

YANELA SPERLE

INDUSTRIAL DESIGNER



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EDUCATION

ENGLISH LANGUAGE CERTIFICATE

SELNATE INTERNATIONAL SCHOOL
2013

BACHELOR OF ARTS IN
INDUSTRIAL DESIGN

UNIVERSIDAD DEL VALLE DE MÉXICO
2006-2009

SKILLS

| | |
|-------------------|-----------|
| ArtiosCAD | ● ● ● ● ● |
| AutoCAD | ● ● ● ● ● |
| Autodesk 3ds Max | ● ● ● ● ● |
| Adobe Illustrator | ● ● ● ● ● |
| Adobe InDesign | ● ● ● ● ● |
| Adobe Photoshop | ● ● ● ● ● |
| Rhinoceros 3D | ● ● ● ● ● |
| SolidWorks | ● ● ● ● ● |
| Keyshot | ● ● ● ● ● |

| | |
|-----------------|-----------|
| Sample creation | ● ● ● ● ● |
| Cutting table | ● ● ● ● ● |
| Hand sketches | ● ● ● ● ● |

WORK EXPERIENCE

INDUSTRIAL DESIGNER II

VERITIV CORP, 2017-PRESENT

- Received promotion in June 2019 (previous title Structural Designer I).
- Created high quality 3D renders, graphics, and structural designs using a variety of materials such as corrugated, folding carton, and thermoform for key accounts.
- Designed retail packaging for Manscaped, featured in Target stores.
- Assisted with launch of new design agency, Vine Packaging

FREELANCE DESIGNER

2013-2017

- Regularly created packaging, industrial, and graphic design requests while meeting strict customer deadlines.

STRUCTURAL DESIGN

DEPARTMENT MANAGER

MOVE DIVISIÓN CORRUGADOS, 2011-2013

- Designed primary and secondary corrugated packaging for several large corporations in Mexico, such as Grupo Bimbo, Wal-Mart, Sherwin-Williams, and Bic.
- Successfully organized and restructured the structural design department by creating requirements and processes to be followed by designers and initiating quality control using specific tasks and checklists.

STRUCTURAL DESIGN

DEPARTMENT MANAGER

DISEÑOS EN CORRUGADOS Y
PUBLICIDAD, 2011-2013

- Created winning packaging designs for TRESemmé, Wal-Mart, and Sony.
- Designed and assembled displays and exhibits in department stores while exhibiting valuable marketing techniques to help persuade potential buyers.