

INDUSTRIAL DESIGNER JUAN ALBERTO CRUZ GOMEZ

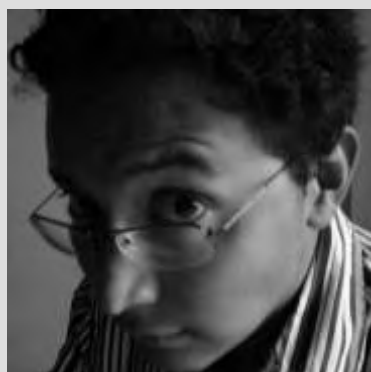
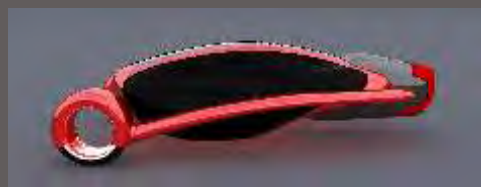
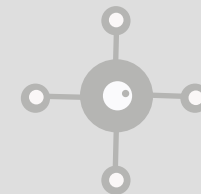
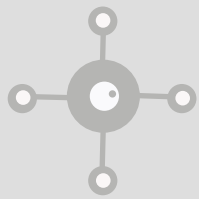
“A chair is a very difficult object. A skyscraper is almost easier. That is why Chippendale is famous”.
Ludwig Mies van der Rohe.

“The details are not the details. They make the design”.

Charles Eames

PORTFOLIO





SLIDER

Sport vehicle designed by 2030 Desire Design Competition Domus Academy.

UNO

Independent vehicles designed to share the road
Mono vehicle featuring enhanced security system for both drivers and pedestrian

MOD0

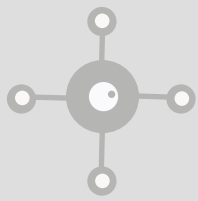
Project submitted for the (Best innovation eco design, conceptual exterior) category.

ARUZ

Urban vehicle featuring Intelligent Navigation Systems.

CUGO

Concept vehicle made of recycled materials



I.D. JUAN ALBERTO CRUZ GOMEZ

Education: 2006 Universidad Autonoma Metropolitana (UAM)
Bachelor of Design in Industrial Design Mexico City.

Experience/Workshops:

2007 Freelance for ARMERO co. Design & Research of the design for 3D models Windsor, Ontario, Canada.

2007 Universidad Autonoma Metropolitana (UAM)

IZZY Project adviser, member of team, design of a vehicle for disability persons.

2006 Universidad Nacional Autonoma de Mexico (UNAM)

Center for Industrial Design & Research, member of the design team for an utility vehicle - ECOVIA project Mexico City.

Ideas sobre ruedas (Ideas on wheels) 2005 – 2006

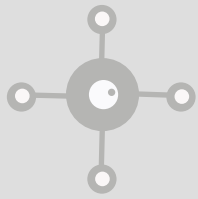
Norman Rockwell School, Toluca, Mexico Project with 1/5 scale vehicle by Luis Ramón Martínez Alcalá, Master in Transportation Design.

Automotive Drawing workshop

2004 - Universidad Autónoma Metropolitana (UAM), Mexico City Concept car design for SEAT by Roberto Heredia, DI.

Con diseño sueñas?, (Dream about design?). 2003 – ITESM Campus Queretaro, Mexico High performance vehicles by Julio Castro Karg, Master in Transportation Design.

Concept prototype for Sports vehicles 2002 - Universidad del Valle de México, Mexico by Maurizio Corbi, Sr. Designer.



I.D. JUAN ALBERTO CRUZ GOMEZ

Skills/Awards:

DESIRE DESIGN COMPETITION 2007 Project for competition for scholarship in DOMUS ACADEMY Milan, Italy 2007

MICHELIN CHALLENGE DESIGN 2007. Project selected for display at the North American International Auto Show (NAIAS) in Detroit, Michigan, January 2007.

2006 INTERIOR MOTIVES AWARDS. Concept car, classified to the second round of works evaluated during competition.

2005 DESIGN BIENNIAL MEXICO. Product container category entry.

Workign knowledge of Alias Sketckbook, Blender 3D, Adobe Illustrator & Photoshop, CAD, use tablet, Clay/FRP modeling and freehand sketching.

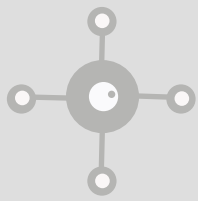
Languages: Spanish – Native, English & basic German

Location: Mexico City

Email: albertocruzdimx@yahoo.com.mx

Telephone: Mobile + (5255) 3017-1962, Home + (5255) 5755 – 9482

PROFESSIONAL PROFILE



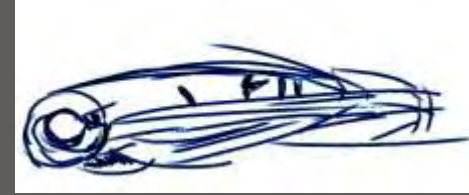
With practice in products, packaging, urban furniture and transportation design; Alberto Cruz has prepared different proposals focused on applied sustainability. He has participated in workshops with recognized industrial designers to improve drawing and modeling techniques.

