

Ricardo Elizondo Costa

EXPERIENCE

IBM WATSON

User Experience Designer (Jan 2014 – Present) Austin, TX
Designed software tools to train cognitive services and make it easier for both developers and non-developers to use artificial intelligence and NLU in their applications.

TEAGUE

Industrial Design Intern (Aug 2013 – Dec 2013) Seattle, WA
Worked closely with interior and mechanical designers to solve Airplane user experience challenges. Executed user research with the different studio disciplines to develop a better file structure for the aviation studio.

LIVE WELL COLLABORATIVE

Design Research Associate (Aug 2011 – Aug 2013) Cincinnati, OH
Managed and worked on product development projects with multiple clients, including doing qualitative research and synthesis, concept development, presentation creation, and leading brainstorming sessions for clients like Boeing, Cincinnati Children's Hospital, Pfizer and The Duchossois Group.

ITEMS ESTUDIO DE DISEÑO

Designer (Aug 2010 – Aug 2011) Monterrey, Mexico
Collaborated in strategic planning and brand image of the consultancy. Planned project to develop a more efficient bone marrow biopsy needle for biomedical startup, delivered ideation, concept development and product visualizations.

MADE MOBILITY + ADVANCE DESIGN EXPERTISE

Designer (Jul 2009 – Aug 2010) Monterrey, Mexico
Worked with a variety of clients delivering project timelines, qualitative research, design synthesis, concept development, CAD and prototyping. Served clients in the areas of healthcare (*GE Healthcare*), public transport, and retail.

REB ARCHITECTS

Design Assistant (Jan 2009 – Jul 2009) Tampico, Mexico
Assisted in design of an auditorium (8,000 capacity) including research on construction methods, ideation, 3D renders and creating presentations.

TEC DE MONTERREY

Design Assistant (Jan 2007 - Dec 2007, Sep 2008 - Dec 2008) Monterrey, Mexico
Delivered sketches, mock-ups, surfacing 3D model for prototyping and built fiber glass exterior of automobile concept, funded by Tec de Monterrey and GM's PACE program. Developed patent and applications for self-collapsible origami body.

EDUCATION

UNIVERSITY OF CINCINNATI

Cincinnati, OH (2011-Present)
Master of Design
Expected graduation (April 2012)

TEC DE MONTERREY

Monterrey, Mexico (2004 - 2008)
B. A. Industrial Design, with honors

MONASH UNIVERSITY

Melbourne, Australia (2008)
Industrial Design, exchange program

SKILLS

- First hand experience in the possibilities and limitations of machine learning and artificial intelligence.
- Expertise working in an agile process with engineering and business.
- Heavy focus on user centered design, including research, synthesis as well as using ideation methods to expand creativity (Design Thinking and Systematic Inventive Thinking).
- Know the importance of honing your craft in design, knowledgeable in visual communication, animation and prototyping (digital and physical).