

HECTOR ARTURO SALAZAR NAVARRETE

Singapore PR

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PERSONAL PROFILE

Creative, data-driven and Industrial & Product Design leader and Educator with 20 years of experience leading and assisting students with research, preparation, and other academic tasks during their Final Major Project, end-to-end conception, design, and development of various product deliverables. Known for synthesizing data from market and innovation research and driving a design-led product roadmap. With a strong focus on human-centred design, circular design, and sustainability.

- ✓ **Product Design.** Directed efforts in producing creative, innovative, cost-effective, reproducible, scalable, and sustainable products. The managed end-to-end process from concept generation to final presentation and manufacturing. I define product vision and roadmap with clarity, time, and cost.
- ✓ **Project Management.** Provided direction and oversight for complex projects. The ensured overall integrity of multiple project delivery plans for time, budget, scope, change, risk, and resources.

TEACHING EXPERIENCE

- **RAFFLES COLLEGE OF HIGHER EDUCATION | Singapore**

Premier design and business education provider in Singapore with 153 industrial attachment partners.

Head of Product Design Department ▪ Dec 2011 to Present

Approved Tutor, Product Design | Coventry University (UK) ▪ Dec 2017 to Present | **University of Chester** ▪ Dec 2017

Leverage on expertise in product design, portfolio management, prototype development and end-to-end project management to lead an active and engaging learning environment that mirrors professional studios. Motivate exceptional students to solve design challenges, consider strategic business objectives and shape the form, function, and emotional experiences of people through the products they develop. Work alongside diverse students to lead collaborative studios and capture opportunities to work with industry partners to generate imaginative, feasible solutions to real-world design challenges. Lead high-impact studies - field, focus group and market research, for data-driven product design projects. Guide 7-member team of lecturers.

- Led successful industry collaborations such as:
 - **Paragon Shopping Centre, Flight to Fantastico.** A celebration of the bilateral ties between Singapore and Latin America through conceptualisation, production, and embellishment of 3D printed macaws by the Raffles Jewellery Designers.
 - **Paragon Shopping Centre & Embassy of Switzerland, Fashion Cow.** Adoption of 5 “Fashion Cows” in celebration of 50 years of diplomatic relations between Switzerland and Singapore. Students curated design for these “Fashion Cows” with proceeds to be donated to The Business Times Budding Artists’ Fund (BT BAF).
 - **Raffles x RISIS Official Jewellery Design Collaboration.** Worked with renowned Singaporean brand of uniquely fashioned, orchid inspired jewellery and sculptures to provide students with opportunity to participate in design challenges for the brand.
 - **Singapore Tourism Board, Temasek Suite F1 Car x Raffles Design Institute.** Designed an F1 cardboard car displayed at the VIP Temasek Suite for the 2014 Singapore Grand Prix. Coordinated students’ product design, concept, and materialisation.
 - **Singapore River One (SRO), Parklet Urban Furniture.** Pilot trial to revitalise streetscape along Circular Road by replacing carpark spaces with decorative fixtures as part of long-term plan of street pedestrianisation. Multi-department collaboration with students from Interior Design, Product Design and Visual Communications.

- **iLight Marina Bay, Passage of Inner Reflection.** Annual light showcase featuring artists from Singapore and around the world with design focus on energy-saving lighting and environmentally friendly materials.

Earned recognition for exceptional course development and delivery for Diploma, Advanced Diploma and BA (Hons) design courses most notable of which are 3D Conceptualisation, Design Drafting, 3D Manipulation, Design Management, Furniture Design & Application, Human Factors, Manufacturing Technology, Retail Visual Merchandising, Studio Practices, Design Enquiry and BA Final Major Product Design Project.

- **RAFFLES DESIGN INTERNATIONAL | Mumbai, India**

Top design college in Mumbai with courses in Fashion Design, Interior Design, Product Design, Visual Communication Design, Digital Media Design and Fashion Marketing & Management.

