

MARIANA PAREDES

INDUSTRIAL DESIGNER – PRODUCT DEVELOPMENT
SPECIALIST IN SUSTAINABILITY AND VISUAL COMMUNICATION



095938854



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PROFESSIONAL PROFILE

Industrial Designer with a sustainable approach, trained in product, systems, and service development, with experience in visual communication and photography.

Skilled in leading multidisciplinary projects, translating technical concepts for diverse audiences, and managing initiatives from research to implementation.

Driven by the integration of design, innovation, sustainability, and social impact.

HIGHLIGHTED EXPERIENCE

CROCUS - Research & Sustainable Development Project

Co-founder / Industrial Design / Technical & Commercial Validation

2021 - Present



www.crocusdis.com



[crocus_dis](https://www.instagram.com/crocus_dis)

- Development of a new sustainable material using textile waste (panels/bricks) for use as thermal insulation, fire-resistant, and anti-fungal applications.
- Comprehensive project management: proposal writing, grant and competition applications, supplier sourcing, negotiation, coordination, mold development, etc.
- Technical meetings with laboratories and public institutions (ANII, ANDE, LATU, others).
- Ideation, validation, and product improvement.
- Coordination of workshops, exhibitions, and institutional outreach.
- Awards: First Prize – Uruguay Circular and Arena Emprendedora 2024.

Hospital Británico - Desarrollo de producto para salud neonatal

2023

- Research, design and production of 20 containment units for premature newborns.

Plenitud - Designer / Corporate Communication

2021 - 2023

- Visual identity design and writing of technical documentation.
- Course planning and development of educational materials.

Design Workshop Instructor – INJU / CEPRODIH

2022 - 2024

- Training for youth (ages 14–25) and women with an entrepreneurial profile.
- Topics: sustainability, design methodologies, quality, and prototyping.

Graphic Design & Visual Communication – Freelance

2012 - Present

- Clients include: Kakao Chocolates, Microsonic, Impresora Marte, among others.
- Brand development, graphic materials, offset plate preparation, packaging, social media management, and more.

INDRA – Graphic Designer

2006 - 2011

- Team supervision.
- Design of multimedia courses for the military.
- Graphic animation, video and audio editing.

EDUCATION

Training as Facilitator/Consultant in Circular Economy - ANDE - 20/6/25 in progress

Bachelor's Degree in Industrial Design – Product – FADU/ EUCD/ UDELAR - Finalizada 2022

LAPASSION - ERASMUS + - Curso internacional - Soft Skills for an Innovation Oriented Network

Graphic Advertising Technician – UTU

Graphic Design – BIOS



COMPLEMENTARY EDUCATION

UX, Agile Methodologies, Design Thinking, Lego Serious Play, Project Management, Digital Marketing, Emotional Intelligence, INSPYRAMÉ UE – Sustainability, among others.

Institutions: IBM, Accenture, Coursera, Structuralia, INEFOP, Telefónica, among others.



SKILLS AND TOOLS

Teamwork, Problem Solving, Empathy, Leadership, Creativity, Effective Communication, Time Management, Methodologies, Autonomy, Negotiation, Budgeting.

Inventor, Fusion 360, SolidWorks, AutoCAD, Photoshop, Illustrator, InDesign, CorelDRAW, Office.



LANGUAGES

Spanish – Native

English – Intermediate B1+ – Completed “Sembrando Inglés Comercial” update 10/22



PROJECTS, COMPETITIONS & EXHIBITIONS

EXPO URUGUAY SUSTENTABLE 2023, 2024 y 2025

Exhibition with 2x2m booth showcasing the CROCUS project and research.

ReDISEÑA 2021 Intensive Industrial Design Competition

Creation of 5 products and discovery of CROCUS 6/2021

TFG Bito - System for collecting and validating children's food and nutritional data. 2022

COMPETITION CUMULUS GREEN 2020 - PITANGA UPCYCLING

Industrial Design Competition and University Extension Project 3/2021

COMPETITION AQUA CLEAN

UPCycling Young Designers Competition – Uruguay Edition 2019/20 -

Product Design: Aqua Pets y Aqua Home 9/2019

DIMAD Exhibition Contributed several times, exhibiting about three times. 2017 - 2018 y 2022

Product and Brand Development - Estrella Polar - Textile products for babies and children. 2018

7th National Film Day – Photography Contest on Locations

“TU FOTO, UNA LOCACIÓN”

I was awarded an honorable mention in the “Urban Environments” category for the photograph titled “Escalera al Cielo” recognized for portraying a familiar setting from a unique perspective. 11/2012



LINKS

 <https://www.linkedin.com/in/mariana-paredes>

Bē <https://www.behance.net/MarianaParedesDI>

 <https://www.instagram.com/mparedesdesign/>

 [Nota en canal 5 Programa Basta de Cháchara - CROCUS](https://www.youtube.com/watch?v=sSXR1kbkYfE)
<https://www.youtube.com/watch?v=sSXR1kbkYfE>

+ Press and Links about CROCUS in Annex



Annex

Projet Crocus

Links to Media Articles and Features

Year 2025

5 al 8/6/2025 EXPO URUGUAY SOSTENIBLE – Stand Design and Project Exhibition. Business Roundtable.

