

K.

PORTFOLIO



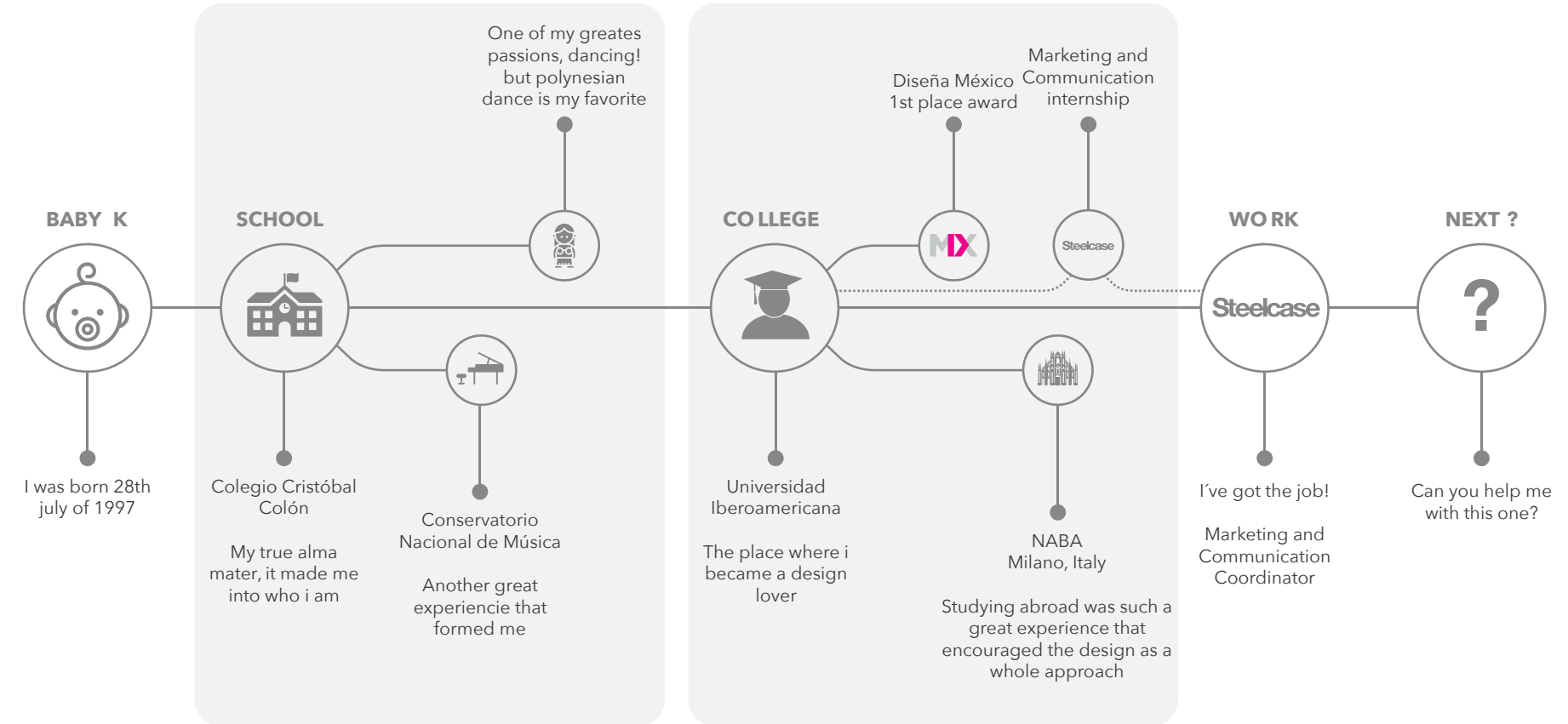
hi,

my name is Karen Naranjo Limón, i'm a 1.57 m tall mexican girl of 22 years old who just graduated from college and it's part of the Universidad Iberoamericana Industrial Design class 2019.

Eventhough I love industrial design, I identify myself as a designer with no lastname. I believe designers should have expertis in some areas, however I also feel we should know different design approaches in order to give an integral solution.

Turn the page and let me show you my timeline.

A GLIMPSE AT MY LIFE



SO...

As i was saying, i'm a design lover so i've studied and tried different design approaches during my student life but also as a profesional one.

But, enough about me, let me introduce you my work...

INDUSTRIAL DESIGN

- Product
- Packaging
- Mobility
- Interior
- Sketch
- Render

GRAPHIC DESIGN

- Branding
- Brand Identity
- Editorial

WHY ME?

- Recomendation letter
- CV

CONTACT

INDUSTRIAL DESIGN

Although i may be an industrial designer i identify myself as a designer...no last name, i'm just a fan of the whole design movement.

Of course, most of my work has been industrial, let me show you...

CUSTOMER: LIVERPOOL

PROYECT: MARA

Designers: Natalia Hernández Portillo & Karen Naranjo Limón

Timeframe: 2nd semester

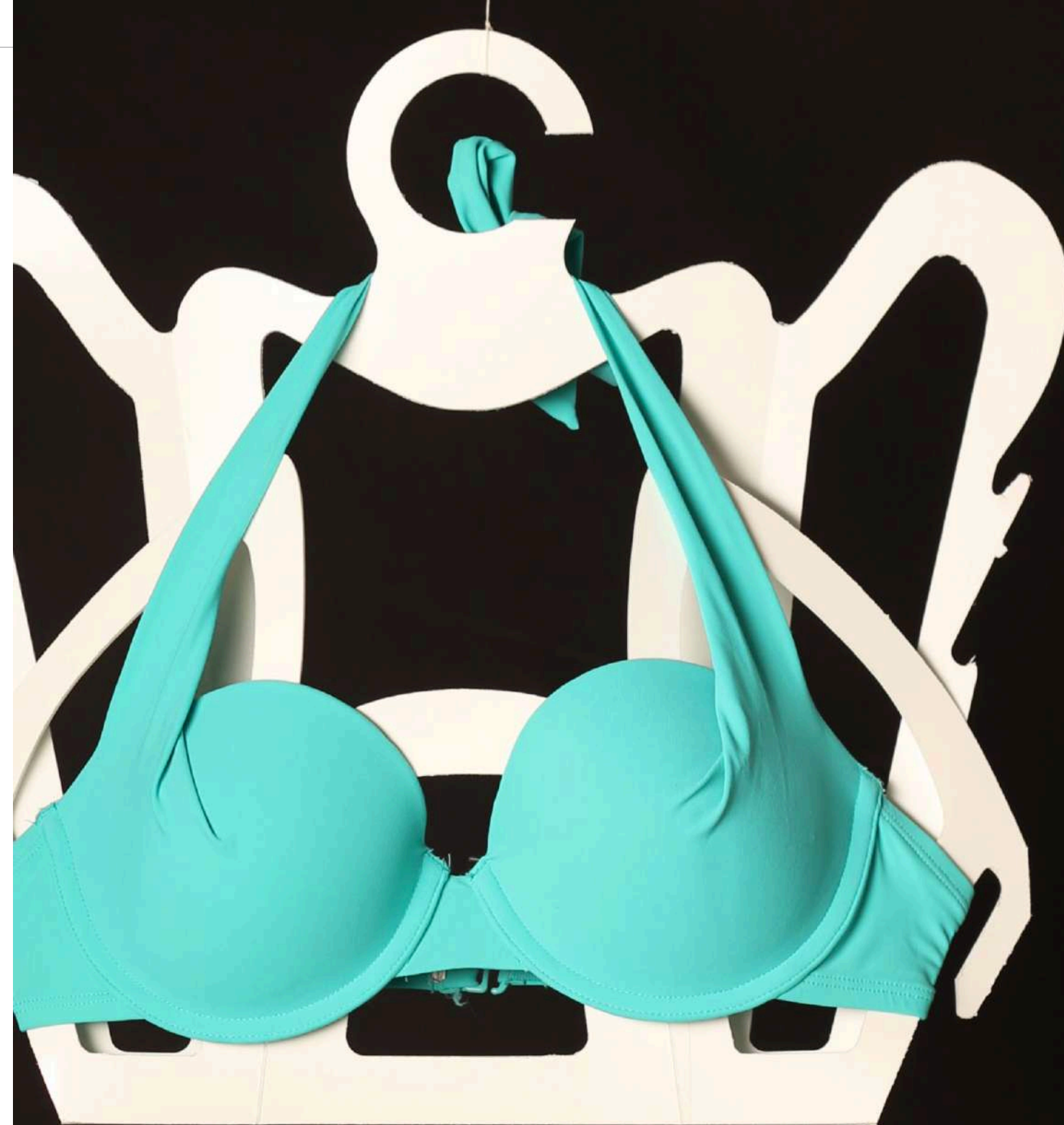
Prize: Honorable Mention at Liverpool (*customer*)

This design was a project for the company Liverpool (a leading department store in Mexico). We developed it on my second semester.

The brief was solving the exhibit design problem that exists when hanging different types of swimsuits and different sizes; we were encouraged to make a hanging system in which we could integrate all styles of swimsuits in any possible size without losing shape. In other words, to create a proper exhibit structure that allows the customer to see the real proportion of the clothing.

That's how Mara was born, it is a flexible hanger that can adapt to any style or type of swimsuit. **Mara makes the clothing look good, and also it sells it better.**

As a bonus it allows you to not only facilitate production as a single piece, but also made of polypropylene which makes it quite accessible.



PROYECT: ARIA

Designers: Ramzy Hurrle, Karen Naranjo, Ximena Sierra & Paulina Villaseñor

Timeframe: 7th semester

Nowadays, the human being has adopted many products as part of their day, whose main objective is to improve their life.