Head of Product & Interior Design Department ▪ Sep 2008 to Jun 2011

Developed and delivered curriculum, course content and projects that helped students build a solid foundation in design theory and research, design visualisation and communication, human centred approaches, and social and environmental responsibility in a dynamic mix of academic and professional practice experiences. Ensured incorporation of theory, practice, emerging topics and professional applications in Product Design and Interior Design. Modelled core skills such as creative problem solving, conceptual ideation, computer-based design technology, aesthetic execution, and professionalism.

Elevated course to new and world-class standards through development of a curriculum with contemporary professional practices and methodologies.

- **UNIVERSIDAD AUTÓNOMA METROPOLITANA | Mexico City**

3D Computer Lecturer and Module Coordinator ▪ Aug 2004 to Jun 2008

Designed course curriculum, organized class lectures, and set deadlines for projects.

- **UNIVERSIDAD QUETZALCÓATL | Irapuato, Guanajuato, Mexico**

Digital Presentation (Adobe Photoshop and Illustrator) Lecturer ▪ Jan 2006 to Jun 2006

Designed course curriculum, organized class lectures, and set deadlines for projects.

PROFESSIONAL APPOINTMENTS

Raffles College of Higher Education | Jul 2021 to Present, Singapore

Chairman of the Academic & Examination Board.

Member of RUS Curriculum Review Committee

Coventry University | Jul 2017 to Present, Singapore - UK

Member of Examination Board

Raffles College of Higher Education | Dec 2011 to Jul 2021, Singapore

Member of Examination Board & Academic Board

Member of RUS Curriculum Review Committee

Universidad Autónoma Metropolitana | Sep 2004 to Jun 2008, Mexico City

Member of Curriculum Review Committee

RESEARCH EXPERIENCE

01-2017 – Today,

Research Tutor

Raffles College of Higher Education | Singapore

Assisting students with research, preparation, and other academic tasks during their Final Major Project to obtain the BA in Product Design by Coventry University, United Kingdom.

01-2016 – 06-2017	<p>Research Tutor Raffles College of Higher Education Singapore-UK Assisting students with research, preparation, and other academic tasks during their Final Major Project to obtain the BA in Product Design by University of Chester, United Kingdom.</p>
01-2011 – 06-2016	<p>Research Tutor Raffles College of Higher Education Singapore Assisting students with research, preparation, and other academic tasks during their Final Major Project to obtain the BA in Product Design by Raffles College of Design and Commerce, Sydney.</p>
10-2009 – 06-2011	<p>Research Tutor Raffles Design International Mumbai, India Assisting students with research, preparation, and other academic tasks during their Final Major Project to obtain the BA in Product Design by Raffles College of Design and Commerce, Sydney.</p>

TALKS & EXHIBITIONS

- Talk, Pukyong National University, South Korea “**3rd International Design Exchange Exhibition**” (11-2023)
- Talk-Workshop, Chengdu, China “**Product Design - A Dock for your Smartphone!**” (09-2017)
- Talk-Workshop, Chengdu, China “**Product Design - Paper Shade for a Desk Lamp.**” (09-2017)
- Talk, Singapore: Singaplural 2014 (Singapore Design Week) – “**Experience of the Global Design.**” (03-2014)
- Talk, Roundtable, Mexico City, Mexico: “**Automotive Design for students of Industrial Design at the UAM-X.**” (11-2007)
- Talk with Mercedes Mexico, Mexico City, Mexico: **Briefing about the “Mercedes – Smart.”** (11-2007)
- Talk with Volvo Cars Mexico, Mexico City, Mexico: **Briefing about the “Volvo C30.”** (09-2007)
- Talk with Rigoletti Studio, Mexico City, Mexico: “**What is Automotive Design.**” (09-2007)
- Science and Art, Collective Exhibition of Industrial Design, Station Metro La Raza, Line-3, Mexico City, Mexico, “**Ceramic Tortillero**”. (08-2000)
- Industrial design exhibition, Mexico City, Mexico: **Organization of Industrial Design, Exhibition and Conferences**, inside the Universidad Autónoma Metropolitana, Xochimilco. (07-1997)
- Exhibition of Industrial Design, Station Metro Tacubaya Metro L-1, Mexico City, Mexico, “**Ceramic Tortillero.**” (06- 1997)
- Collective Exhibition of Industrial Design, Inter-Auditoriums of the Universidad Autónoma Metropolitana, Xochimilco, Mexico City, Mexico, “**Ceramic Tortillero.**” (07-1997)
- 95’s Student Gathering, Mexico City, Mexico: The utility of the social service as a means of experience and insertion in the labour market; the Universidad Autónoma Metropolitana, Xochimilco case. “**Recognition: Special Mention.**” (12-1995)

