



ALEX BOZA DIEGUEZ

[azplore.com](http://azplore.com)

// CONTACT

[alexboza93@gmail.com](mailto:alexboza93@gmail.com)

+34 626 426 230

# // HI!

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My name is Alex Boza, I am Engineer in Industrial Design and Product Designer who thinks how I can do things differently through the functional, formal and environmental design.

Traveling is the hobby which best defines me. I think it is a way to open one's mind, see other people perspective, live new adventures, know other cultures and find inspiration around you.

It is important to know all of this to tailor the products for specific markets.



## // WORK

- 2018 **Nnergix**  
- Barcelona / Digital Product Designer & UX/UI Designer
- 2017 **PAEZ**  
- Barcelona / Junior Product Designer
- 2015 **ICFO**  
- Barcelona / Industrial Designer Internship
- 2014 **Xoks Kids**  
- Cardedeu / Graphic Designer Freelance

## // EDUCATION

- 2018 **Master's degree in Creation and Development of Digital Projects and Interaction**  
LCI Barcelona
- 2017 **EIT Climate-KIC Journey**  
Europe's largest summer school for climate innovation and entrepreneurship.  
Combination of climate knowledge and hands-on business experience.
- 2015 **BE**  
ELISAVA university, affiliated to Pompeu Fabra University -  
Engineering in Industrial Design

## // SKILLS

### SOFTWARE

SolidWorks  
Creo PTC  
Rhino  
Keyshot  
Illustrator  
InDesign  
Photoshop  
After effects  
Adobe Sketch  
Invision

### LANGUAGES

English (Fluent)  
Spanish (Native)  
Catalan (Native)

### STRENGTHS

Curiosity  
Teamwork  
Self-confident

## // INTERESTS



Travel



Urban trends



Photography



Snowboarding

# PROJECTS

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# // MONSTER INCEPTION

ON EAR HEADPHONES  
POLYGONAL DESIGN

BRIEF - Design and prototype on-ear headphones.

INSIGHT - Looking for a polygonal shape.

TASK - Find a balance between the polygonal shape and  
comfortability.

TIME - 2014 / 10 weeks



# // 01 RESEARCH

Environment, user and benchmark studies in order to define design requirements and technology able to use.

The potential target is limited from 16 to 40. People who use headphones in their day to day, in public transport or walking through the city.



Urban environment



User: 16 - 40



Student

COMPACT



Tourist

PROTECTION



Girl

RESISTANT



EASY TO FIND

Tourist

# // 02 TECHNOLOGY BENCHMARK

Using a ball joint we got a perfectly adapt of the headphones to the outside of the ear surface.

With this folding system implemented by "Beats", is the best system to keep and pack your headphones in order to protect them and make it easy to find in your bag.



Adaptability



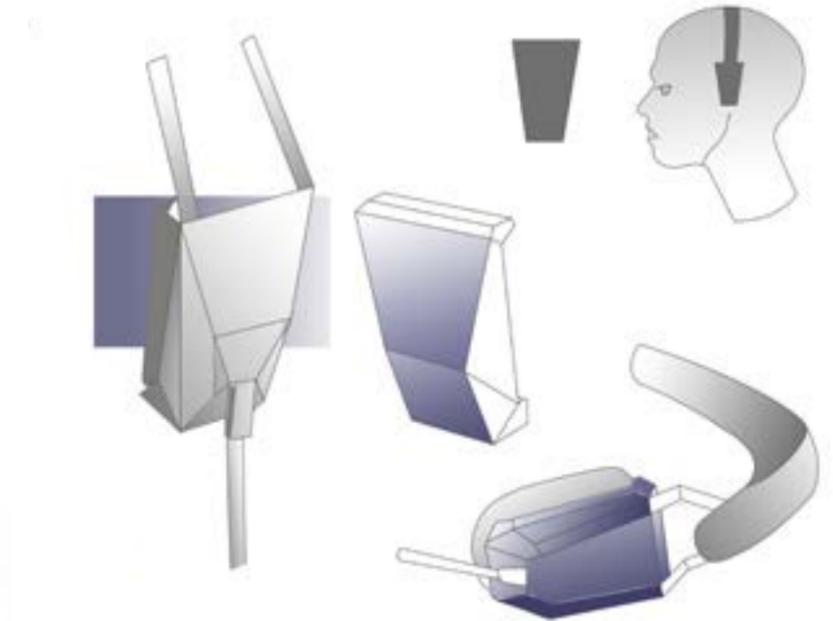
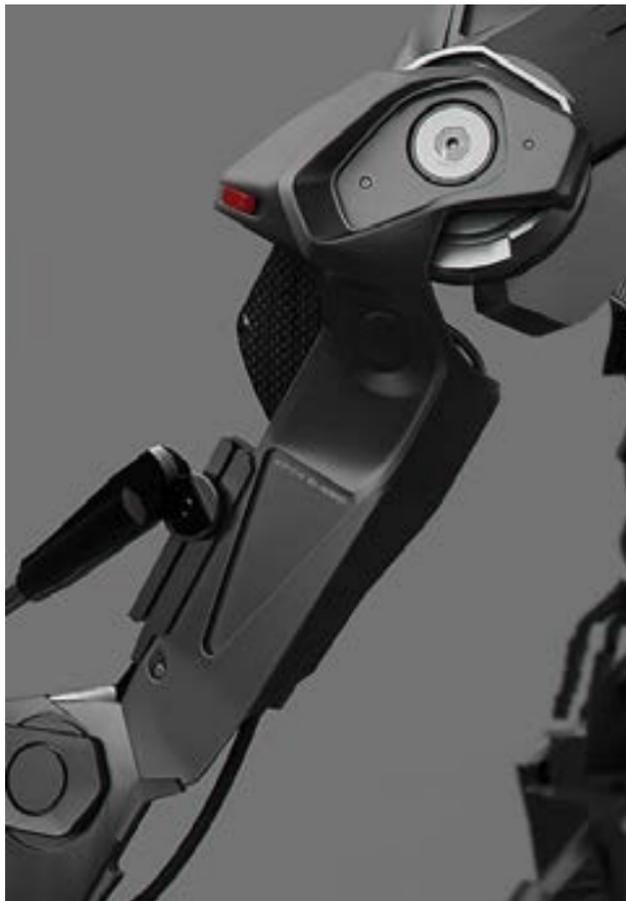
Folding system



Easy to keep

## // 03 INSPIRATION

References like futuristic transport or robotics was the initial point to start sketching the first shapes and ideas.



## // 04 SEARCHING THE SHAPE

Looking for more modern lines, breaking with circular forms. The intention is find a balance between a polygonal shape and ergonomics.

## // 05 FEED ME WITH MUSIC

The materialization of idea in a product, break the rules and stop thinking circular.



THE

DARK

SIDE





// 06 THE NEW AGE  
HAS BEGUN

# // TAHITI SURFER SCOOTER

SURF THE CITY,  
PACK THE SCOOTER

BRIEF - Design of an urban push scooter.

INSIGHT - Make it compact.

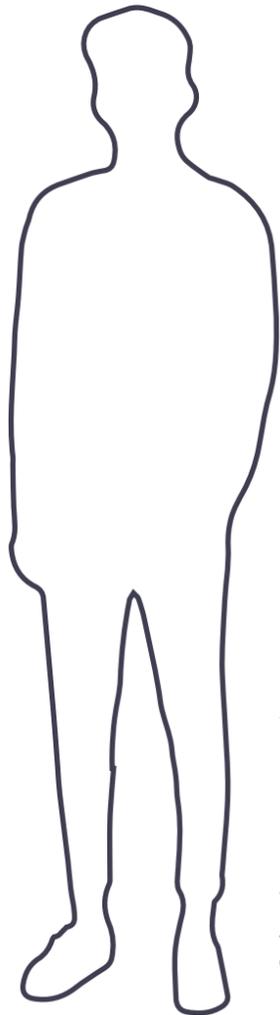
TASK - The scooter should have a folding system to carry on skateboard bags.