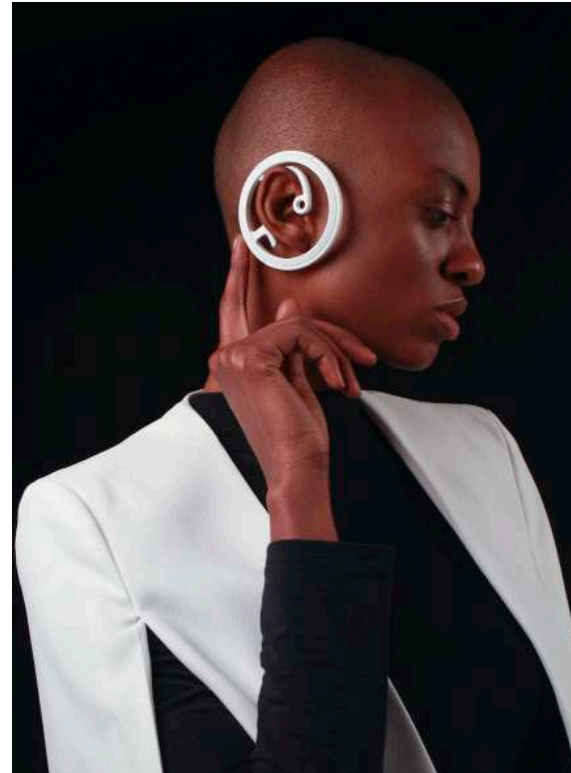
Hence the idea to develop our concept; which is to **design a device capable of listening to the future needs and doing something about it.**

The concept consist not only to improve the abilities of the human being but also to extend them, giving the user the opportunity to live a completely new experience, through a portable device that can be used every day, throughout the day.

The main point of Aria is to improve the user's life through a non-invasive design that improves life.

Our goal is for Aria to support users during their daily routines, allowing them to keep in touch with their surroundings, avoiding isolation, internal hearing damage and other types of problems in the atrial cavity that can be caused by normal hearing aids.

Video: <https://www.youtube.com/watch?v=ljpzJseuTEg>



INDUSTRIAL DESIGN - PRODUCT

CUSTOMER: KEYENCE**PROYECT: DESIGN AWARD CONTEST**

Designers: Asley Hernández & Karen Naranjo

Timeframe: Professional job

The idea was to make an award design proposal for Keyence japanese company's Kick-off FY 2020. We made different concept ideas and we compete for winning the job.

At the end, we won the design proposal with the design that i'm showing you.



INDUSTRIAL DESIGN - INTERIOR

CUSTOMER: STEELCASE**PROYECT: FISH FRIENDLY OFFICE**

Designers: Luis Dávila de Celis & Karen Naranjo Limón

Timeframe: 3th semester

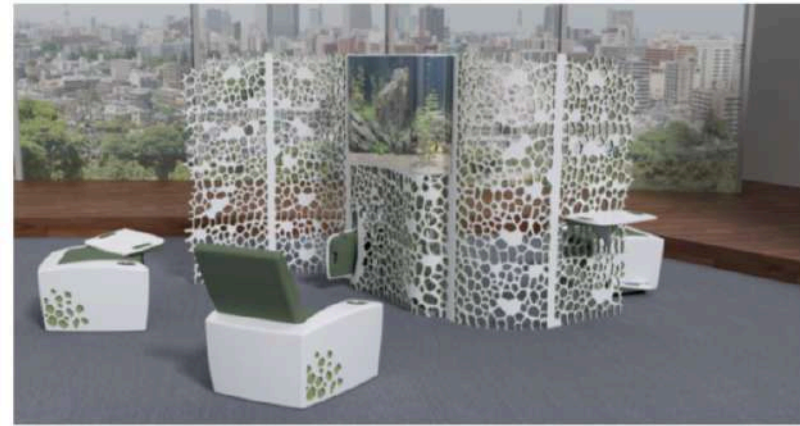
Prize: Honorable Mention at Steelcase Contest

A pet friendly office concept in which we decided to incorporate nor dogs or cats, but fish; allowing them to be a part of our life by creating an incredible impact with whoever that interacts with them.

According to our research to include a fish tank in a working environment is because it is proven that it can generate a peaceful mindset while awakening creativity.

We focus on a wall proposal which texture was inspired by a coral and a voronoi diagram. We design a stool proposal that allows the user to decide in which position to work, as well as a table that can be stored in it.

Our proposal is addressed to any type of user since **it allows the user to decide how they want to work in orther for them to perform at their best.**



INDUSTRIAL DESIGN - MOBILITY

CUSTOMER: BASF**PROYECT: HEXA**

Designers: Luis Dávila de Celis, Ander Diazgoñi Proal & Karen Naranjo Limón

Timeframe: 6th semester

This is a public transportation concept for Mexico City. It provides a useful logistic strategy that responds to the needs of pur users. It includes a handicap design experience and a whole new panorama that could change the public transportation industry.

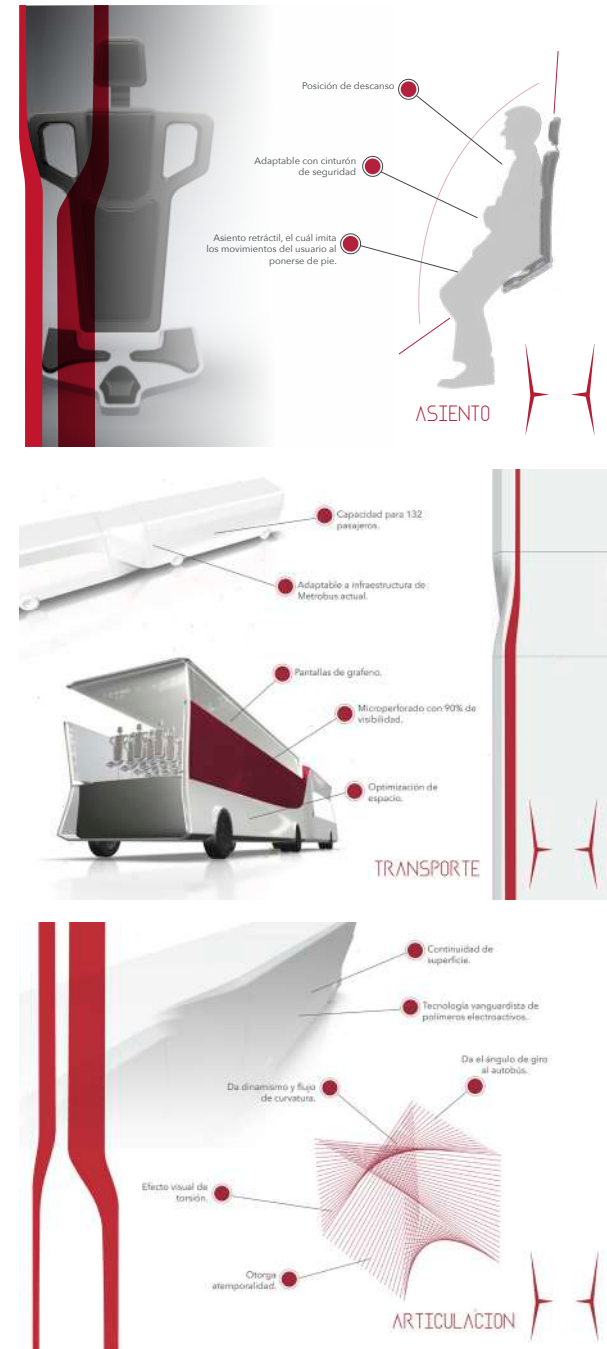
The concept of articulated truck seeks to maximize the capacity, provide a better arrangement of seats without compromising user's safety or comfort, and it incorporates a new semiotic system.

A surface survey was carried out in which an aerodynamic aesthetic was analyzed and that gives the illusion of a movement that seems to be distorted.

The project integrates the use of materials produced by the BASF company.



<https://1drv.ms/b/s!Ak6f0H5skKqWhHko1ZgaCZB4F974>



Luis Eduardo Dávila de Celis
Ander Diazgoñi Proal
Karen Naranjo Limón

PROYECT: AEZO

Designers: Luis Dávila de Celis & Karen Naranjo Limón

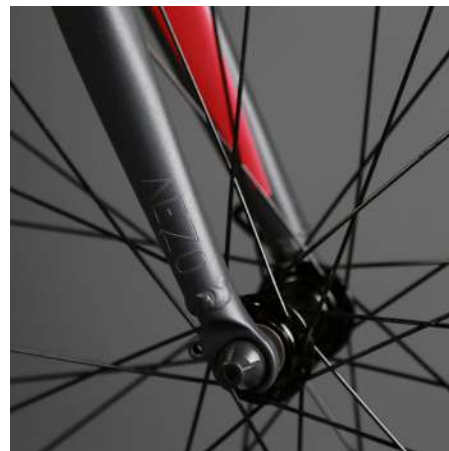
Timeframe: 4th semester

Prize: 1st. place at Diseña México Transport Category

A bike design concept - 1:1 functional prototype created by the principles of route cycling sport; where aerodynamics takes a very importante place.

AEZO bicycle, uses an aluminum frame design that give the support neccesary to have an optimal posture during the cyclist performance.

On the other hand, with the use of double tubular profiles we create a shape that presents less resistance to air when it is channeled; while turning the frame enables to integrate the design giving it a different angle to the paint design.



PROYECT: POUCH

Designer: Karen Naranjo Limón

Timeframe: 7th semester

It is a perfume/lotion packaging concept. It is inspired by the origin of the package, the bag.

Like nothing in the market, Pouch reflects the originality of the everyday object.

It is characterized by the simplicity and elegance of its shape that goes back to the asymmetric shape of a bag. Its amorphous shape allows the design to be intuitive and at the same time ergonomic.

It can work as a youth fragrance as well as a adult one. It perfmors as an androgynous way; however if we change the dimension of it we can maybe diferenciate a gender.



