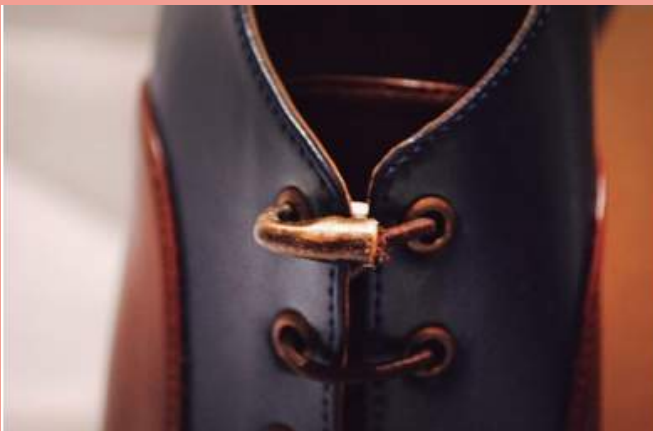


# ANETT PACHECO

INDUSTRIAL DESIGNER

## INDUSTRIAL DESIGNER

I BELIEVE THAT AS AN INDUSTRIAL DESIGNER MY OBJECTIVE IS TO CREATE SOLUTIONS TO THE EVERYDAY PROBLEMS WITH SUCCESSFUL PRODUCTS.



I am passionate about footwear, but my experience as an industrial designer has explored many areas, such as promotional items, displays, point-of-purchase products, utility items, footwear design, and interior design.

I've also worked on graphic design for kids, prints, color testing, apparel, social media, and e-commerce.

# EXHIBIT DESIGN

For exhibit design, I've worked with many different brands under the direction of advertising agencies. I've worked with the brand book of each brand to respect their institutional colors and the theme of each season. These designs have been used for different expositions and are meant to be used more than once. The designs were done in 3ds Max + Vray and sent to production with DWG files done either in AutoCAD or Adobe Illustrator.



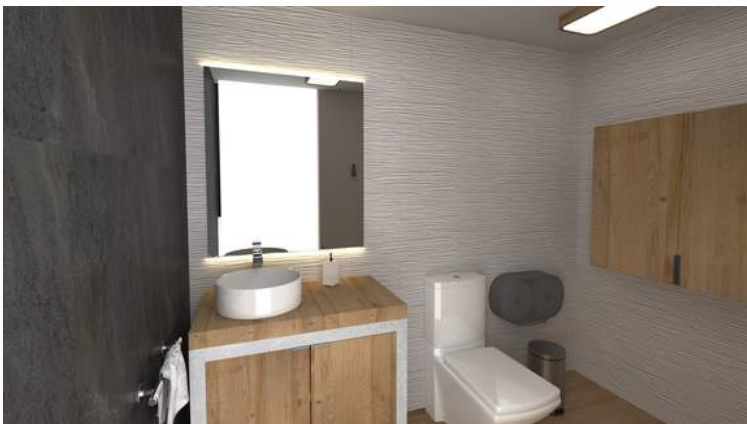
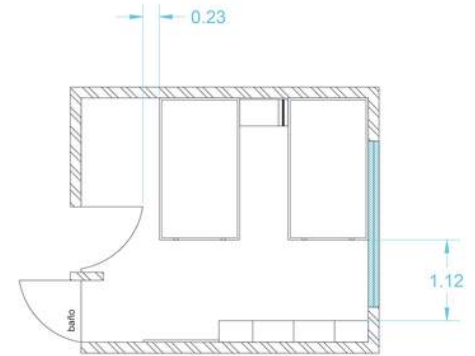
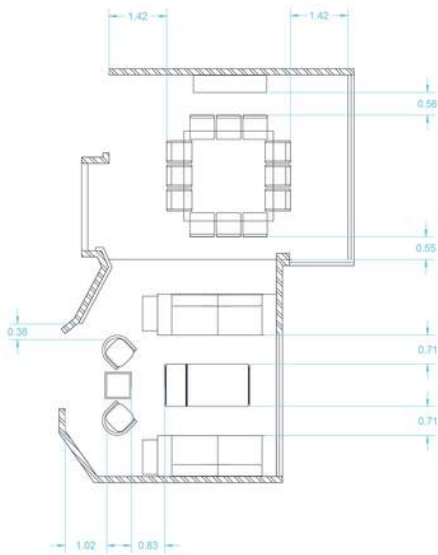
# INTERIOR DESIGN

For the interior design, I've worked both for commercial and residential, some of the projects have involved designing furniture with a budget or certain materials, for some other projects was under a furniture manufacturer who also provided decoration services. The areas that I worked with as an interior designer, started with field measuring, floor plan drawing, 3d modeling, and rendering, using AutoCAD, 3ds Max and Vray.