TIME - 2015 / 10 weeks



# // 01 USER

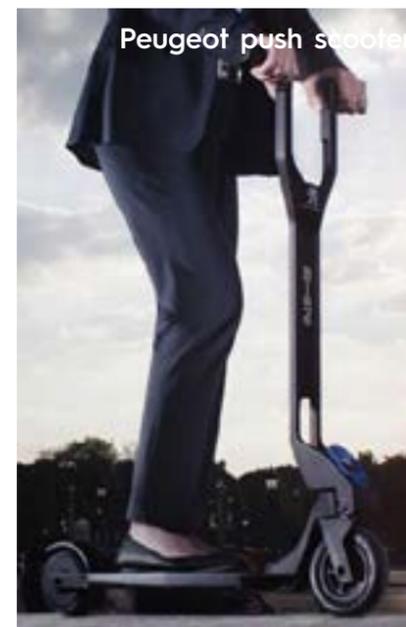
City lifestyle, constant mobility and concerned about environment, are some user characteristics.



Age: 18-40 years  
Daily: 5-15 Km  
Sex: Female / Male  
Moving through the city in a sustainability, funny and rapidly way.

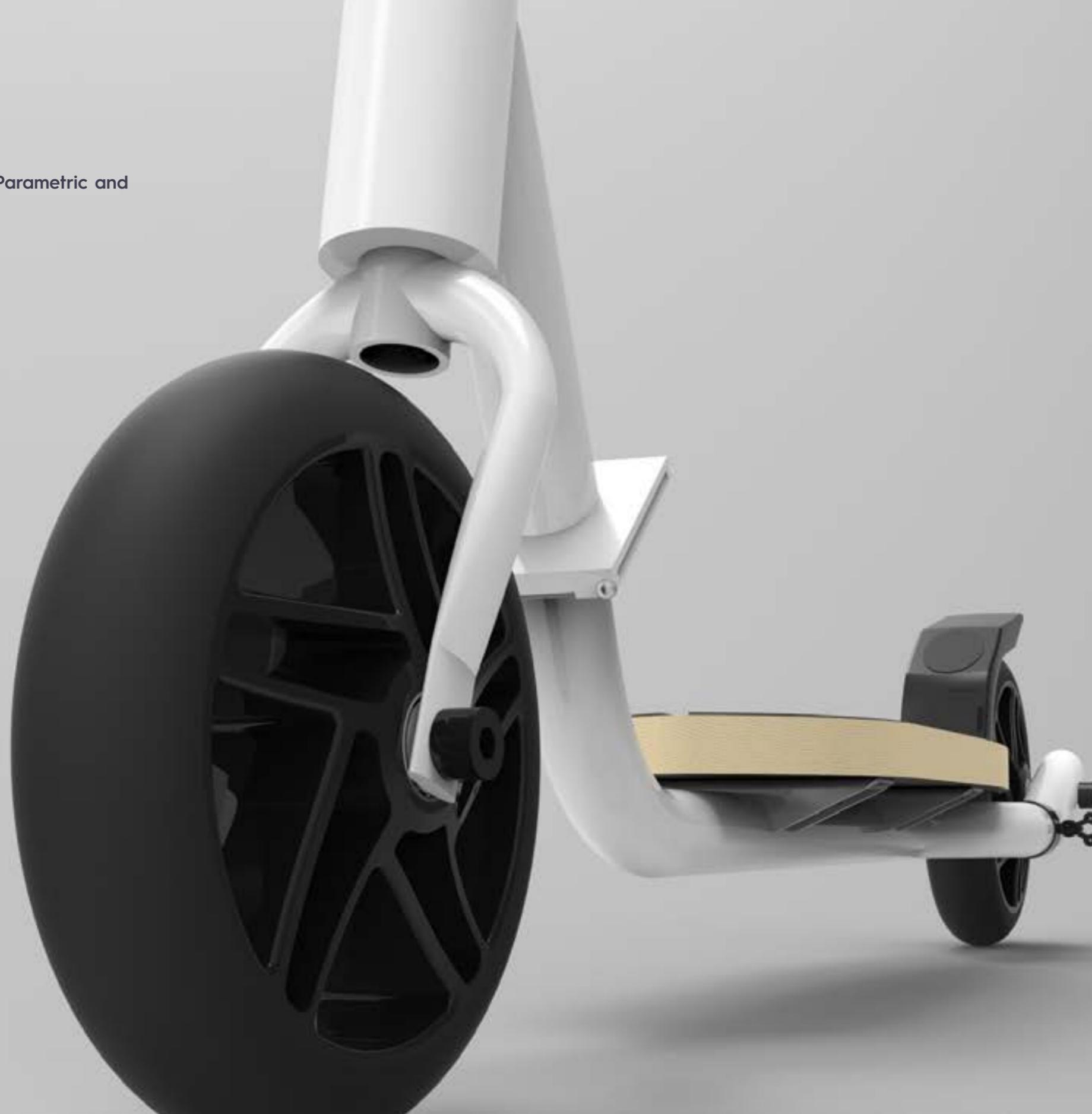
# // 02 INSPIRATION

Inspired by existent technology and adapted to our product instead of forcing create a new one.