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INDUSTRIAL DESIGN - PACKAGING

CLIENT: AIRLITE

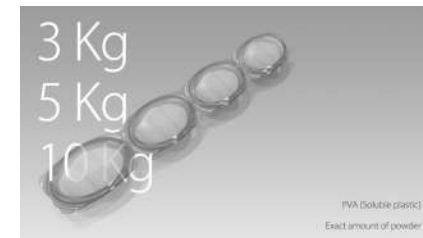
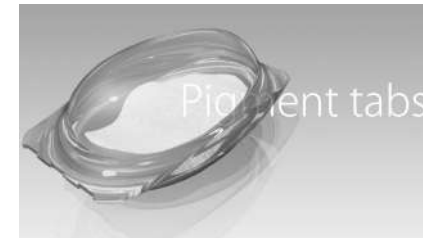
PROYECT: AIR-BUCKET

Designers: Luis Dávila de Celis & Karen Naranjo Limón

Timeframe: 5th semester

This is a packaging design for the Airlite company that is dedicated to pigments which help purify the environment through household paint.

The design includes the user experience for the preparation of the mixture, the involvement of seed paper in label that generates environmental awareness, in addition to including the customer's payoff whith a minimalist design.



INDUSTRIAL DESIGN - PACKAGING

PROYECT: LUSH

Designer: Karen Naranjo Limón

Timeframe: 5th semester

A packaging design that answers to the main ideas of the company's; the naked Packaging policy. That's why I incorporate a sponge as the packaging itself giving a new product as the wrap and providing it with an added value.

The second option is based on the customer's perception of the brand and a much more optimal way of transporting the product without neglecting the sustainable part, thanks to the elaboration material.



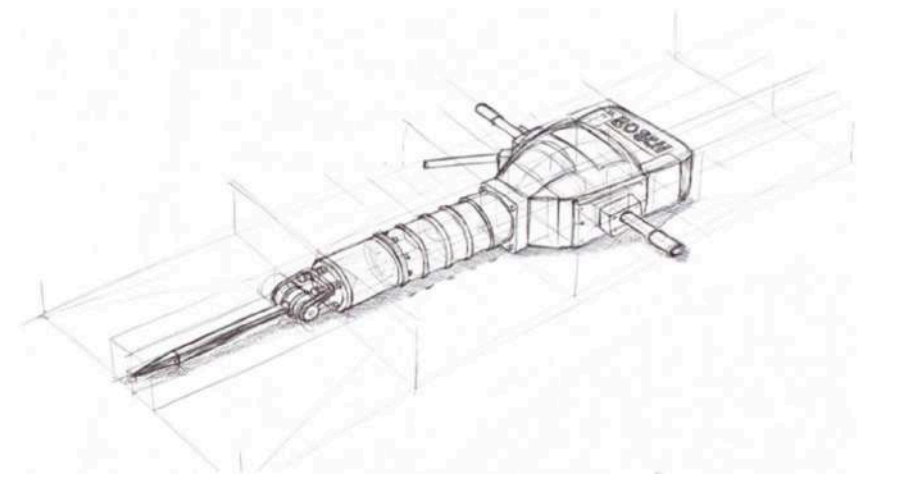
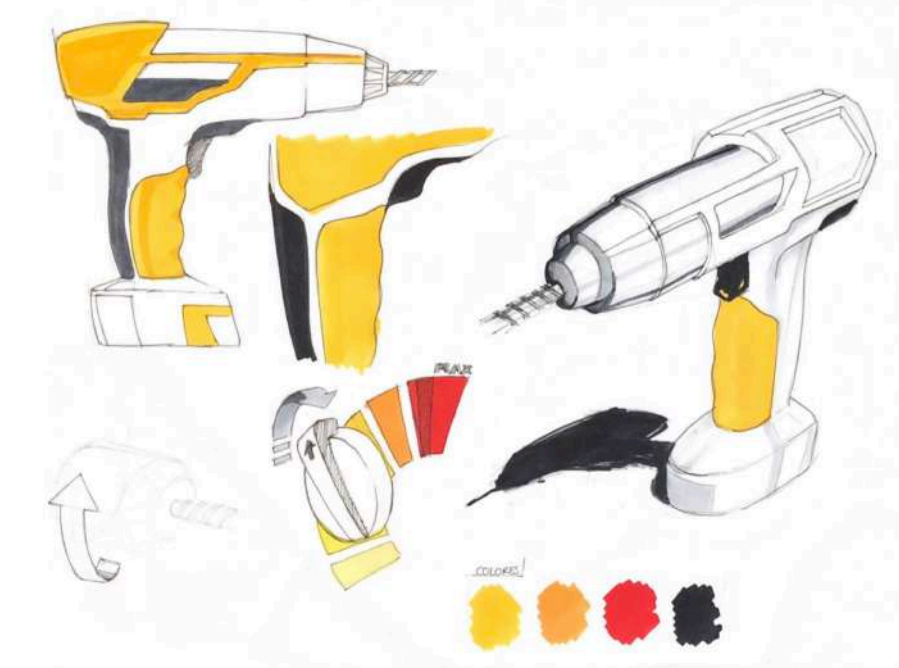
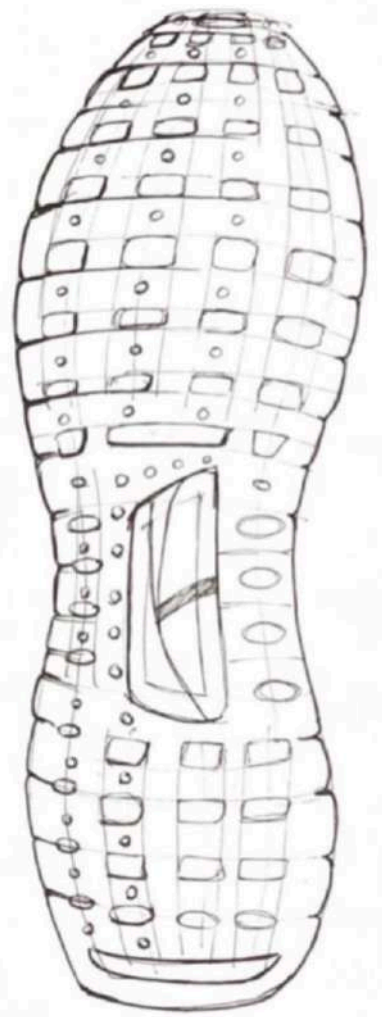


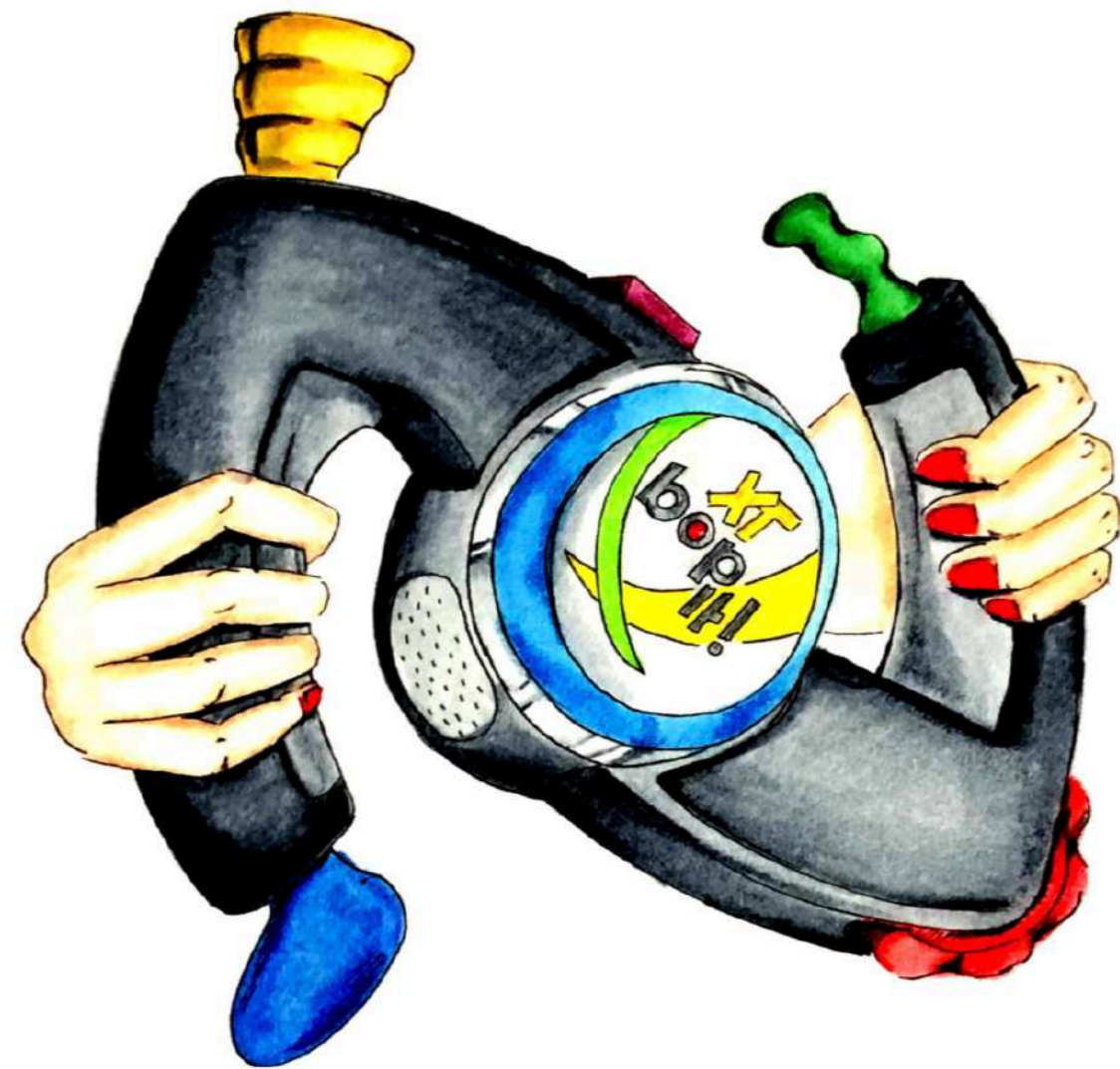
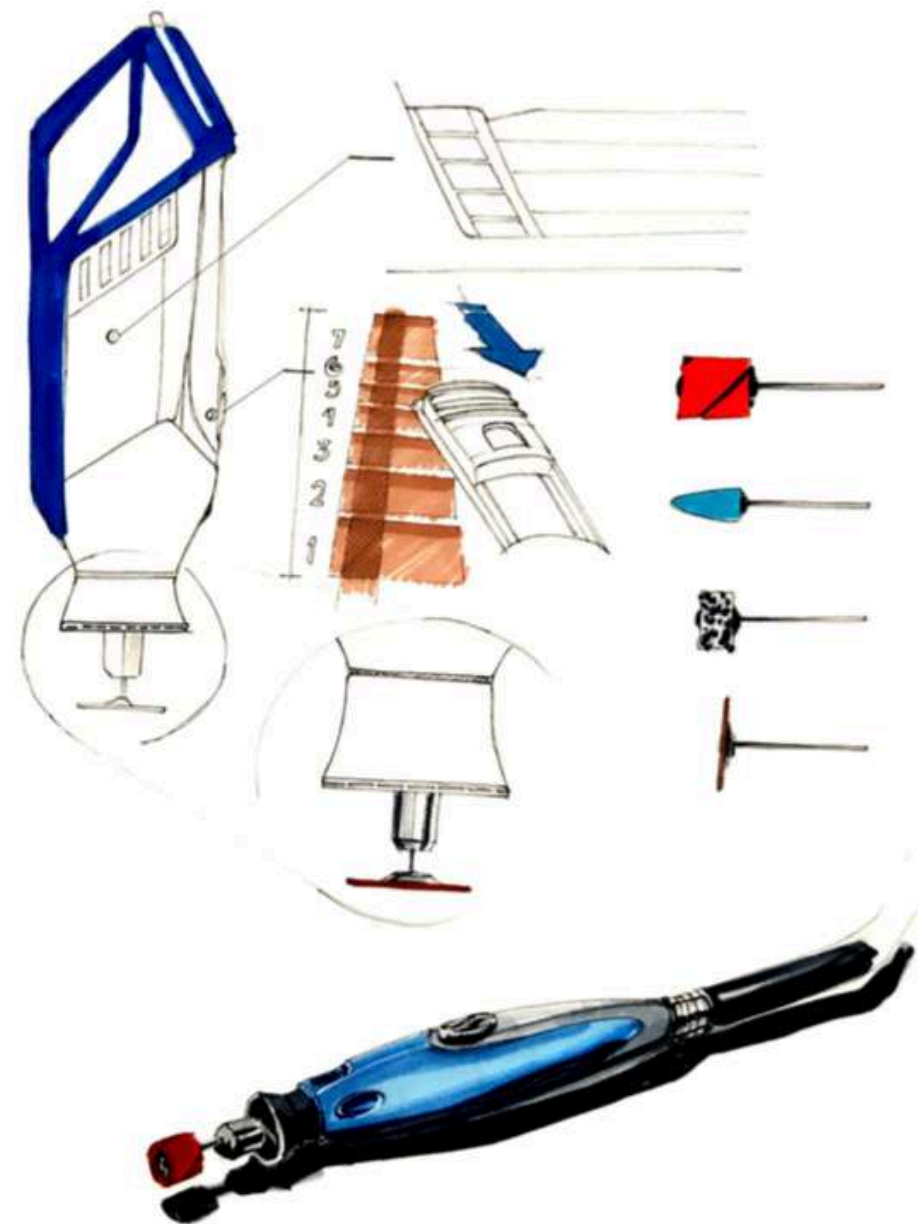
SKETCHES