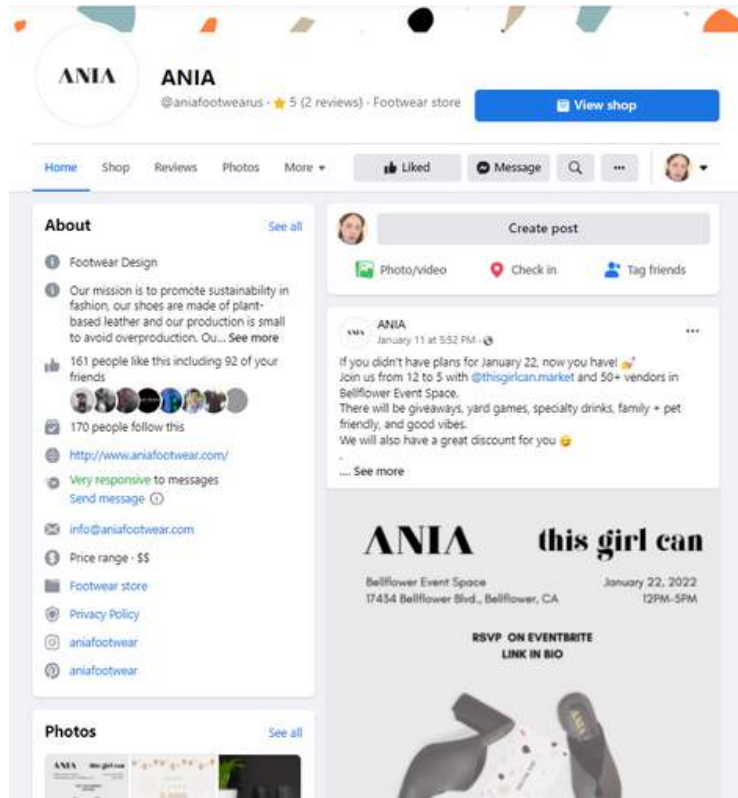
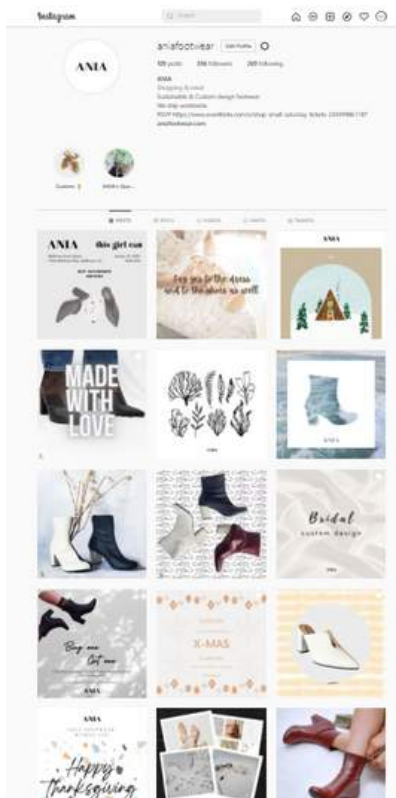
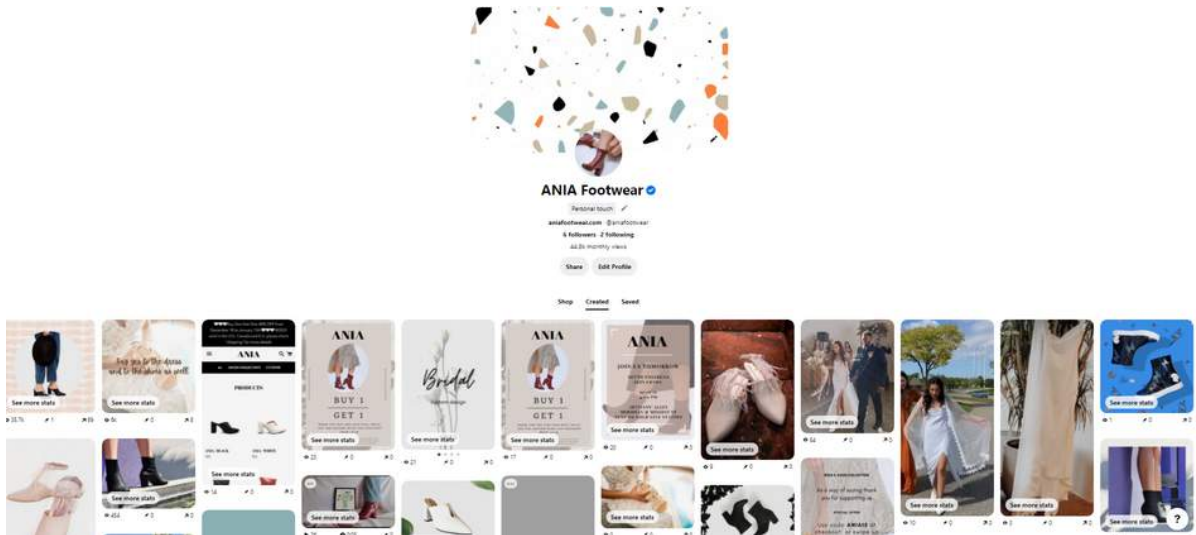