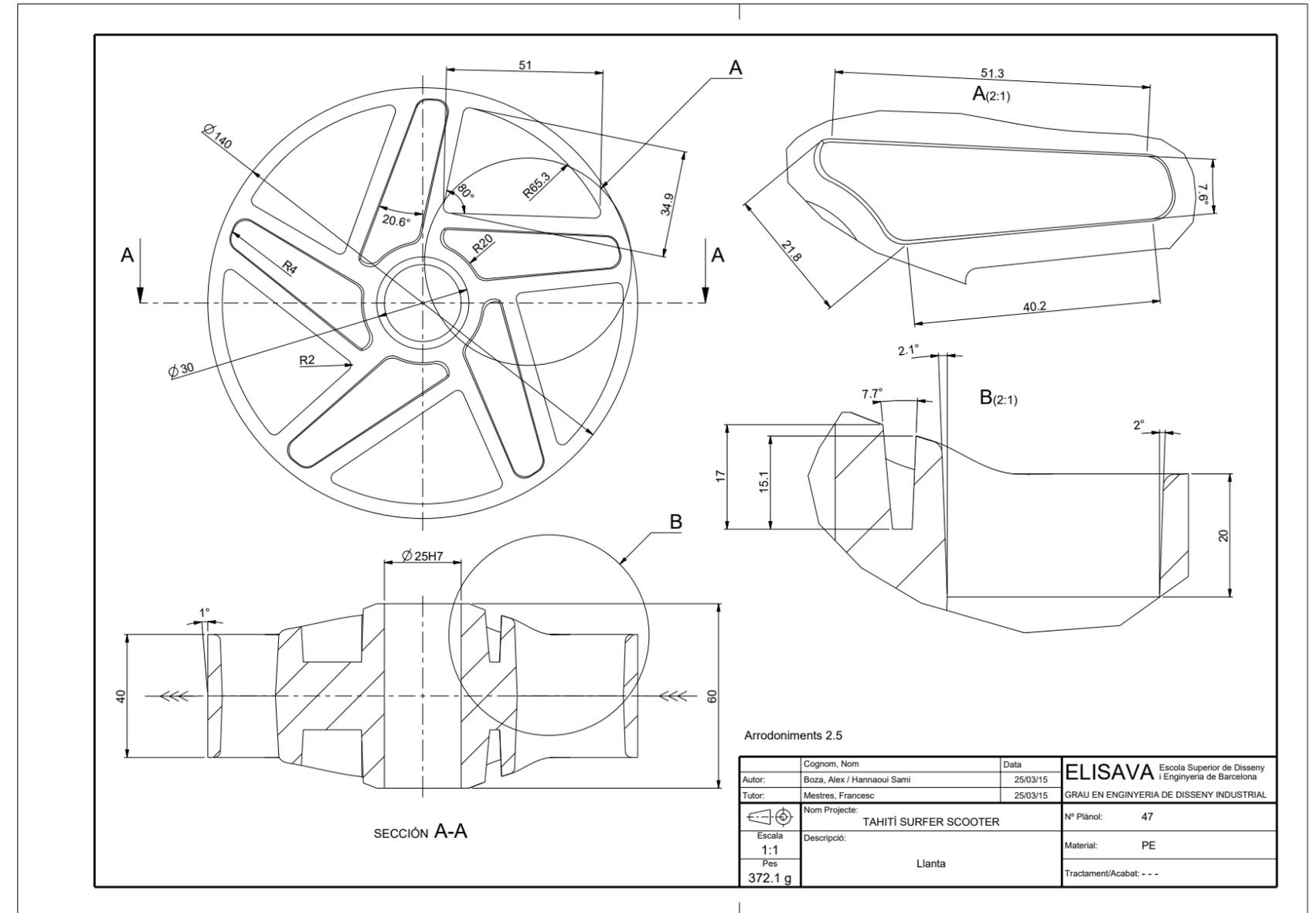
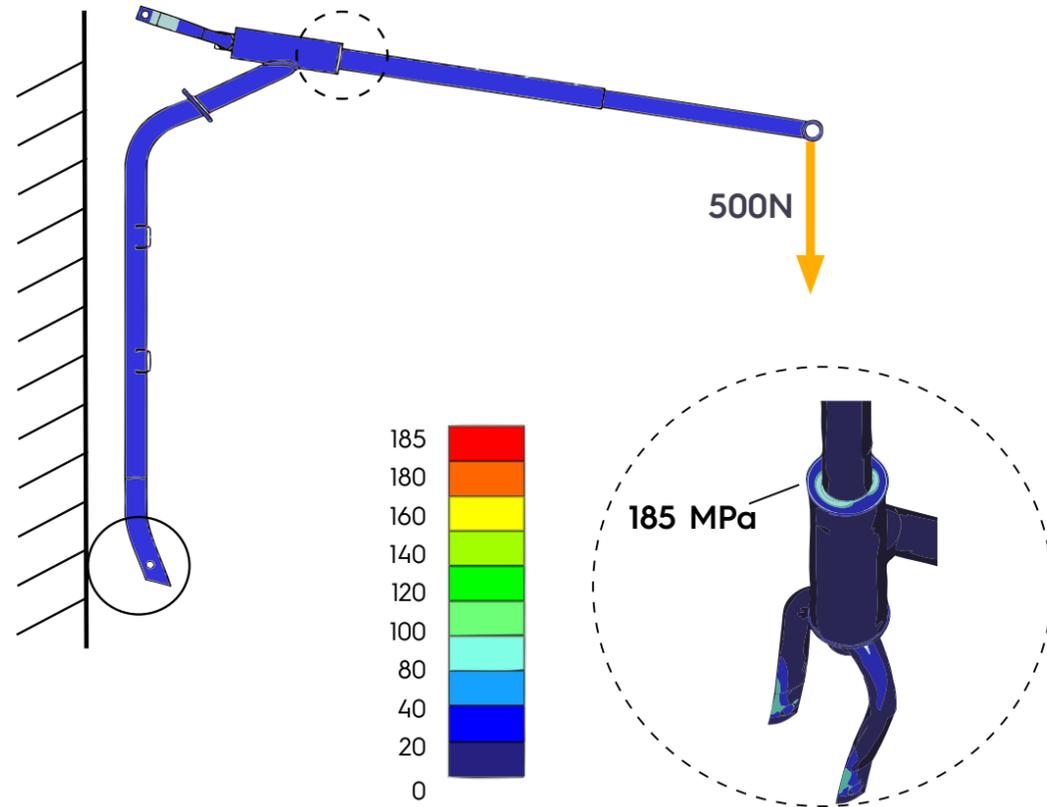
## // 03 MODELING

Modeled using PTC Creo Parametric and rendered using KeyShot.



# // 04 CAE STRUCTURAL STUDY

This step consists in study some structural parts of the scooter in order to discover and know potential physical reactions. To do this analysis it used Creo Parametric Software, in detail the "Simulate" tool. Below have one of the studies:



# // 05 TECHNICAL DRAWINGS

## // 06 READY FOR PACK

The Tahiti Surfer Scooter design permits pack it in a way which does not enter in contact with the head and the bottom of the users, like when you pack a skateboard.



WATCH FOLDING  
PROCESS VIDEO

<https://www.youtube.com/watch?v=Ki4Y1S-UHgA>



# // THE POWER OF LIGHT

## THE FIRST NON INVASIVE BLOOD FLOW MEASURE DEVICE

**BRIEF** - Design and prototype a medical device able to measure accurately and with a short period of time the blood flow of the patient. Very low manufacturing cost, easy to manufacture one to three units for testing.

**INSIGHT** - Can be used in any part of the body.

**TASK** - Develop a first prototype.

**TIME** - 2015 / 12 weeks



**15 M PEOPLE / YEAR  
SUFFER A STROKE**



**5 M DIE**



**5 M  
DISABLED**

## // 01 BACKGROUND

On of the most common causes to suffer a stroke it is consequence of a bad circulation of our blood.



NO INVASIVE



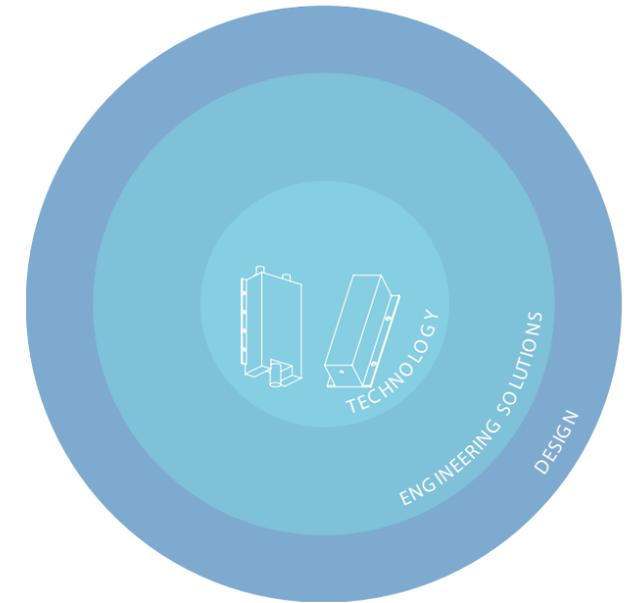
PRECISE



FAST RESULTS

## // 02 THE POWER OF LIGHT

Using the light field is possible to collect data from our circulatory system in order to discover anomalies or high concentration of red corpuscles. As result, we can prevent our patients from a big injuries in their bodies.