Industrial designer from Universidad Autonoma Metropolitana undergraduate program (Mexico City, 2006), he has participated in several design competitions such as the Interior Motives Award (2006), Design Biennial (Mexico 2005), Braun Prize (2004). He is participating as responsible for the exterior design of an alternative powered utility transportation vehicle requested to the Center for Industrial Design & Research (UNAM, Mexico City 2006).

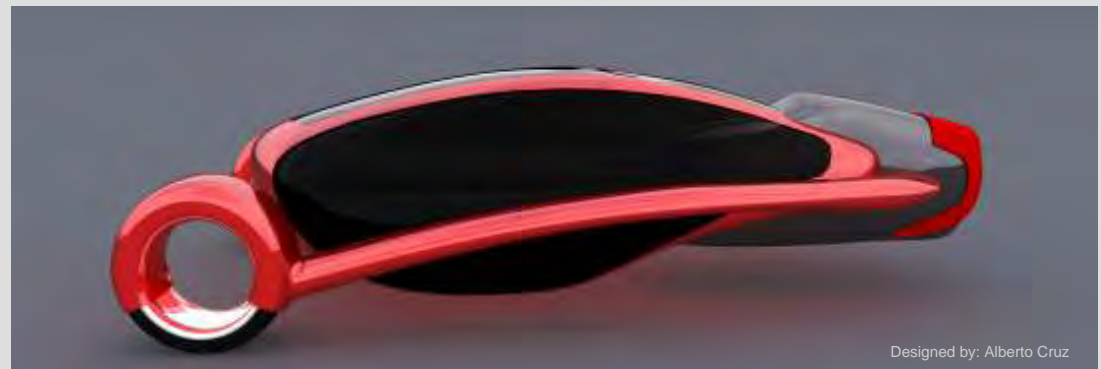
His work has been selected for display in the North American International Auto Show (Detroit, January 2007). He is a passionate about transportation design, with special interest in the research and development of new technologies applied to car design.

DESIRE DESIGN COMPETITION

SLIDER



Vehicle designed for the society of 2030, which this worried for generating ideas that involve an efficient ecology inside the process of development of new vehicles. **SLIDER**, it s`designed by components 100% recyclable, is a vehicle promoted by Hydrogen and electrical engines in each of his two wheels, which, they have the whole system of direction surrounded by the structure`inspired by the insects



DESIRE DESIGN COMPETITION

SLIDER

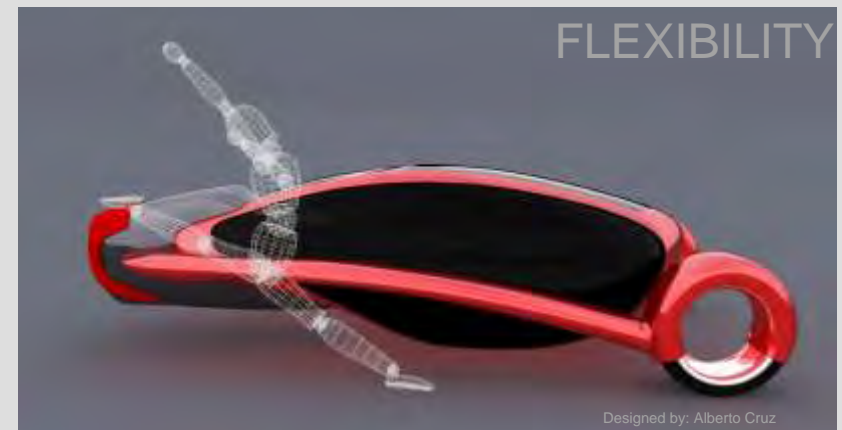
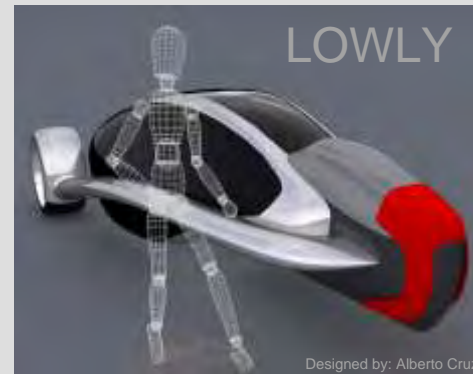


The access is located in the top part of the vehicle providing efficiency in the space of opening door.

SLIDER is a vehicle that for his low weight reaches speeds of 250 km/h.