# INTERIOR DESIGN



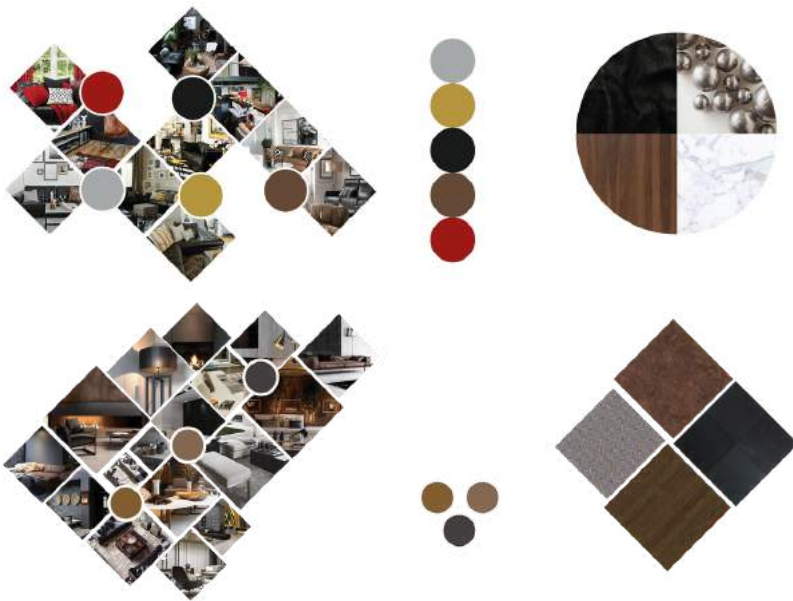
# SOCIAL MEDIA

For social media content, I use my own illustrations, plan product photography, as well as "call to action" phrases to engage the target market, etc.



# MOOD BOARDS

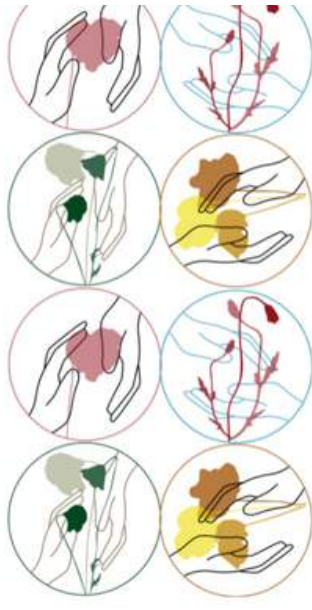
For every project, I work using mood boards for inspiration, color palette, and materials. For the mood boards, I use software such as InDesign, Illustrator, and Canva.





# GRAPHIC DESIGN - PRINT

I've designed prints for fabric and a child's first-year album. All of the prints I've done them using Adobe Illustrator, vectorizing images, and using color palettes.