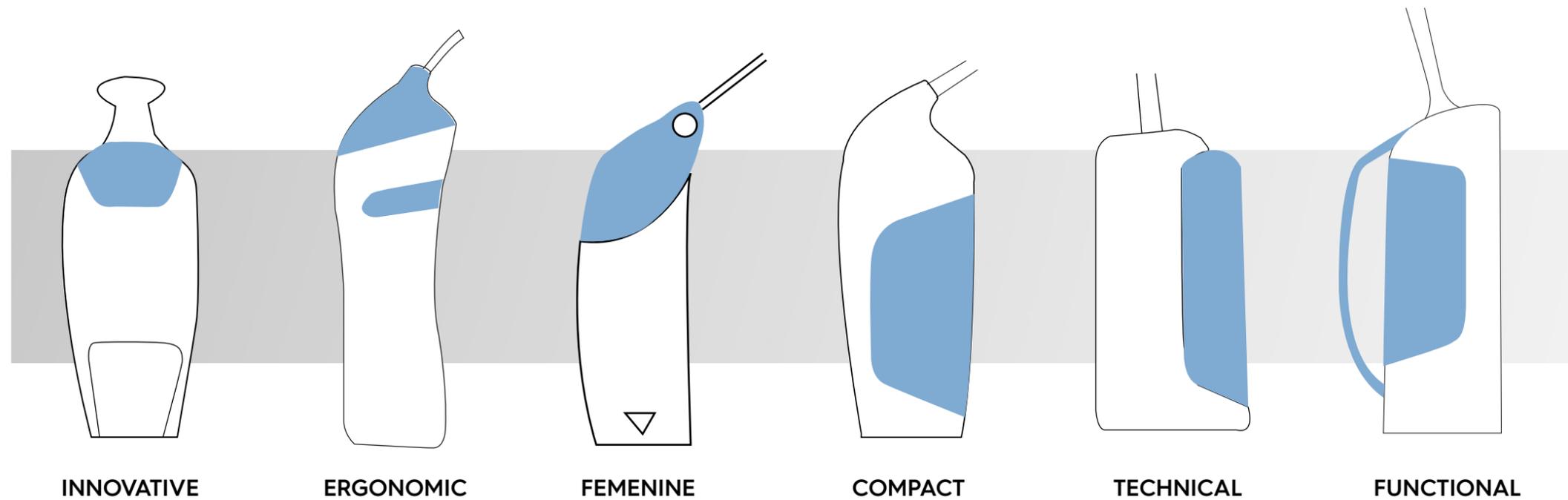


## // 03 TECHNOLOGY DESIGN REQUIREMENTS

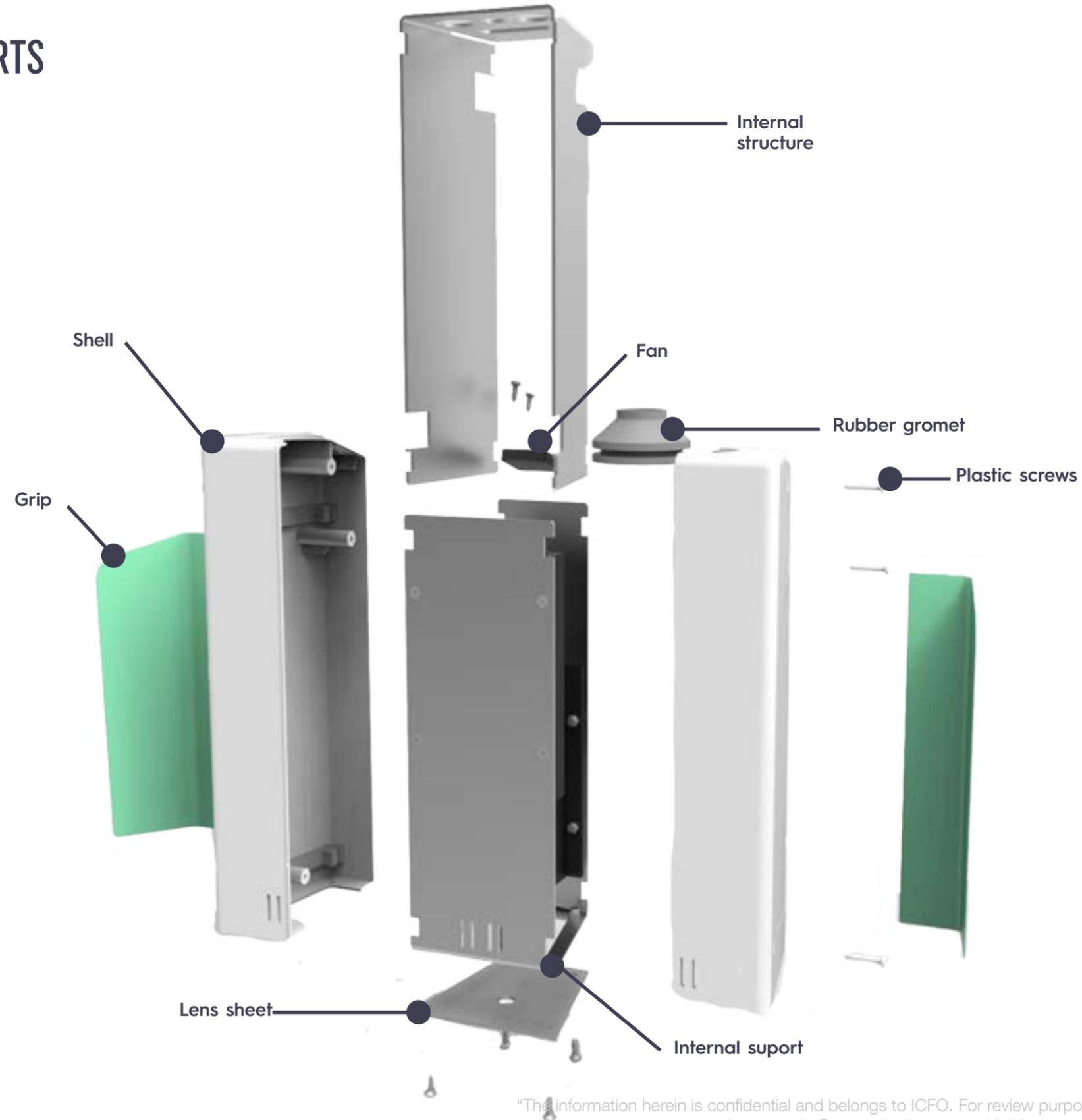
As this is a totally new technology never tested before, was developed at the same time as the shell design. Basically, consists in a laser and a detector. The principal issue is the dimensions of the laser beam and the detector. So is a new technology in the first stage of development, the dimensions are big.

## // 04 DESIGN PROCESS

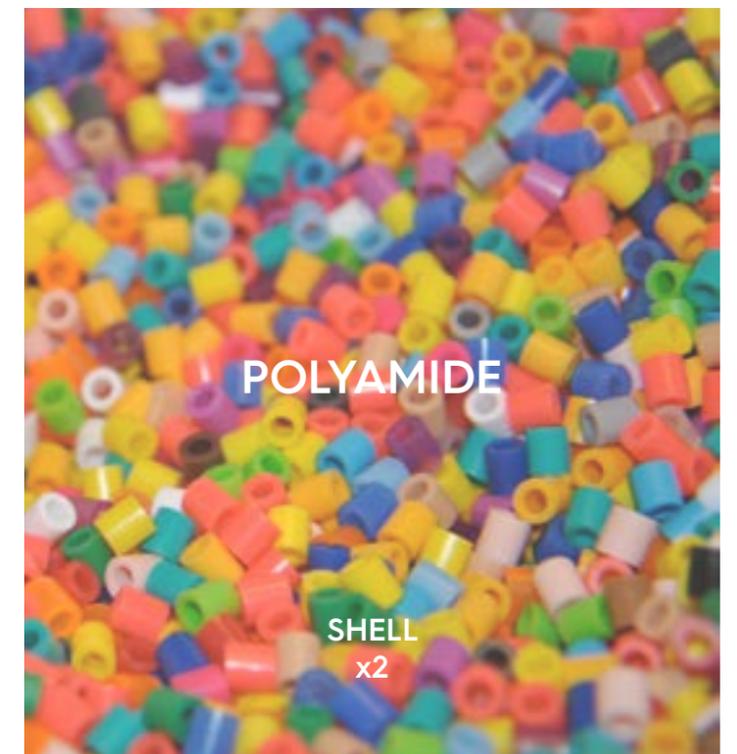
This process suffered a lot of changes during the design periode due to constan changes in the technology used to measure the blood flow.



