

AARON HERNANDEZ

INDUSTRIAL + PRODUCT DESIGNER

5

PATENTS

10+

PRODUCTS
LAUNCHED

8

YEARS OF
EXPERIENCE

Contact

Location

Austin, TX 78758

Phone

(915) 526-1384

Email

aahernandez11@live.com

Portfolio

aaronhernandez.design

Tools & Skills

CAD

SolidWorks (proficient; advanced surfacing experience)

Rendering

KeyShot photorealistic product visualization

Adobe CS

Photoshop, Illustrator, InDesign (advanced)

Sketching

2D digital ideation sketching; concept communication to non-technical audiences

Prototyping

Rapid prototyping, model finishing, advanced FDM materials (PEEK, PEKK, PEI)

Manufacturing

Injection molding, metal forming, carbon fiber fabrication, CMF development

Process

Full product development lifecycle, from concept through commercialization

Awards

- 1st Place
Makeup in New York Design Competition
- 1st Place
Makeup in Paris Design Competition
- Finalist
Red Dot Design Award

Creative, brand-driven industrial designer with 8+ years leading consumer product development from concept through commercialization. Deep expertise in translating user insights into compelling product experiences that balance form, usability, and manufacturability. Proven track record delivering production-ready designs across diverse categories.

Experience

Principal Industrial Designer

Dec 2017 – Feb 2026

Axis Design · Round Rock, TX

- Led end-to-end industrial design for complex consumer and commercial products from brief and user research through production-ready design, spanning the full development lifecycle.
- Translated consumer insights and user testing into refined, brand-aligned design solutions; conducted iterative studies to validate concepts in real-world scenarios.
- Developed competitive benchmarking and product evaluations to inform design strategy and identify differentiation opportunities.
- Built high-fidelity SolidWorks CAD models and photorealistic KeyShot renderings to support engineering validation and present complex ideas to non-technical stakeholders.
- Collaborated cross-functionally with mechanical engineering and marketing to align design intent with technical constraints and brand vision.
- Explored CMF directions and prototyping methods including injection-molded and metal-formed components to deliver production-optimized solutions.
- Earned 5 design patents, reflecting deep involvement in bringing novel, commercialized forms to market.

Industrial Designer / Manufacturing Designer

Aug 2023 – Feb 2026

Carbon Cruising · Round Rock, TX

- Designed carbon fiber furniture and marine accessories optimized for durability, lightweight performance, and demanding outdoor environments.
- Managed full product lifecycle from sketch ideation and prototyping to material selection and coordination with global manufacturing partners.
- Pushed manufacturability boundaries using advanced FDM materials (PEEK, PEEK-CF, PEKK, PEI) to improve production efficiency and part performance.
- Applied deep manufacturing process knowledge to reduce cost and complexity without compromising quality or user experience.

Education

B.S. in Industrial Design

2013 – 2017

University of Houston

Design Patents

- Wheel Design D966176
- Snowthrower Housing D999258
- Lawn Mower Shell D1016860
- Lawnmower Powerhead D1059425
- Base Station D1079623