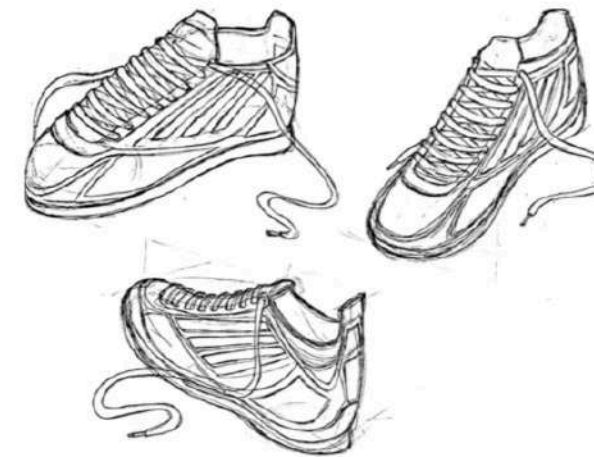
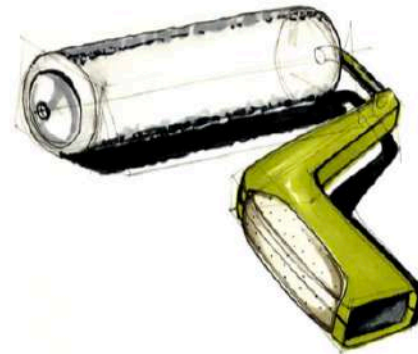
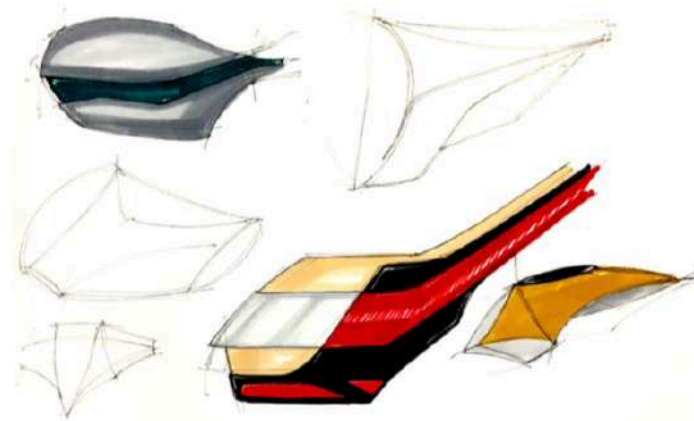
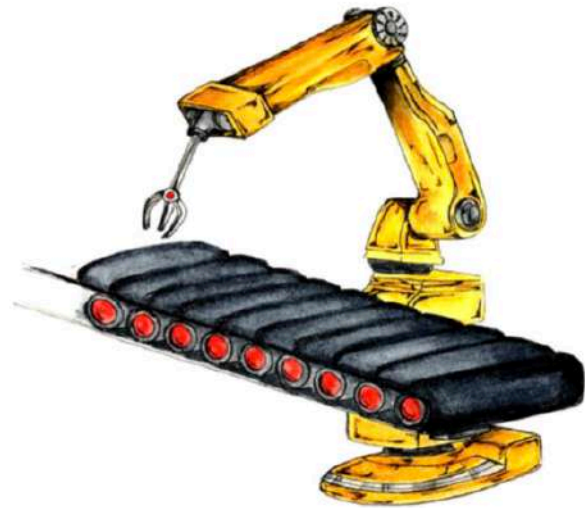
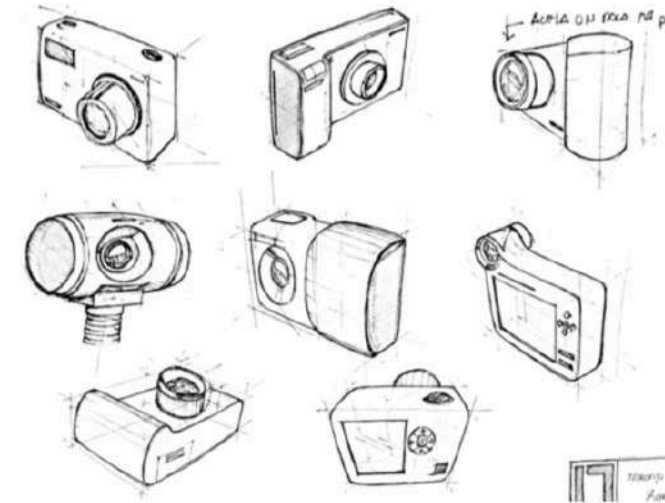
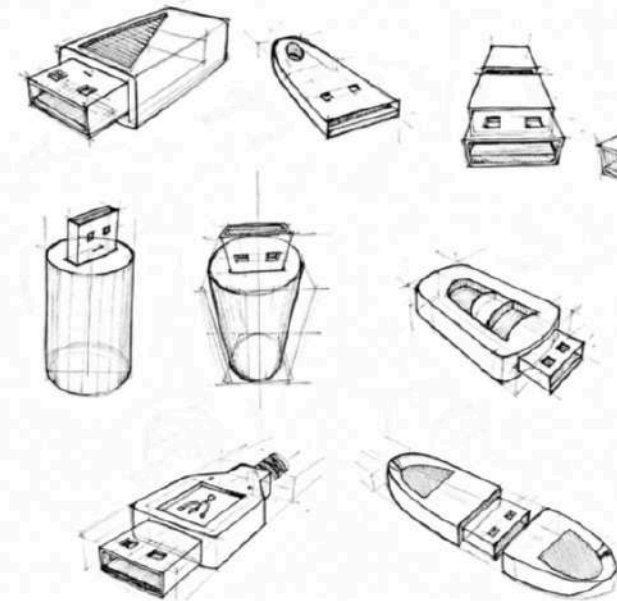
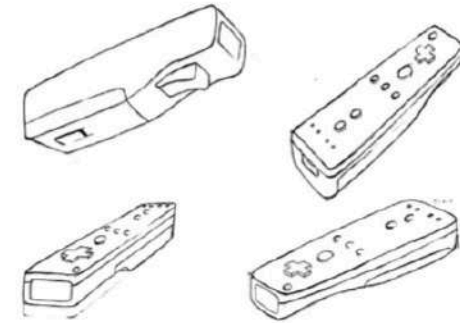
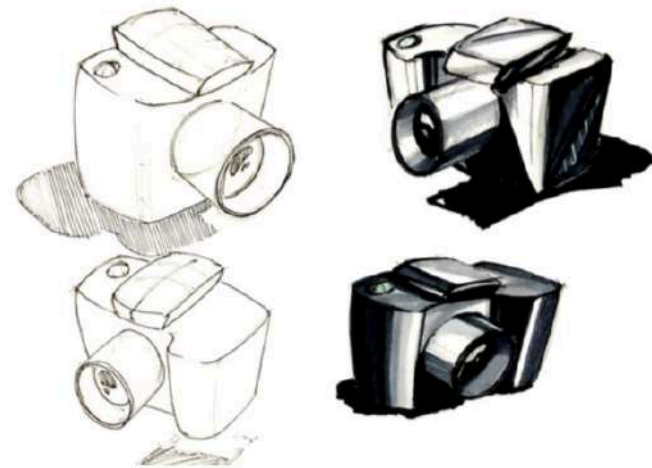
INDUSTRIAL DESIGN - SKETCH