AWARDS & HONORS

Mentored and guided students in projects which won numerous awards such as:

- Volvo for life Design Awards 2007 (Third Place)
- Awards Art for Everyday 2012 (People’s Choice Award, Top 10)
- D’Star Design Award 2013 (Second and Third prize; and two more between the Top 12)
- IKEA Singapore's Young Designer Award 2014 (First and Second prize)
- IKEA Singapore's Young Designer Award 2015 (Top 20)
- Singapore Good Design Mark 2016 (2 awards)
- IKEA Singapore's Young Designer Award 2016 (People's Choice Award)
- IKEA Singapore's Young Designer Award 2014 (1st prize & Top 20)
- Pandastic! Design Competition, Mandai Wildlife Reserve's River Wonders (Five Selected Winners)

Personal Awards:

- ONE HOLLAND VILLAGE - Public Art Furniture Design Competition (Winning Project)

CAREER HISTORY

- **ARMO DISEÑO | Mexico City, Mexico**

Global designer and manufacturer of furniture and home accessories solutions for brand spaces, POP and retail environments.

Head of Prototype Department ▪ Jul 2011 to Nov 2011

Led 8-member team's delivery of new designs for product lines, from the concept stage to the development of prototypes through to finished products ready for manufacture. Drove creative thinking, ensured customer needs were considered and collaborated with operations team for efficient manufacturing of designed products. Identified and implemented design improvements to impact functionality, cost, and design for manufacture. Oversaw all aspects of product management and product portfolio. Produced concept design schemes for different stages product lifecycle to include marketing and sales. Fostered multi-functional collaborations to align purchasing, production and installation activities for effective management and risk management.

Significantly decreased prototyping costs by 20% and resolved complex, time-sensitive design problems via improved methods in managing critical projects and enhanced strategies for prototype production identification.

Delivered projects for major clients such as Sony Mexico, Grupo Axo, Sephora and L'Oréal.

- **DISEKO SOLUCIONES-GRUPO BIMBO | Toluca, Mexico**

International provider of display solutions and components for point of sale.

Project Leader ▪ Jun 2008 to Sep 2008

Led effort to take large scale and complex products from concept to reality via management of fast paced, cross-functional product development cycle. Owned the master product development schedule, budget, and resources. Built, maintained, and managed each product's project schedule from the beginning of its product development cycle to production and launch. Ideated and formulated design plans for new concepts and specifications and contributed to design workshops for insight gathering. Ensured product and technical design meet creative brief and business requirements. Tested product performance, quality, and reliability.

Slashed material costs by 20% and prototyping cycle time by 15% via innovative strategies for prototype production. Also identified and solved complex, time-sensitive design problems.

Effectively managed 10 integral projects monthly and consistently handpicked to lead expansive negotiations with different production teams and other key stakeholders.

- **Pierdant | Mexico City, Mexico**

International supplier of marketing products for promotional campaigns

Design Executive ▪ Jun 2003 to Jul 2004

Management of the corporate image and the website; Coordinate projects of promotional designed items for brands like KELLOGGS, LA ROCHE, LOREAL, PEDIGREE, PEPSI, UNILEVER (AXE, DOVE, BECEL, POND'S, HOLANDA, BING, REXONA.