# // 05 PARTS



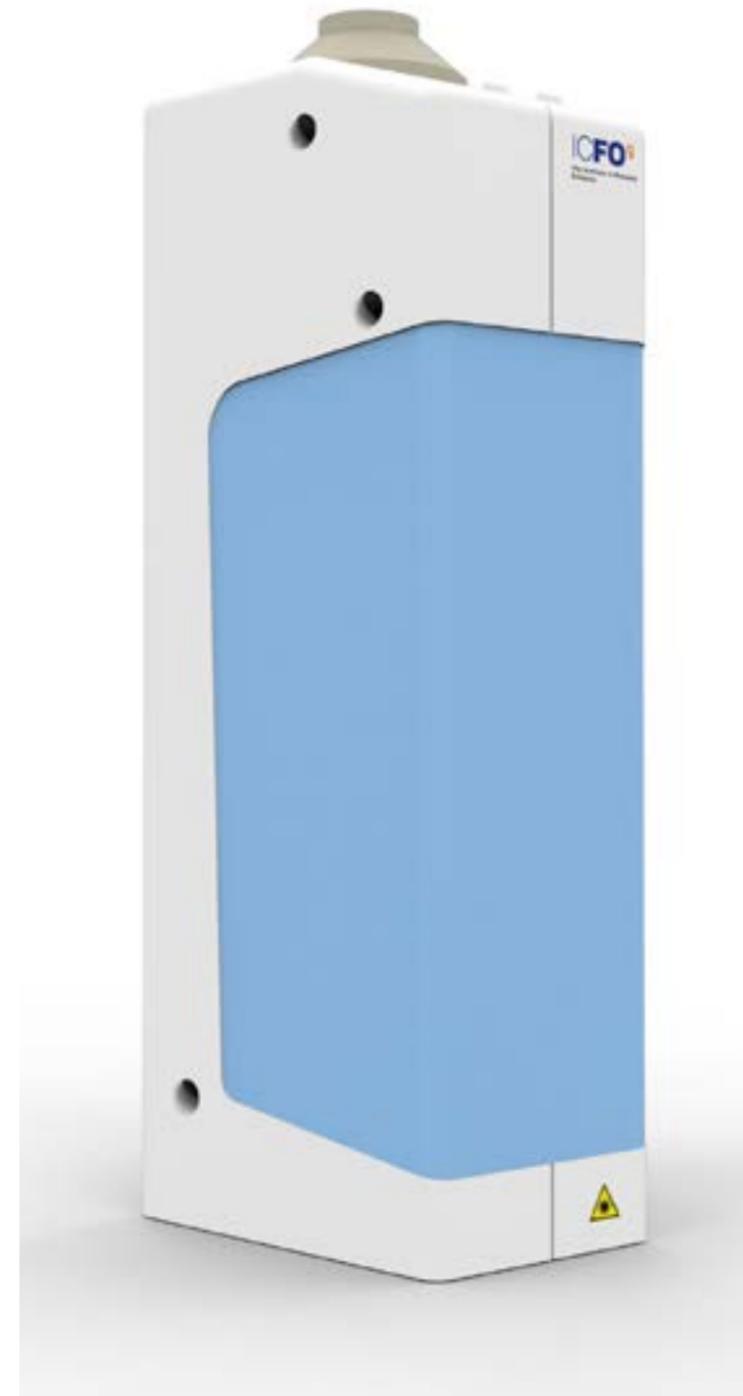
# // 06 MATERIALS



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## // 07 PROTOTYPE

The final design was selected in order to fit in the best way as possible the technology devices in order to make it easy to use.





# // MIAMI BEACH BUS

BRT DESIGN FOR  
MIAMI CITY

BRIEF - Design a system of ground transportation, public and collective. High occupation and low entrepreneurial investment.

INSIGHT - Translate the environment into a shape

TASK - Design and make a clay model of a BRT

TIME - 2014 / 10 weeks



Aerodynamic shape



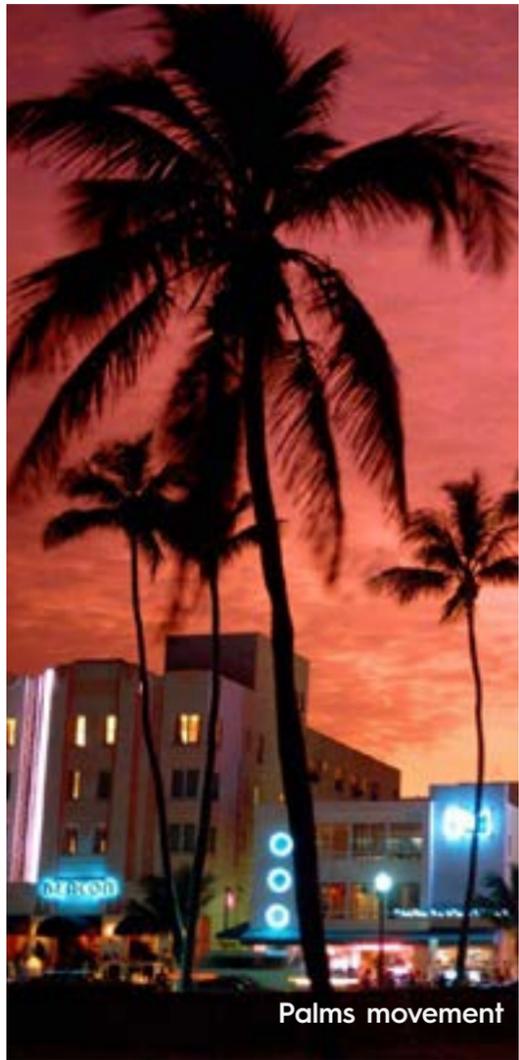
Characteristic colors



Playful



Futuristic



Palms movement



Front tire



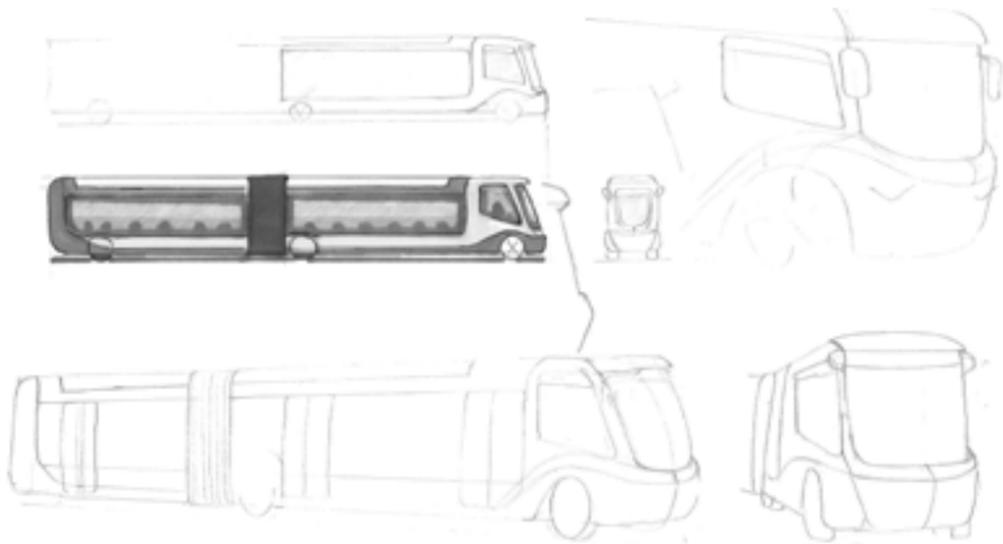
Wave shape

## // 01 INSPIRATION

It is important to tailor products right in the market. For this reason the design was inspired in the Miami environment to convey to our clients where they are.