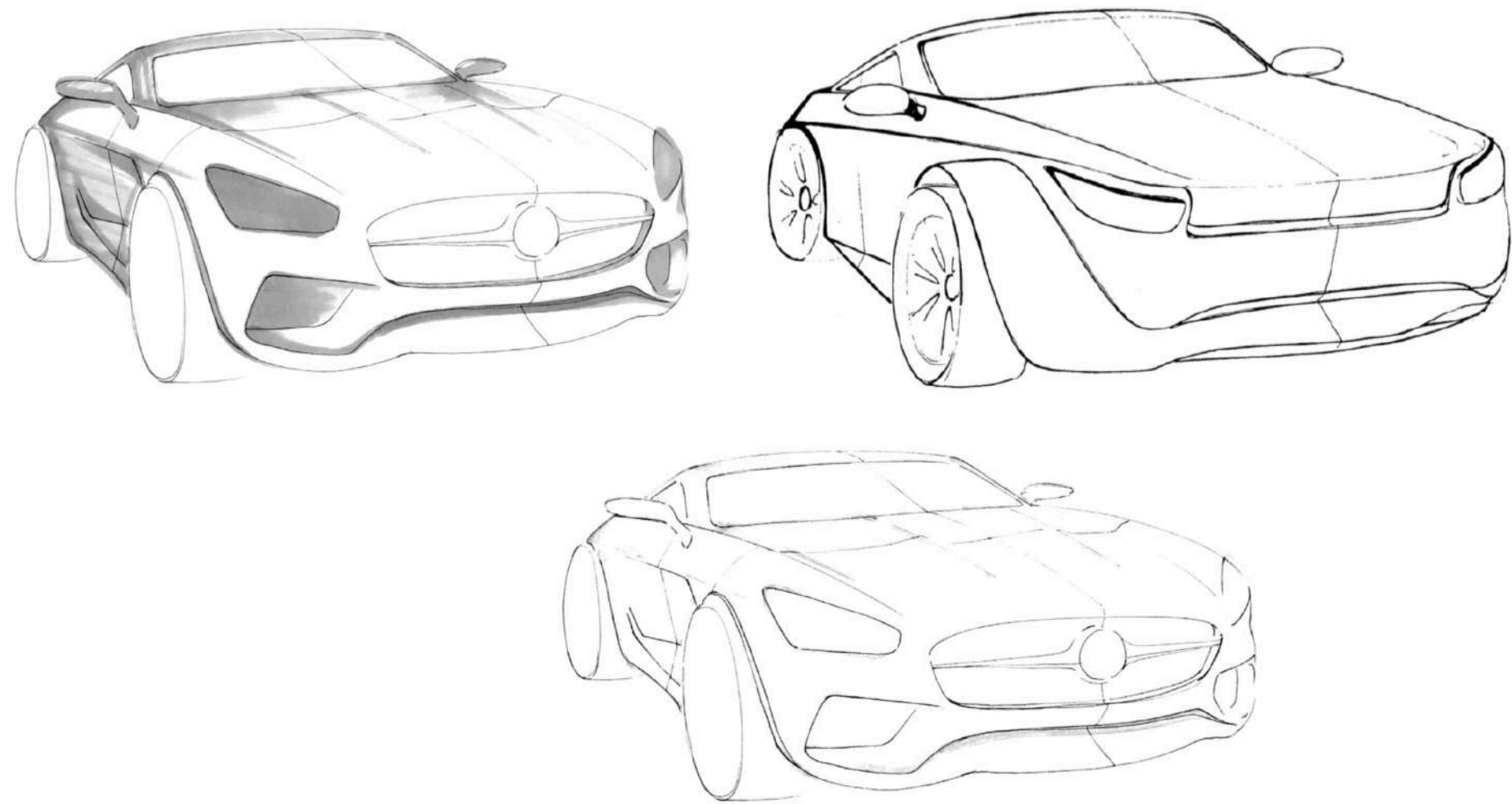


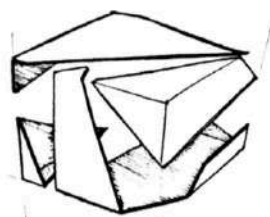
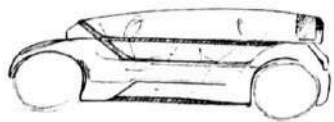
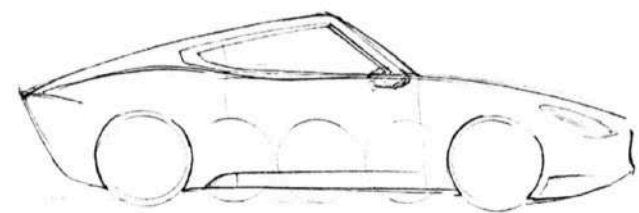
adidas



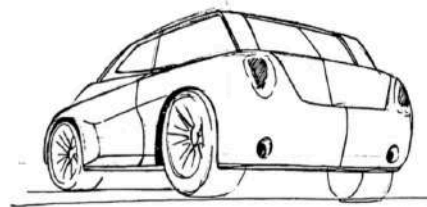
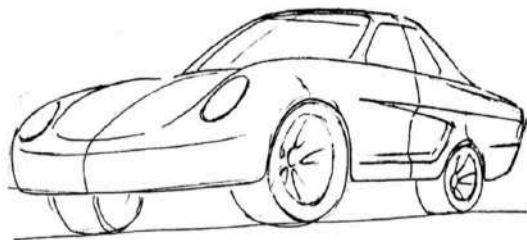
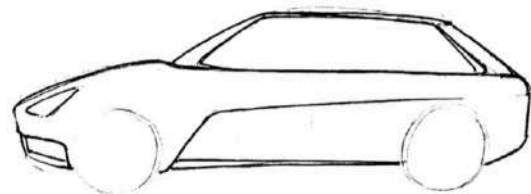
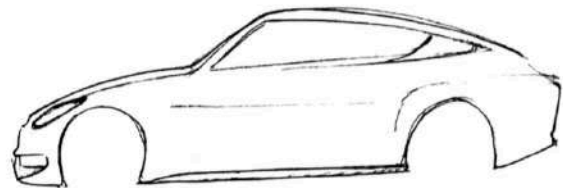