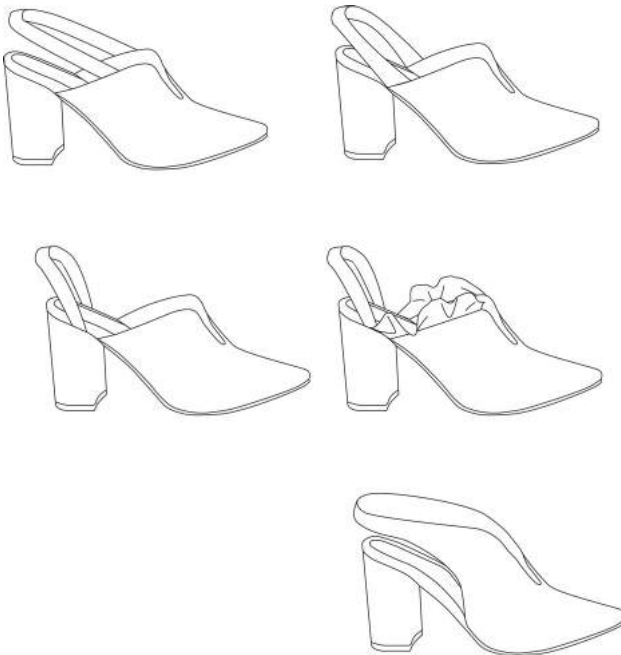
# FOOTWEAR DESIGN

Footwear design is my passion. I've worked with different types of shoes and materials. I've worked with leather, PU, and plant-based pleather. All of my designs are hand made and for my personal portfolio. I've worked with simple spec sheets done in Illustrator and managed an e-commerce website for a shoe store.





# FOOTWEAR DESIGN



# FOOTWEAR DESIGN

ANIA

HOJA DE ESPECIFICACIONES

Fecha: Abril 10, 2021

	<p>Modelo: 20201102                  ANIA Mule                  01-negro                  03-blanco</p>		
Tipo de horma:	Puntigrada		
Corte:	Piel de nopal	Color BLANCO SKU 10010 Textura <u>freoport</u>	Color NEGRO CONFECCION SKU 10012 Textura rustico
Forro:	Sintetico		
Suela:	PVC		
Plantilla:	Memory foam		
Tacon:	8 cm		

ANIA

HOJA DE ESPECIFICACIONES

Fecha: Abril 10, 2021

	<p>Modelo: 20210410                  CARMINA Mule                  01-negro                  03-blanco</p>		
Tipo de horma:	Punta redonda		
Corte:	Malla con Piel de nopal	-Color NEGRO CONFECCION SKU 10012 Textura rustico - Plymouth MALLA LIGHT NEGRO	-Color BLANCO SKU 10004 Textura Freeport -Plymouth MALLA LIGHT BLANCO
Forro:	No aplica		
Suela:	Pre acabada		
Plantilla:	Memory foam		
Tacon:	7 cm		

ANIA

HOJA DE ESPECIFICACIONES

Fecha: Abril 10, 2021

	<p>Modelo: 20201101                  COPE Boot                  01-negro                  02-rojo                  03-negro</p>		
Tipo de horma:	Punta redonda		
Corte:	Piel de nopal	Color ROJO SKU 10004 Textura pampa <u>helen</u>	Color NEGRO CONFECCION SKU 10012 Textura rustico
Forro:	Tricot		
Suela:	Pre acabada	Color BLANCO SKU 10010 Textura <u>freoport</u>	
Plantilla:	Memory foam		
Cierre:	Negro		
Tacon:	7 cm		

ANIA

HOJA DE ESPECIFICACIONES

Fecha: Abril 10, 2021

	<p>Modelo: 20210411                  DANIELA Boot                  04-bicolor bco/rojo</p>		
Tipo de horma:	Punta redonda		
Corte:	Piel de nopal BICOLOR	-Color BLANCO SKU 10004 Textura Freeport -Color ROJO SKU 10004 Textura pampa <u>helen</u>	
Forro:	Tricot		
Suela:	Pre acabada		
Plantilla:	Memory foam		
Suela:	Pre acabada		
Plantilla:	Memory foam		
Tacon:	7 cm		