## // 02 SKETCHING

Starting to translate the insights of the inspiration moodboard into a paper. How I can represent a dolphin in a bus? This is one of the questions at the starting point.



## // 03 3D MODEL AND BRANDING

3D model to see in more detail the final shapes and give a higher perspective of the final result. Also, it integrated a corporate logo with colors inspired by the environment, for example, the beach.



## // 04 CLAY MODELING

Final representation in a clay model from the front part of the bus. Is were it focused the most part of the design. For our potential investors and users have to recognise when the bus starts to ride through the city.



# // TOTAL CONTROL

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## CREATING THE PERFECT TRIATHLON SUIT

BRIEF - Apply smart materials into a sport fabric.

INSIGHT - How to avoid muscular injuries between transitions in triathlons and monitorize the body's fatigue.

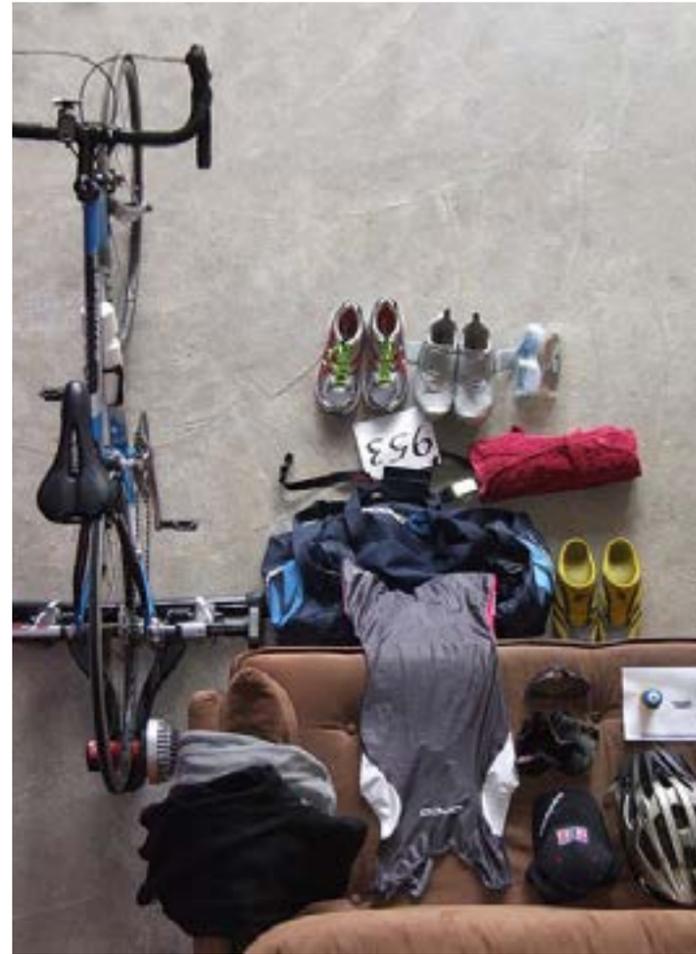
TASK - Research able technology to develop the suit.

TIME - 2014 / 8 weeks



# // 01 USER STUDY

Studied a triathlon athlete. A relevant fact from this study was he would like to know when his body is ready to increase his pace and when is the right moment to do it.

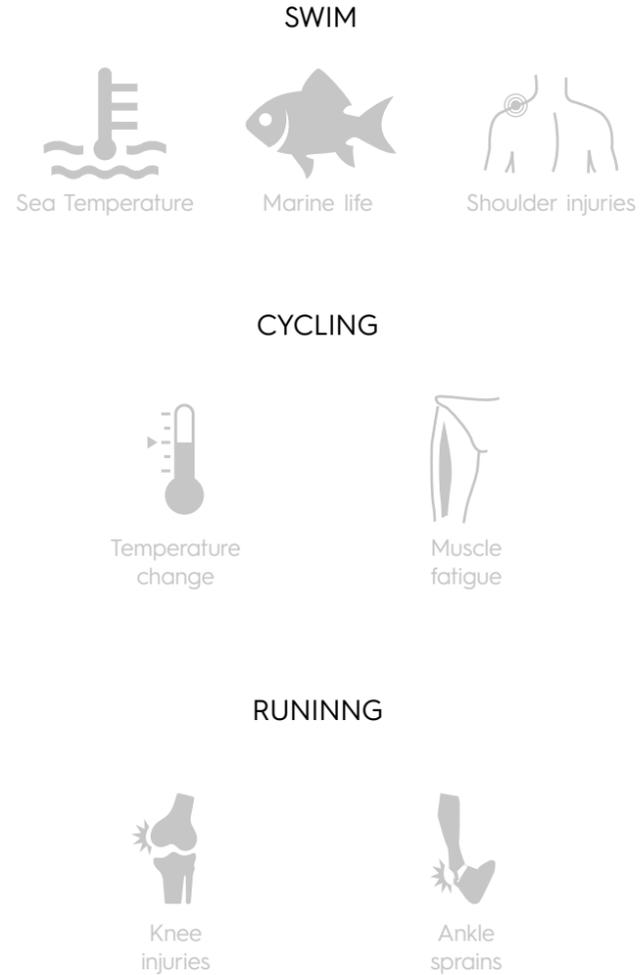


# // 02 EQUIPMENT

How many equipment is used in a triathlon? Give to the athlete a new intelligent fabric to improve her or his goals.

# // 03 TRIATHLON ISSUES

It was evaluated the principal factors which could affect to athletes in each triathlon stage. These one are the common ones answered by the user.



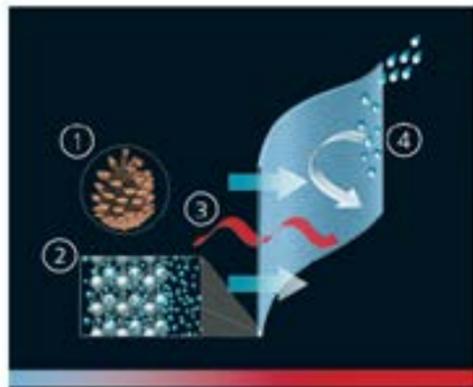
# // 04 REQUIREMENTS

The technology requirements to help athletes to avoid possible injuries during races or provide them with data in order to know their physical status.

# // 05 SUIT SPECS

After exhaustistic research to find appropriate technology to adapt to the triathlon suit, these are the sensors required to monotorize the athlete. To avoid injuries suffered from a drastical temperature change it is used the CC intelligent fabric.