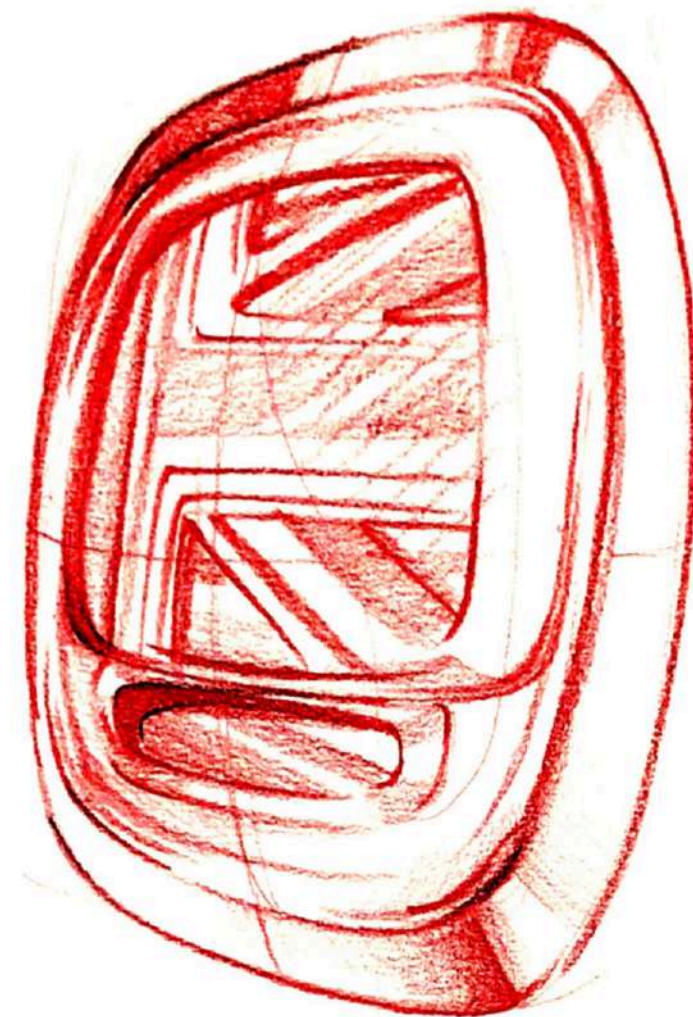


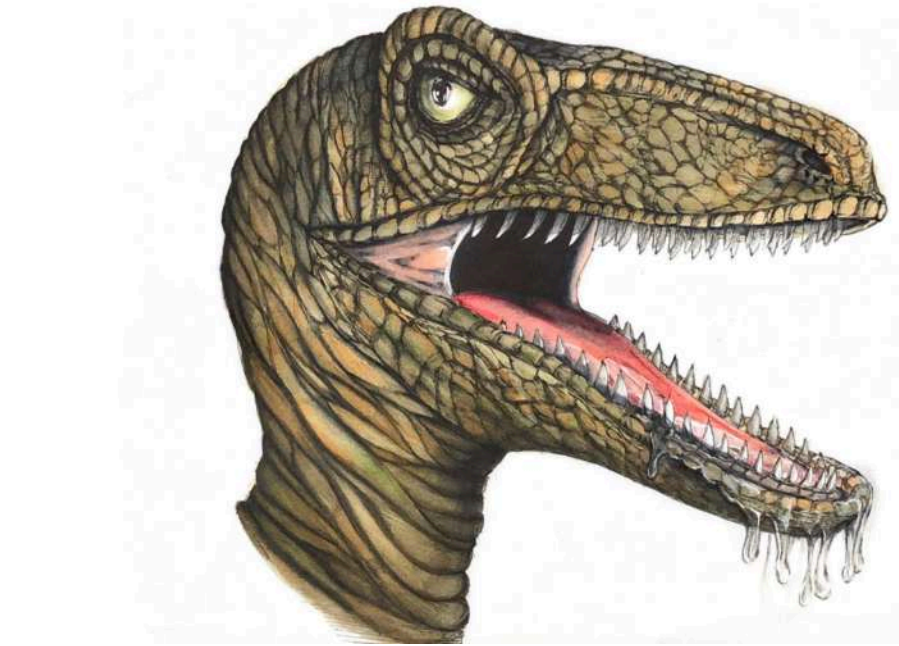
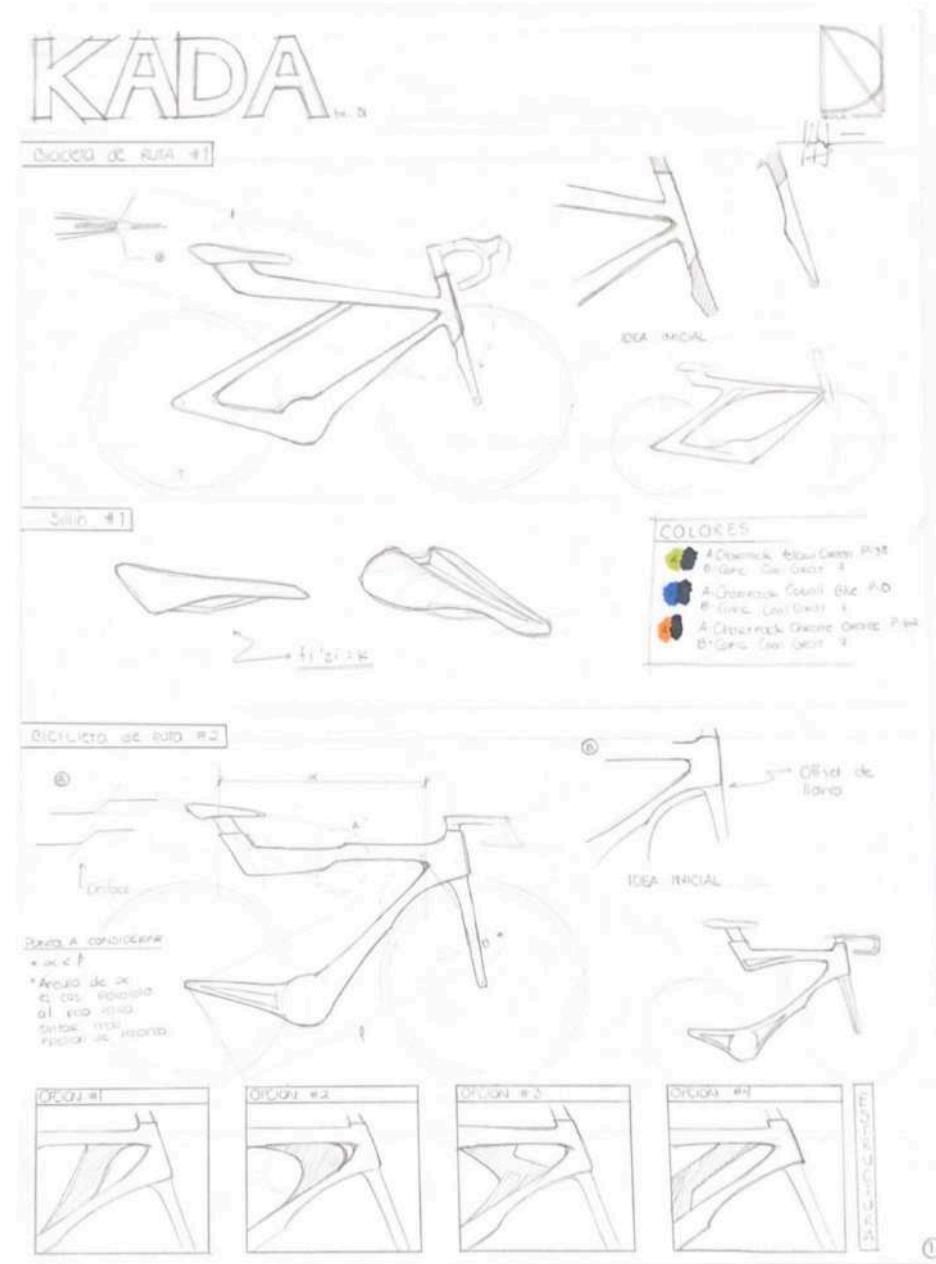


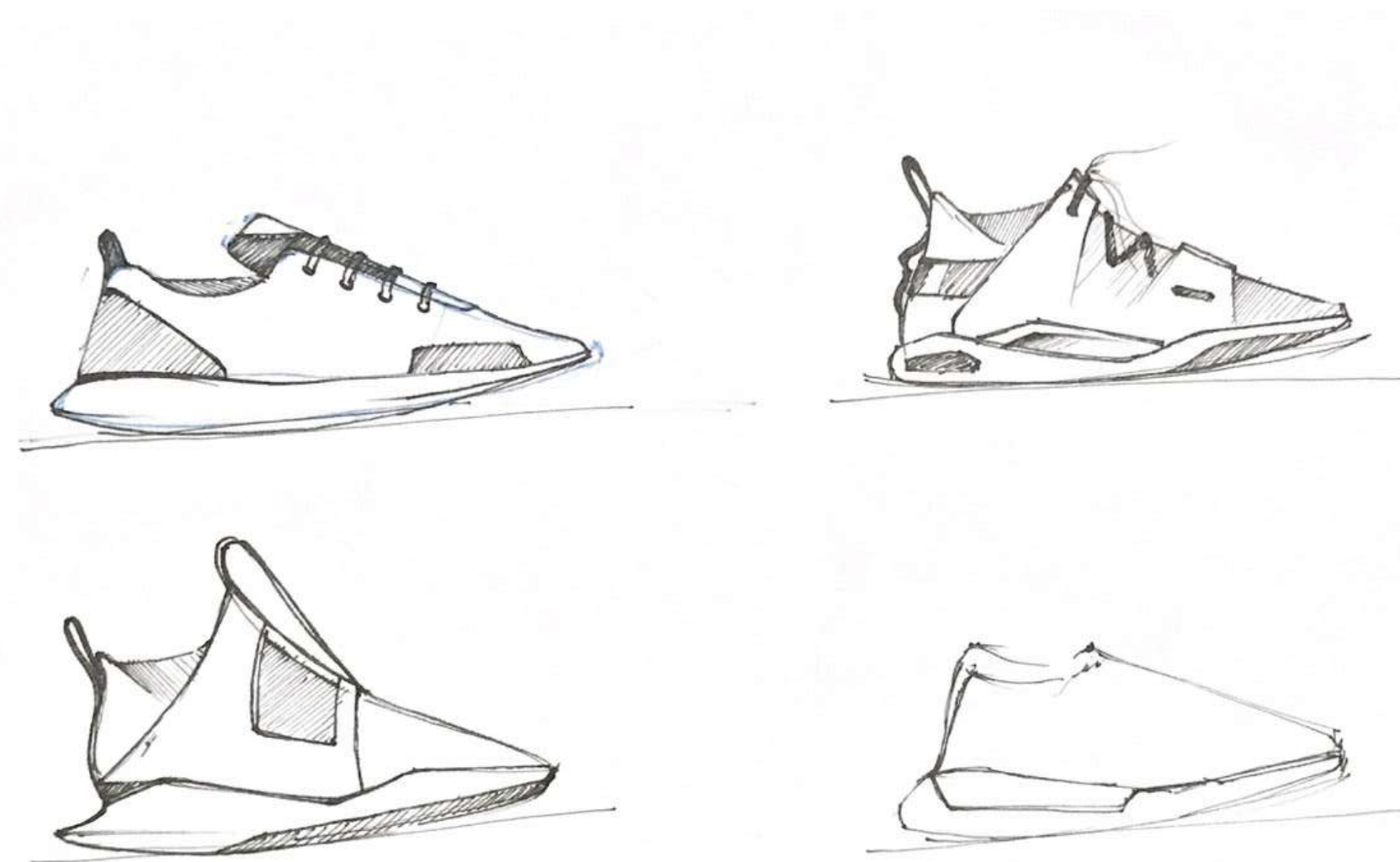
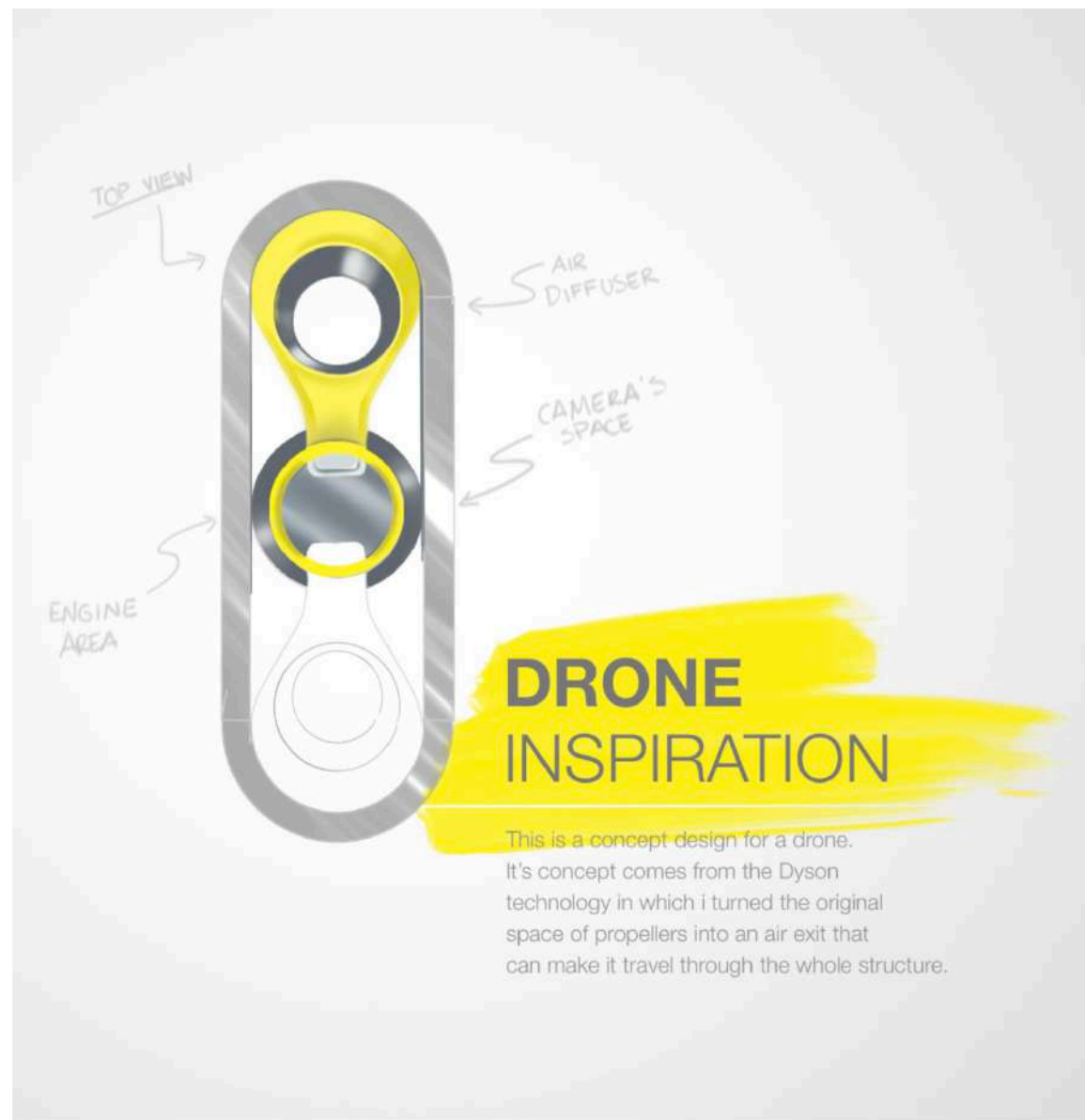
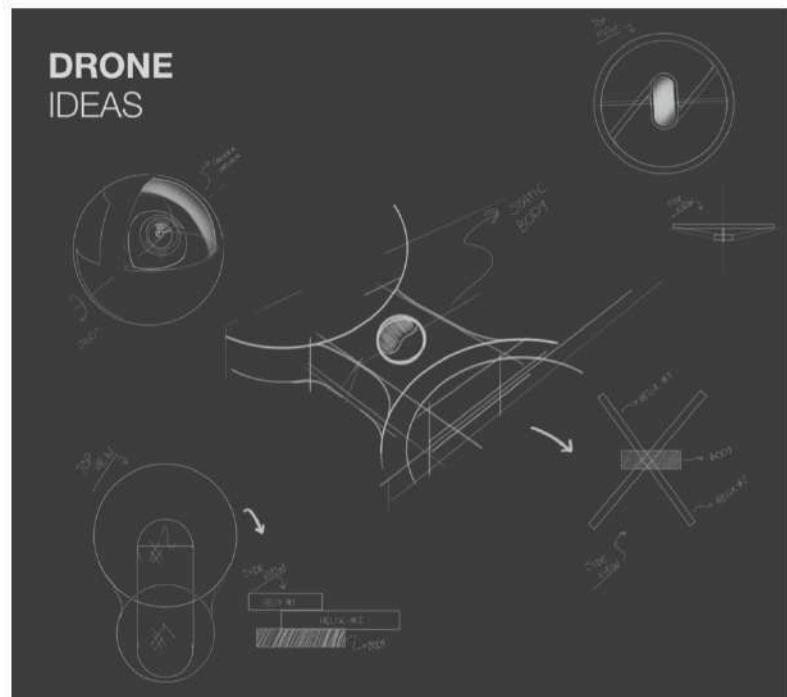
SUPERFICIES
ENVOLVENTES