Manage suppliers nationally and internationally, supervise production with quality controls imposed by us, and respect regulatory standards. Delivery of the work plans for the on-time delivery of production and promotions and coordination of the logistics of national exhibitions.

Design and development of promotional items like backpacks, caps, suitcases, plastic items, etc., and realize market research for company campaigns such as AVON, BDF-BEIERSDORF, CADBURY SCHWEPPE, BP-CASTROL, FEMSA, GARNIER, GATORADE, GRISI, JOHNSON'S, with excellent results.

- **Instituto Federal Electoral | Mexico City, Mexico**

Autonomous, public agency responsible for organizing federal elections in Mexico

Head of Projects ▪ Feb 2002 to Mar 2003

Designed and developed a training system for the presidential election in Mexico in 2003; coordinated the teams of 5 members that delivered the staff training at the national system level and provided technical support.

The Elec2003 System serve as a platform for the training of the citizens that serve as officials for registering the votes in the polling official points for the 2003 federal elections through an intranet site.

- **Kobalto Publicidad | Mexico City, Mexico**

Advertising and design agency

Freelance Designer & Photographer ▪ 2000 to 2003

Design and develop interactive presentations.

Some accomplishments of Michelin Group Mexico are the development of an interactive for staff training in tire agencies, the design of an interactive kiosk that provides basic information about the different tires to the customers and the creation of promotional brochures for a point of sale at the Sam's Club stores.

EDUCATION

- **Institute for Adult Learning Singapore**

Advanced Certificate in Learning and Performance
2022 SINGAPORE

- **Hello Holo**

Mixed Reality Developer
2021 SINGAPORE

- **School of Change**

Creative Leadership
Futures Thinking / Jobs to be done / Lean implementation / Art of persuasion
2020, MONTERREY, MEXICO

- **Universidad Del Valle de México**

Post-Graduate Diploma in Transport Design
2002 - 2003, MEXICO CITY, MEXICO

- **Universidad Autónoma Metropolitana**

Post-Graduate Diploma in Design of Brand Image
2001 - 2002, MEXICO CITY, MEXICO

- **Universidad Autónoma Metropolitana**

BA in Industrial Design
Average 8.50 - 567 credit (GPA: 3.24)
Final Major Projects: Packaging Design for Nopal (cactus): designed the packaging for Nopal processed products (Nopal Jam) and for natural Nopal; also designed the image for both products.
1995 - 1999, MEXICO CITY, MEXICO

- **Instituto de Computación y Métodos,**

It Technician Programmer Analyst Systems
Programming language manage: COBOL, dBase, GW-BASIC & Spring
1989 - 1990, MEXICO CITY, MEXICO

LANGUAGE & ADDITIONAL SKILLS

English – Full Professional | Spanish – Native | Italian – Conversational | French & Portuguese – Basic

Technical Skills. MS Office Suite; AutoDesk AutoCAD; AutoDesk Inventor; 3D Studio Max; Rhinoceros; Adobe Photoshop; Adobe Illustrator; Audio Edition – Vegas; Video Edition – Premiere, Vegas; Web Tools – Dreamweaver, Animation – Flash,

Blender; Rendering – Keyshot; VR & AR – Unity; Moodle; MS Teams. Programming language: COBOL, dBase, GW-BASIC, Spring, Lingo, HTML, CSS, Python.

REFERENCES

- Sandra Fie Ling Tjia
Senior Lecturer, 3D Design Department, Jewellery Design
Raffles College of Higher Education, Singapore
- Baoning Lu
Apple Solution Consultant, Apple, Singapore
CEO, Lunacre Jewellery, Singapore
- Pablo Antonio Cuello Bastidas
Project Engineer
Borg Manufacturing, Australia
- Leslie Valdez Velez
Senior Executive Design
Herman Miller, Mexico