- <https://www.youtube.com/watch?v=IwL72cw1T3U>



1/1/2025 Working alongside ANII and Arena Emprendedora advisors to carry out commercial validation and continue advancing future steps.

Year 2024

19/12/2024 Interview for the Sustainable Section of EL PAÍS Newspaper

- https://www.elpais.com.uy/sostenible/con-retazos-de-tela-hacen-paneles-constructivos-lamparas-y-mas-dos-uruguayas-contra-la-contaminacion-textil#google_vignette

21/11/24 Winners of Arena Emprendedora #20 – ORT, CIE y INEFOP



19/11/24 Business Roundtable at the Uruguay Chamber of Commerce and Services.

Meetings requested by companies interested in the Crocus project:

LATU, ALVA CREATIVE HOUSE y MONTES DEL PLATA



12/11/24 TV Program Basta de Cháchara Canal 5

- <https://youtu.be/sSXR1kbkYfE?si=yDILFphtTQhthDKT>

7/11/24 Press Articles About the Award Uruguay Circular 2024

- <https://ladiaria.com.uy/trabajo/articulo/2024/11/edicion-2024-de-premio-uruguay-circular-fue-otorgado-a-casa-urbana-mare-sustentable-ceibal-sostenible-y-crocus/>
- <https://ambienta.uy/se-entregaron-los-premios-uruguay-circular-2024/>
- <https://www.elobservador.com.uy/cafe-y-negocios/premio-uruguay-circular-2024-organizaciones-y-empresas-fueron-reconocidas-su-aporte-la-produccion-sostenible-n5969127>
- <https://www.gub.uy/ministerio-industria-energia-mineria/comunicacion/noticias/miem-entrego-premio-uruguay-circular-iniciativas-promueven-politicas-verdes>
- <https://www.ande.org.uy/noticias/item/se-entregaron-los-premios-uruguay-circular-2024.html>

15/8/2024 Interview for Galería Magazine in Búsqueda Newspaper

- <https://www.busqueda.com.uy/arquitectura-innovacion-y-diseno/sostenibilidad-dos-emprendimientos-uruguayos-convierten-residuos-textiles-material-la-construccion-n5392628>

1/7/2024 Interview for Ambienta Digital Magazine and Web Portal

- <https://ambienta.uy/crocus-innovacion-con-desechos-textiles/>

8/7/2024 Article on Clap! Portal

- <https://revistaclap.uy/crocus-diseno-sustentable/>

8/7/2024 Video Submission for Competition Uruguay Circular

- <https://youtu.be/YCyyF1uMR24>

Year 2023

10/23 Selected to receive financial support for the technical validation of the new material by ANDE and ANII

- <https://www.ande.org.uy/proyectos-apoyados/item/crocus-fabricacion-modular-de-sistemas-acusticos-y-termicos-realizados-con-descartes-textiles.html>

2023/2024 Invited to participate in **EXPO URUGUAY SOSTENIBLE** – Stand design and project exhibition. Design workshop for children. Business rounds.



30/3 al 3/4/2025 Design and production of sustainable displays for entrepreneurs for the event Universo Mola Fashion Week.

- <https://crocusdis.com/mola-fashion-week-2023>

2022/2023 We conduct workshops on sustainability and industrial design for young people aged 14 to 21 at INJU. – Instituto Nacional de la Juventud de Uruguay

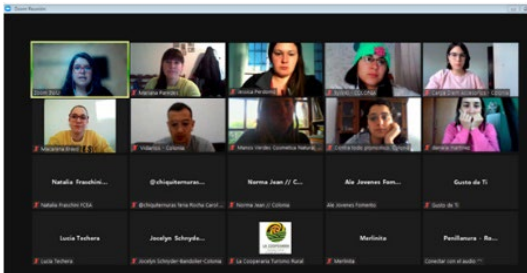


Year 2022

6/4/2022 Article on the portal ecoinventos.com

- <https://ecoinventos.com/crocus/>

5/2022 Workshop for stand assembly via Zoom and on-site supervision during the Germina Fair event in Colonia, Uruguay.



6/2021 We joined the Sustainable Directory of Latin America.

- <https://directoriosustentable.com/listing/crocus-montevideo/>

15/8/2021 Article in La Diaria newspaper and the same article shared by ORT University.

- <https://ladiaria.com.uy/cotidiana/articulo/2022/4/futuras-disenadoras-investigan-con-descartes-textiles-y-cascara-de-huevo-para-fabricar-objetos-sustentables/>
- <https://fa.ort.edu.uy/innovaportal/file/124470/1/futuras.pdf>

Year 2021

30/8 al 4/9/2021 Participation in the virtual event Maderas 21 in Chile.

- <https://www.behance.net/gallery/126626549/CAFETO-en-la-semana-de-la-madera-CHILE-2021>

6/7/2021 Article in Clap! digital magazine

- <https://revistaclap.uy/empreendedoras-con-conciencia/>

6/4/2021 Participation as Cafeto in REDISEÑA 2021 Competition

- <https://www.behance.net/gallery/120749043/CAFETO-Spanish-Version>
- <https://escuelapablogimenez.com/proyecto/redisena-2021/>