## CC INTELLIGENT TECHNOLOGY



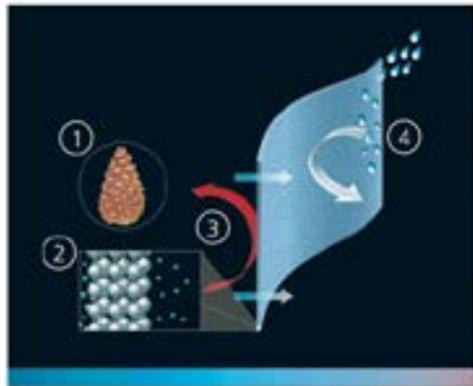
### HEAT / HIGH ACTIVITY

In nature:

- ① Pine cones open.

In the membrane:

- ② Polymer structure opens and becomes extremely permeable for water vapour.
- ③ Excess body heat and moisture can escape to the outside air.
- ④ Wind and waterproof.



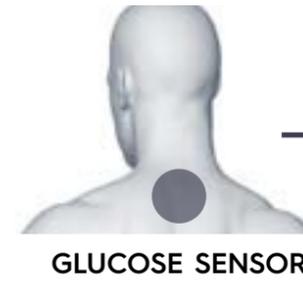
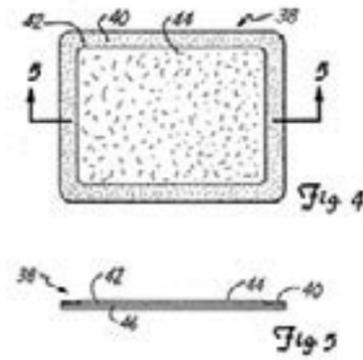
### COLD / INACTIVITY

In nature:

- ① Pine cone is closed.

In the membrane:

- ② Polymer structure contracts and thus ensures better insulation.
- ③ High level of heat retention and breathability create a pleasant body climate.
- ④ Wind and waterproof.



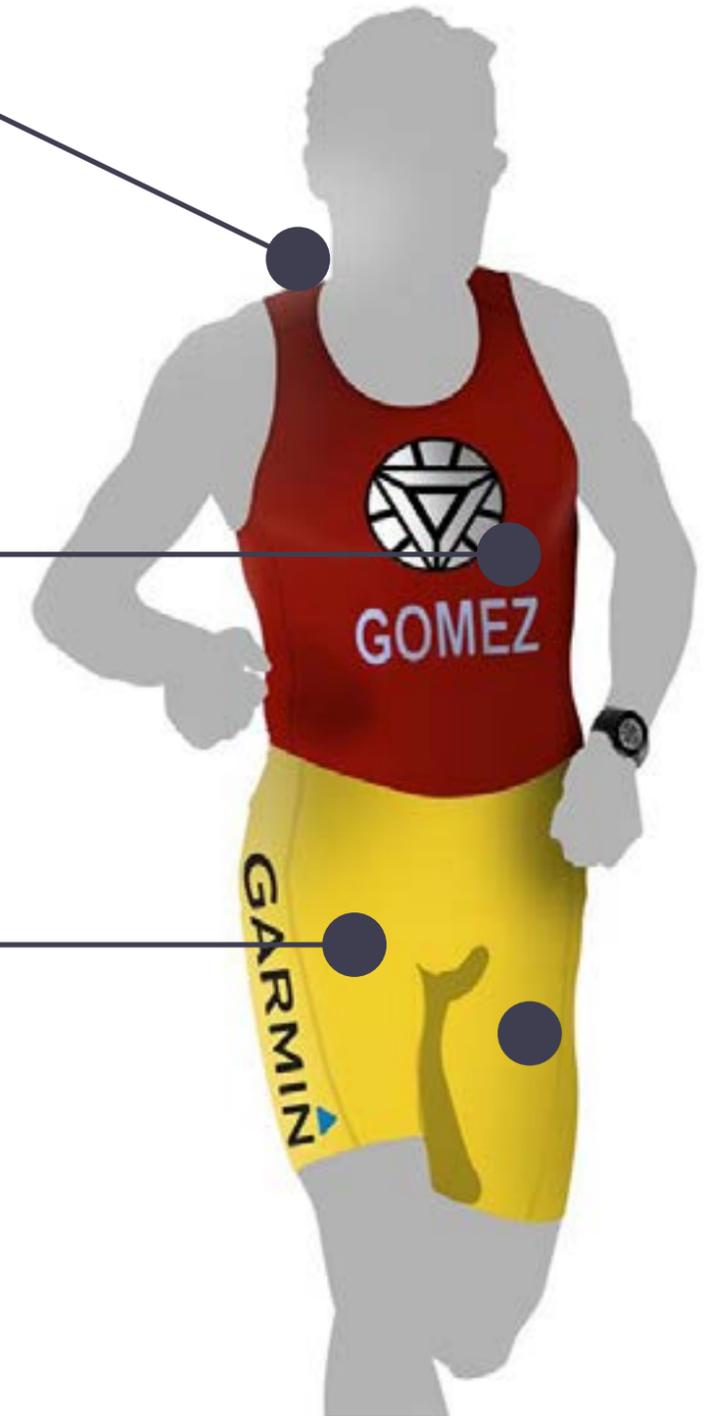
GLUCOSE SENSOR



CARDIAC SENSOR



MUSCLE TENSE SENSOR



## // 06 INTERFACE

It is important for athletes get the information rapidly and in a easy way to understand because their have to be focused in the race. Easy interfaces in a smart watch help them get the information from their bodies.



# // EIT CLIMATE-KIC PROJECT

CLIMATE INNOVATION AND ENTREPRENEURSHIP  
MULTIDISCIPLINARY WORK TEAMS WITH  
PEOPLE FROM AROUND THE WORLD

**BRIEF** - Generate and develop a business idea which reduces climate change.

**INSIGHT** - How to reduce climate impact and get economical benefit.

**TASK** - Frame the challenge, calculate the climate impact, generate a business model and pitch the idea in front of a professional jury.

**TIME** - 2017 / 3 weeks / Limasol (Cyprus) and Sofia (Bulgaria)

“Τα βλέμματα και οι προσδοκίες της κοινωνίας είναι στραμμένα σε σας  
και σε σας εναποθέτουμε τις ελπίδες μας”

Τάσος Παπαδόπουλος  
Εναρκτήρια τελετή  
Τ.Ε.Π.Α.Κ.  
8 Σεπτεμβρίου 2007



# // 01 TEAMS FORMATION & FRAMING THE CHALLENGE

38 students, professionals and entrepreneurs from around the world took part in this journey.

After, it was the moment to build the teams. After that was the time to frame each challenge to reduce climate change.



Working space  
Cyprus TU



The Leftovers team



Ideation process



9,000,000 t of perfectly edible food is lost at the farm level just in Europe.



15 billion € represent the economic loss every year just in Europe.



4 Gt CO<sub>2</sub> eq. If food waste were a country it would be the 3rd largest emitter of GHG in the world.

# // 02 IDEATION & RESEARCH

Our team decided to focus in how we can reduce climate impact and get economical benefit in the food sector.

# // 03 PROFESSIONALS PITCHES AND NETWORKING

Entrepreneurs and professionals exposed their projects and professional background to help us in the design process, business model, how to pitch and calculate the climate impact from our idea.



Professional Pitch



Professional Pitch



Design Value Proposition



Business Model Canvas

# // 04 DESIGN VALUE PREPOSITION & BMC

Putting into practice techniques as Design value preposition and Business model canvas in order to evaluate our ide potential.