This **SLIDER** conceived to reduce the expense of fuel and the global warming, for this reason, his principal materials are:

- Aluminium
- PET
- ETFE
- PEHD
- ABAS
- Solar cells
- LED'S



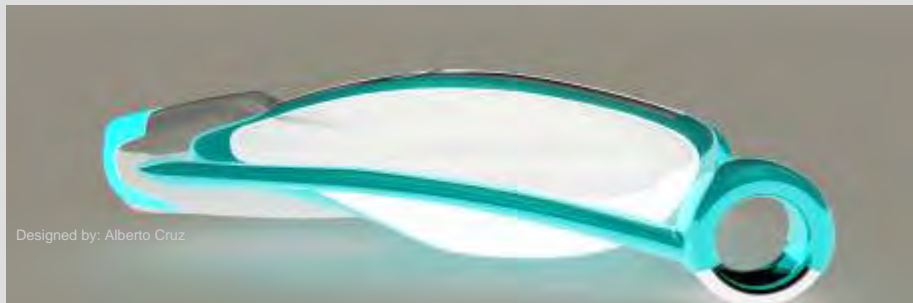
DESIRE DESIGN COMPETITION

SLIDER



SLIDER relies on a system of optical fiber cameras that they register everything what happens around the vehicle, offering this way, that the driver could know in that moment could change rail or be parked in the minor quantity of movements.

Auto body is modular, this wants to say, that the SLIDER they can change or add elements that should allowa to personalize every unit, pieces of colors, be transparent, with light, etc.



MICHELIN CHALLENGE DESIGN 2007



UNO is designed to resist high-impact crashes and grants immediate driver's release in the event of collision. The external structure provides superb impact absorption during rear and side crashes. It is conceived with an occupant's shelter safety system formed by the airbags in the driver's compartment. The airbags, when activated, create an evolving "cocoon shaped" protection for the drivers while unlocking the exterior panels, allowing and easy detach of the panels to put occupant to safety. The polyurethane oversized wheels provide high impact absorption in front and side crashes.



UNO has a wide vision spectrum in the front to help reducing the "blind spots" typically found in a regular vehicle. The windshield makes up 30% of the total structure and is the main access to the vehicle.



MICHELIN CHALLENGE DESIGN 2007



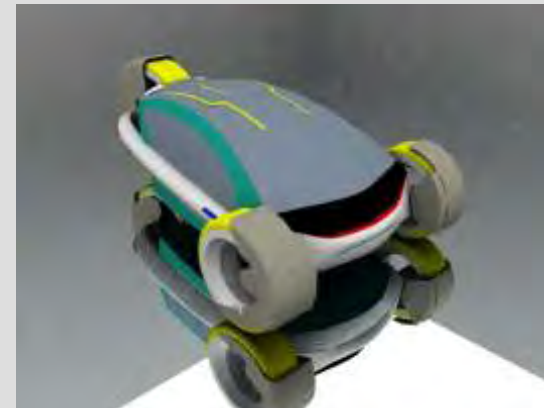
The vehicle has an exterior chassis that resembles the exoskeleton on the outside of the insect's body. In addition, the chassis is build of detachable panels made of recycled materials (PET).

The visual range provided by the compartment, gives the driver a major interaction with the surroundings, increasing the response time when detecting pedestrians and objects in a 180 degrees angle. UNO in a vehicle conceived for a city with high mortality index by car accidents, utilizes a hybrid system with hydrogen propulsion cells and independent electrical engines on each one of its two wheels. Each wheel has a LED's based interior illumination system that allows the use of indicator lights, headlights and break lights from the same illumination circle.





This is a vehicle conceived with heavy traffic cities in mind. It is a double passenger vehicle powered by ethanol cells, a clean and inexpensive power alternative. With balanced exterior easy to appreciate on every and each one of the aerodynamic lines. MODO is a three wheeled transportation system, where the rear wheel is conceived to be made using an PEHD injection process increasing adherence to the ground. The idea of a city in the future (2030) gives a significant importance for both, drivers and pedestrians. MODO was conceived as a new technological proposal.



The usage of a vehicle as MODO just like a transition vehicle will allow the driver to go to an rental station and enjoy the vehicle for a 24hrs period providing the freedom to return the vehicle even in a different location they originally picked up. Reducing in this way, the number of car in circulation out in the streets and the pollution caused as a consequence. MODO is a two-seater suburban vehicle, aerodynamic and high mobility, 3 x 1.5 x 1.20 mts.

ARUZ

SUB URBAN VEHICLE



Urban vehicle featuring Intelligent Navigation Systems

ARUZ vehicle designed to substantially reduce pollution on heavy traffic urban areas.

ARUZ runs on hydrogen cells, producing H₂O and increasing better environment sustainability. ARUZ is not only an urban car, its is a new way to enjoy the pleasure of driving, the control and direction use a preset computer route system, providing the freedom to engage in different other activities while getting to your final destination, all assisted by the control system located in the driving wheel. ARUZ offers open spacious interiors thanks to minimalist design of its seats and its modern interior lighting (based on LEDS) providing a fresh look, contemporary and enjoyable driving experience.



ARUZ is presented as a concept design in 2 and 4 doors versions. Above scale 1:7, polyurethane model, automotive finishes. ARUZ provides the freedom of engaging in different activities to four passengers, is a vehicle designed and conceived with recyclable materials.

PROJECT

CUGO



CUGO is a prospective proposal for ARUZ, CUGO is manufactured using a laser method for joints and unions in the frames and chassis.

CUGO goes further, not only for being another vehicle, it is a car that is backed up by potential development prospects in the Mexico automotive industry since the proposed manufacturing process has achieved certain manufacturing standards and industry acceptance.