CONCEPTO







INDUSTRIAL DESIGN - RENDERS



GRAPHIC DESIGN

Although i'm not a graphic designer, i've worked for the past year and half at Steelcase Mexico developing the marketing & branding communication strategy

Let's take a look, shall we?

GRAPHIC DESIGN - BRANDING

CUSTOMER: LA ESCONDIDA ECO-PARK**PROYECT: REBRANDING**

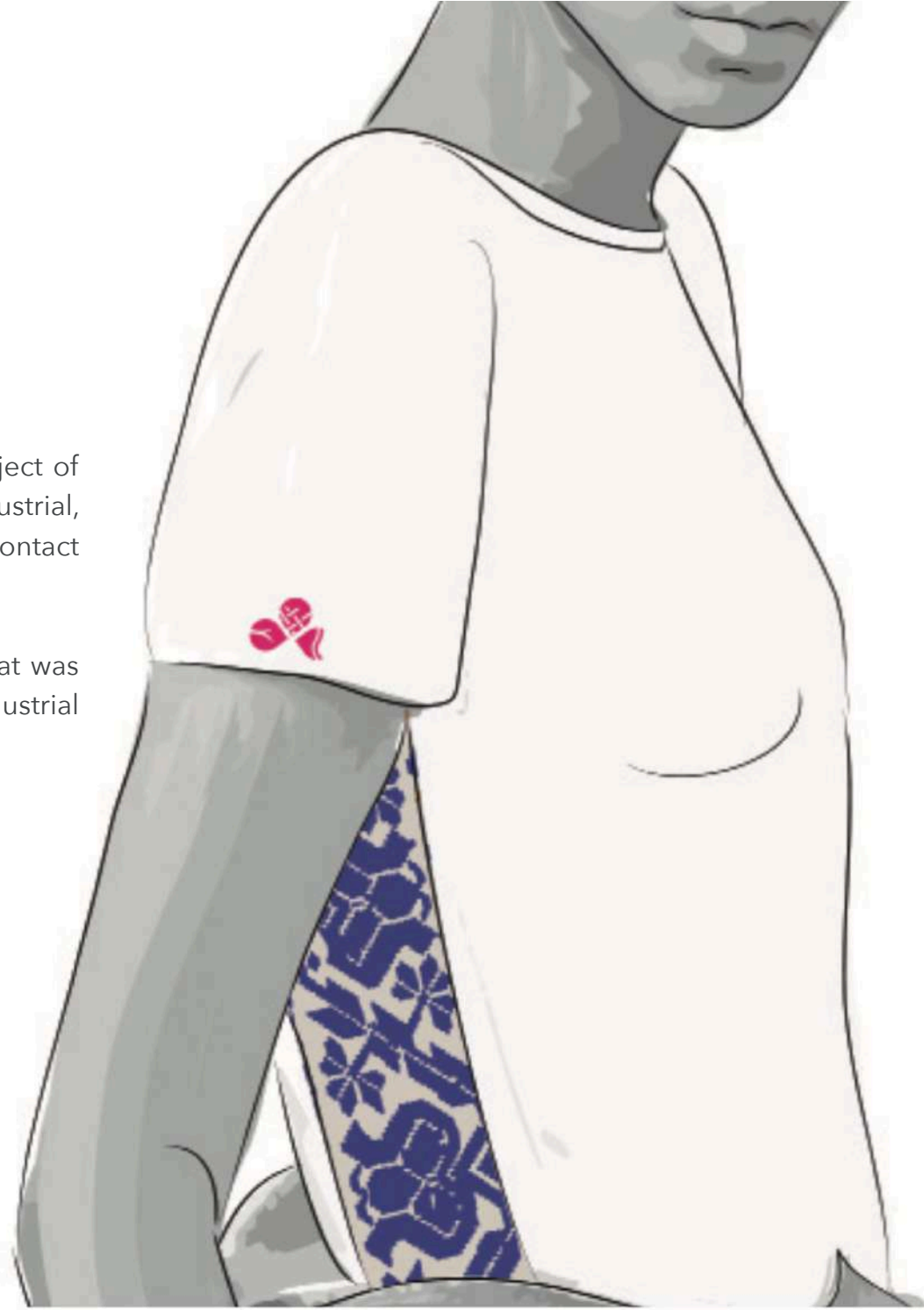
Designers: Isabel Amador, Luis Dávila, María José Hernández,

Stephania Mendoza & Karen Naranjo

Timeframe: 8th semester

It is a brand redesign for the Eco-Park La Escondida by the subject of Integral Design, where we were a team of 5 designers (graphic, industrial, interactive and fashion) and we covered all the different points of contact of the user.

It is a project too extensive so it would be necessary to see what was worked on in it. In addition to brand identity there is also industrial design and editorial design.



GRAPHIC DESIGN - BRANDING

CUSTOMER: KEYENCE MEXICO

PROYECT: KICKOFF 2020 BRANDING

Designers: Asley Hernández & Karen Naranjo

Timeframe: Professional job

This is a branding proposal for their Kick-off FY 2020 event. We include their new slogan for the year which is "Maximize Added Value".