## // 05 IDEA

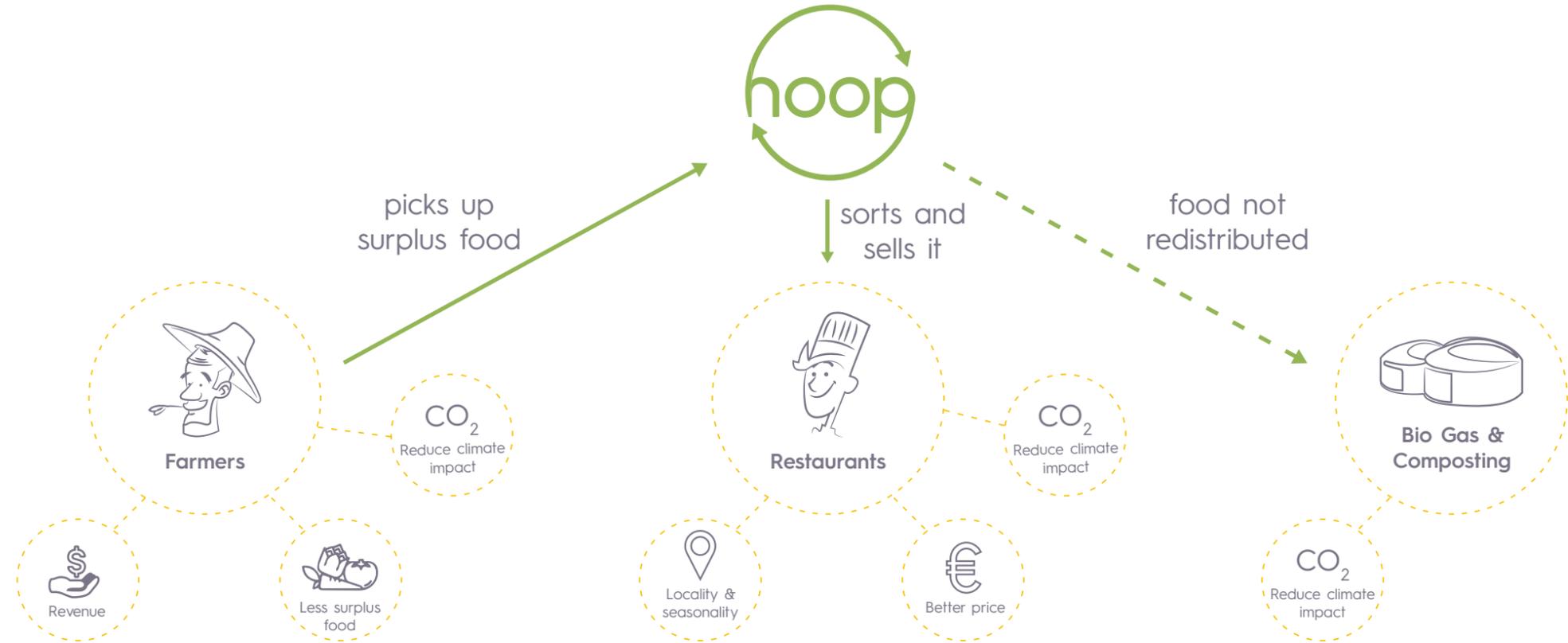
The hoop model connects farmers and restaurants to repurpose surplus food. Hoop tackles European food waste at the farm level and provides the logistics and marketplace to coordinate, purchase and redistribute surplus food.



## // 06 HOW IT WORKS?

We collect surplus food from farmers in the region of Berlin (80km radius). Restaurants get a season calendar with the type of veggies and fruits available on a monthly basis. This information is provided via order list and replicated on the hoop.com website.

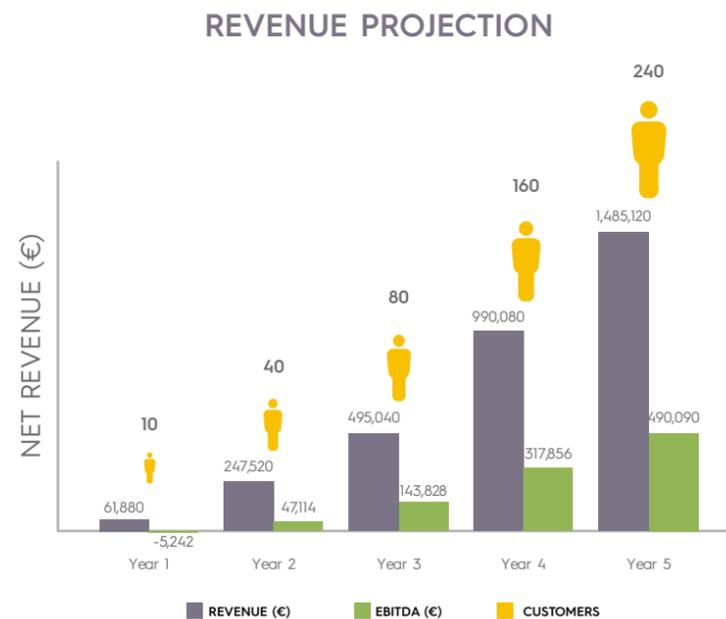
By ordering online, restaurants get the additional benefit of an analytical dashboard. We convert their orders into economic and environmental outcomes such as CO<sub>2</sub> emissions saved, food rescued and money saved.



## // 07 BUSINESS MODEL

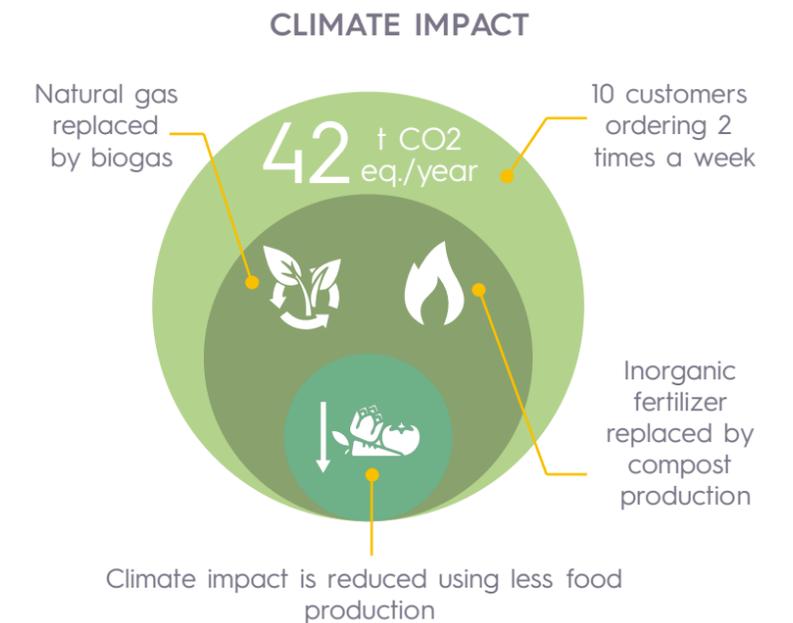
Revenue is generated by selling quality surplus food to restaurants. According to our research, interviews and a pilot study in the Netherlands, restaurants are willing to pay ~85% of the average wholesale price of the same product for surplus food.

Therefore, we offer an AVG of 15% discount compared to wholesale prices for 1st grade food.



## // 08 CLIMATE IMPACT

The combined effects will result in a positive climate impact of 42 t CO<sub>2</sub> eq. [saved] in year 1 with 10 customers and will grow to 1,096 t CO<sub>2</sub> eq. [saved] in year 5 (240 customers).



# *HOOP ON IT!*



Alex Boza



Nina Krause



Adrian Kreuger



Santeri Lehtonen



Till Strunge

# // THANK YOU

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+34 626 426 230

*"Inspire to innovate and change,  
its the way to survive in a long term".*