders within the company, to facilitate the product development process.
- Conducted and presented final proposals to VP of Product Development and executive staff.

Skills

Human Centered Design Product Development| Packaging Design | Graphic Design |Sketching | 3D Modeling | Rendering | Conceptualizing | Wireframing | User Testing | Prototyping | UX|UI Design

Tools

SolidWorks | Figma | Photoshop | Illustrator | InDesign | Key Shot | Microsoft Office

Workshops

Design Thinking workshop - 2014 Open Innovation workshop - 2014

Certifications

Photoshop/Illustrator CS6 2013 Certification Cymetria Training (Adobe authorized training Center)

Languages

English | Spanish