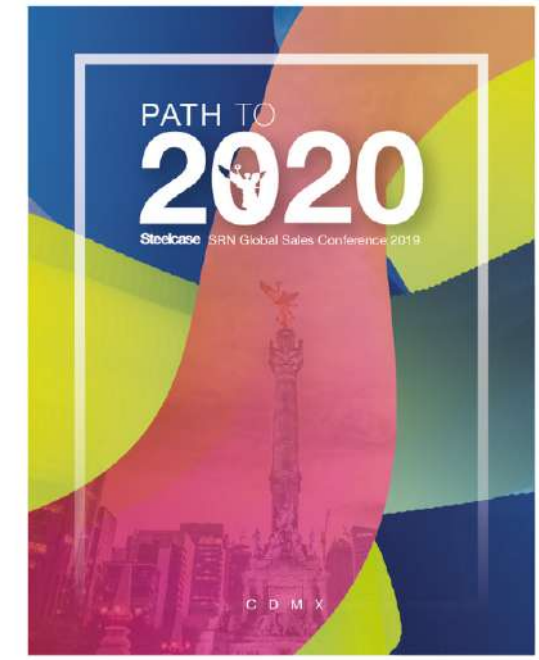
GRAPHIC DESIGN - BRANDING

PROYECT: SRN GLOBAL MEETING

NAME: PATH TO 2020

Designer: Karen Naranjo Limón

Timeframe: Marketing & Communication Internship



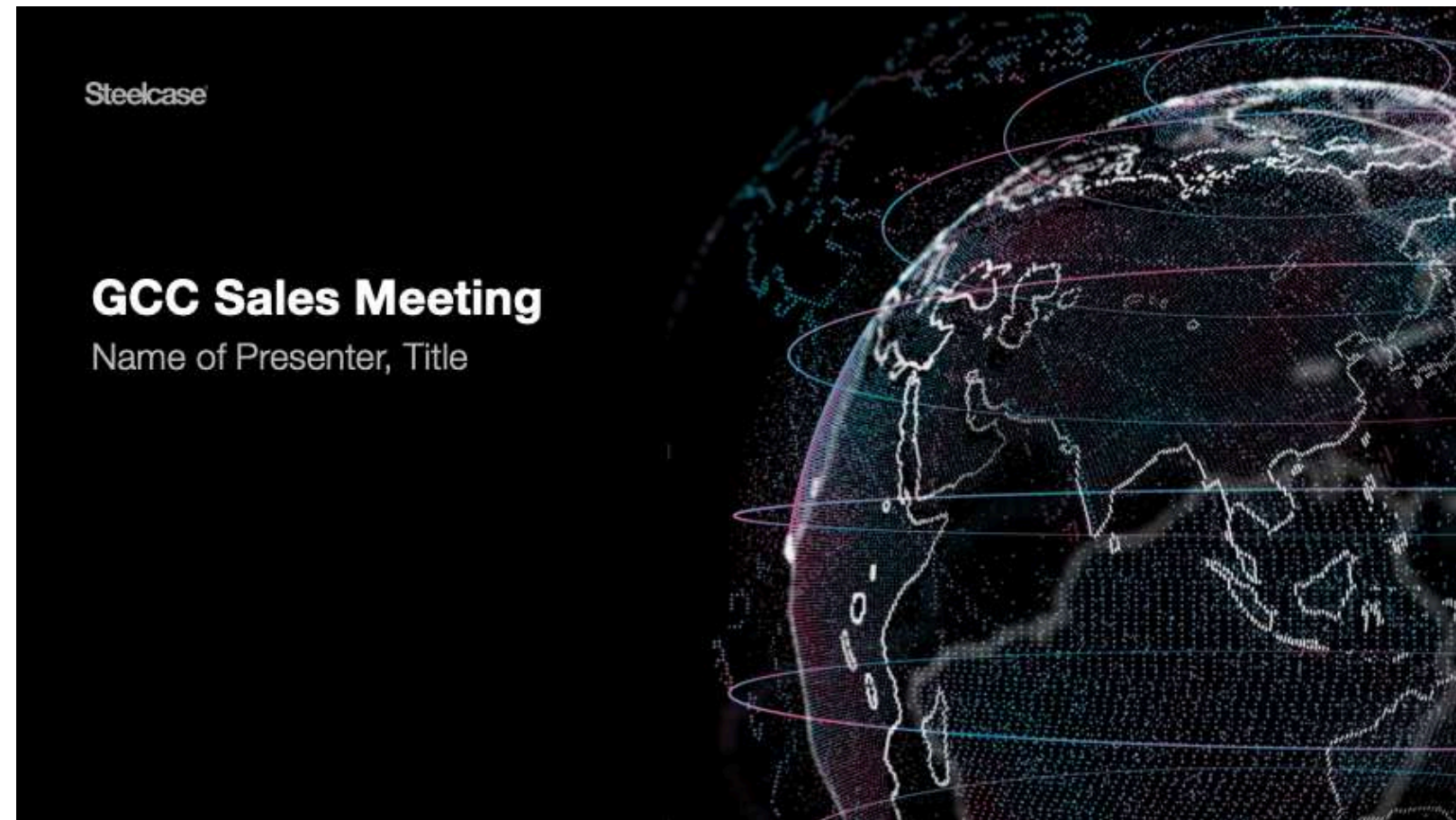
GRAPHIC DESIGN - BRANDING

PROYECT: SRN GLOBAL MEETING

NAME: PATH TO 2020

Designer: Karen Naranjo Limón

Timeframe: Marketing & Communication Internship



GRAPHIC DESIGN - EDITORIAL

PROYECT: STEELCASE MEXICO CASE STUDIES

Designer: Karen Naranjo Limón
Timeframe: Marketing & Communication Internship



PROYECT: STEELCASE EDUCATION MEXICO CASE STUDIES

Designer: Karen Naranjo Limón
Timeframe: Marketing & Communication Internship



WHY ME?

I am not going to lie, I am not an expert, but I know that I can learn a lot from the industry and there is nothing more I want than to have a learning opportunity at one of the top brands in the industry.

I think this may sound very common, but I'm really passionate about design, I like to always learn how to improve and reach my highest potential. I have always liked sneakers, athletic wear, sports, so for me the brand makes it all. I mean there endless possibilities for innovation and design thinking.

I love the concept, the idea, the intention, the technology and the details; since they are the ones who give purpose to the product, those who achieve a successful design that can generate even a social change.

For me, the worst thing that could happen in my professional life would be not reaching my full potential. Therefore, I am taking a leap and showing you my best work; I think I have the ability to learn under pressure, to synthesize the information and bring a innovative solution.

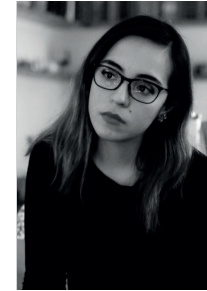
I consider myself a person who will seek the answer of what I do not know, because I like to do my job excellent and I am passionate about doing it.

I have a point of view created by my love for design, but also for the passion of dance and music, the joy of everyday things, the curiosity of not only knowing how things work, but what would happen if they were different.

I think that his life spectrum gives him authenticity and unleashes my creativity in a way that nobody else could, since my context manages to give a different approach to my work.

One of my greatest values is that I am persistent, perfectionist and passionate about my work, I like to improve and surround myself with people who inspire my work and my life. For me any situation brings me knowledge for my career and my personal life.

I would love to be part of your team, let me show you what i can do.



Karen
Naranjo Limón

Industrial Designer

CONTACT
(55) 4488 2052
k.naranjoliimon@hotmail.com

ABOUT

My name is Karen, i'm a 22 years old mexican designer.

I just graduated as part of the 2019 generation of Industrial Design by the Universidad Iberoamericana Ciudad de México.

Although I love industrial design, I identify myself just as a designer without a lastname.

SKILLS

Strong ability to synthesize information
Attention to detail
Curiosity that drives a good workflow
Strong work ethic
Interest in learning

AWARDS

Liverpool
Honorific Mention for retail design of swimsuits
Steelcase
Honorific Mention for the design of a Pet Friendly office
Carbono Shops
First place for best furniture design
National Design Award - Diseña México 2017
First place for transportation and automobile accesories design
National Design Award - Diseña México 2019
Honorific Mention for brand identity
Milan Design Week
Virtual presentation of a proyect, thanks to Student Design and an Instagram publication in their account
Industrial Design Contest ITESM 2015
First place for redesigning a day-to-day object

EDUCATION

2000 - 2015 Colegio Cristóbal Colón
Elementary - High School
2006 - 2010 Conservatorio Nacional de Música
Piano degree, Children's Sector
Fall of 2017 Nuova Accademia di Belle Arti
Semester abroad in product design (Milan, Italy)
2015 - 2019 Universidad Iberoamericana
Bachelor's degree Industrial Design, 4.0 GPA

EXPERIENCE

2018 - Present Steelcase México
Marketing Intern (1 year)
Marketing and Communications Coordinator (present)

INTEREST

Product design, automotive, strategic and packaging
Graphic design, brand identity and editorial
Marketing and branding

SOFTWARE

3D	2D	Video
Inventor	InDesign	iMovie
Maya	Illustrator	After Effects
Rhinoceros	Photoshop	Encoder
Alias Autostudio	Lightroom	Premiere (basic)
Fusion 360	Dimension	
	Corel Draw	Office
	Sketchbook Pro	

LANGUAGES

Spanish
English Advanced, C1 (British Council)
French A2 (DELF)



May 3, 2017

To whom it may concern:

I hereby confirm that I have known Miss Karen Naranjo for almost 2 years, as a student of Industrial Design. She is currently finishing her 4th semester and during this time, Karen has demonstrated remarkable interest and dedication. She is a creative student, hard worker and very clever.

Her skills to solve design problems and communicate ideas are above the average. Karen has excellent interpersonal skills and is an effective team member; I am pleased to extend my recommendation for whatever purposes she might need.

Sincerely,

Armando Mercado Villalobos
Head of Industrial Design
Design Department

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Portfolio: https://1dn.ms/b/s!Ak6f0H5skKqWhHVd2UCJy_oP9aT7

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Facebook: [Karen Naranjo](#)

