

PORTFOLIO  
INDUSTRIAL  
DESIGN

ALEX BRAJOS

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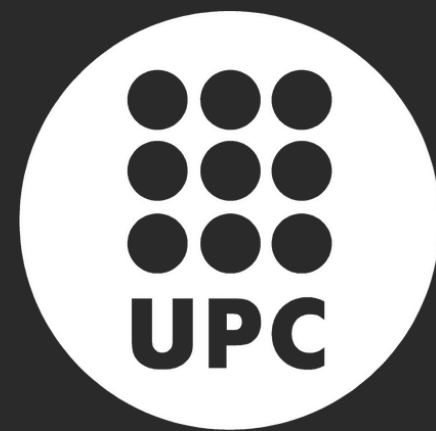
# ABOUT ME

**Hi, I am Alex** an Industrial Design and Product Development Engineer, graduated from UPC (EPSEVG). Throughout my academic journey, I've worked on a wide range of projects: from technical product design to innovative and sustainable packaging, always aiming to balance functionality, aesthetics, and feasibility.

I see design as a powerful tool for transformation. What truly drives me is constant innovation: rethinking what already exists, creating from scratch, and improving what seems finished. In every project, I aim to deliver solutions that not only meet specific needs but also open up new opportunities.

This portfolio is a curated selection of works that reflect who I am as a designer: curious, technical, creative, and committed to continuous improvement. It's divided into two main sections: product design and packaging, where you'll find how I apply design methodologies, CAD tools, and strategic thinking to turn ideas into real, impactful outcomes.

# FORMAL EDUCATION



Universitat  
Politècnica de  
Catalunya

I studied Industrial Design and Product Development Engineering, where I gained a strong technical and creative foundation. Throughout the program, I worked on both academic and real-world projects, covering the full design process, with a focus on user-centered design, sustainability, and innovation. I graduated with a distinguished academic record: GPA 8.8/10 and 15 Honors.

# FORMAL EDUCATION

**THE HAGUE**  
UNIVERSITY OF  
APPLIED SCIENCES

I completed an international exchange at The Hague University of Applied Sciences (Netherlands), participating in the European Project Semester (EPS). During the program, I worked in an international, multidisciplinary team to develop sustainable packaging solutions for real companies. This experience enhanced my skills in user-centered design, teamwork, leadership, and cultural adaptability, all applied to real-world business challenges.

Technical Drawing

3D Modelling

Rendering

Prototyping

**SKILLS**

Sketching

Production Processes

Material Selection

DFM

# WORK EXPERIENCE



**2024**

## AR Vacuum Technology

I completed my internship at AR Vacuum Technology, where I worked as a product designer. My main responsibilities included designing new products, updating and adapting existing ones, and creating detailed technical and assembly drawings.



**2025**

## PaperFoam

As part of the EPS, I collaborated with PaperFoam on the development of an eco-friendly packaging. I contributed to the design of a sustainable, protective, and manufacturable package using PaperFoam's biodegradable material, aligning the concept with both functional requirements and environmental values.

*The Chocolate Sculpture*

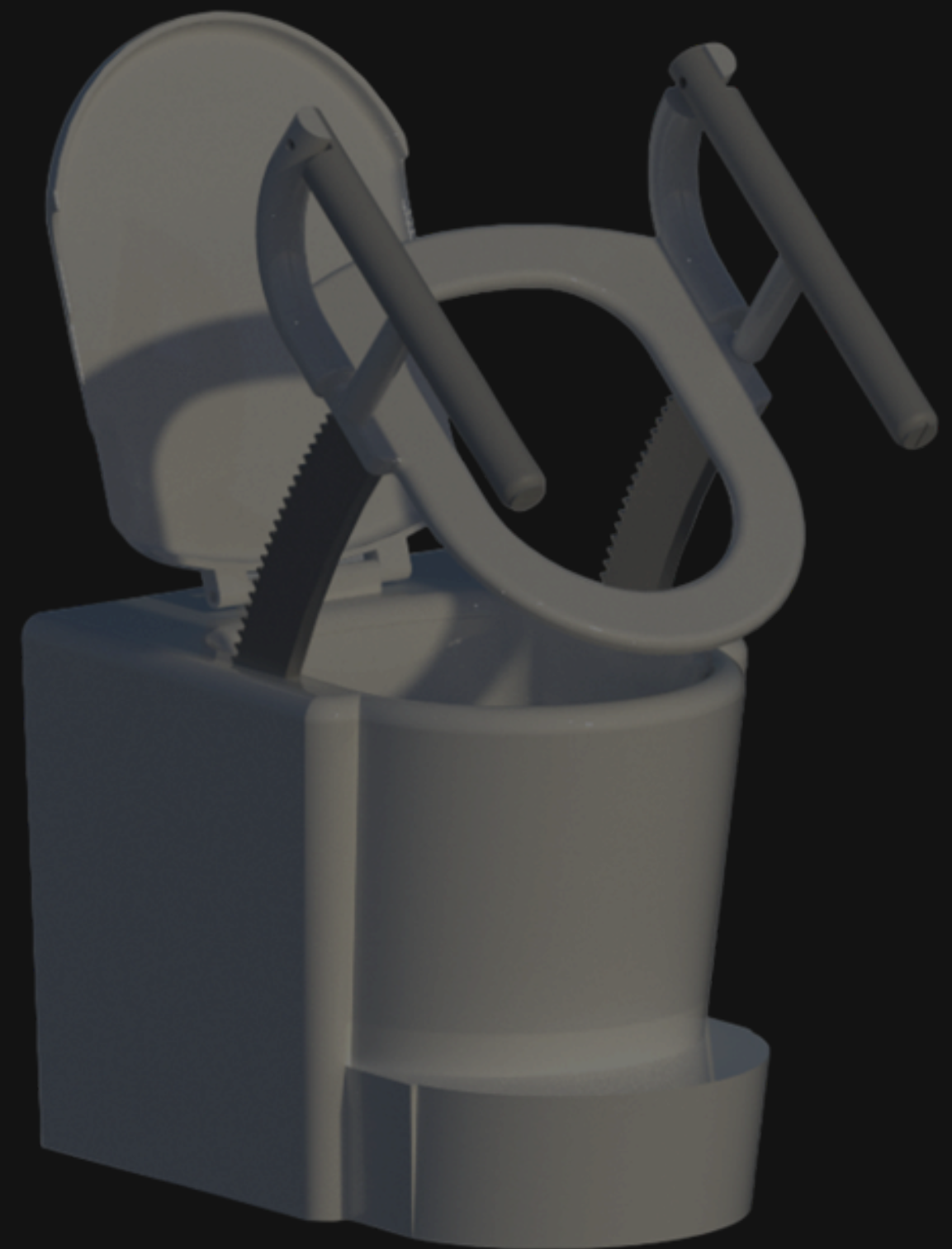
**2025**

## TheChocolateSculpture

During the same EPS program, I worked with The Chocolate Sculpture on the creation of premium packaging for a new chocolate set aimed at the Middle Eastern market. I focused on shape exploration, material selection, and creating an engaging unboxing experience that reflected both elegance and cultural identity.

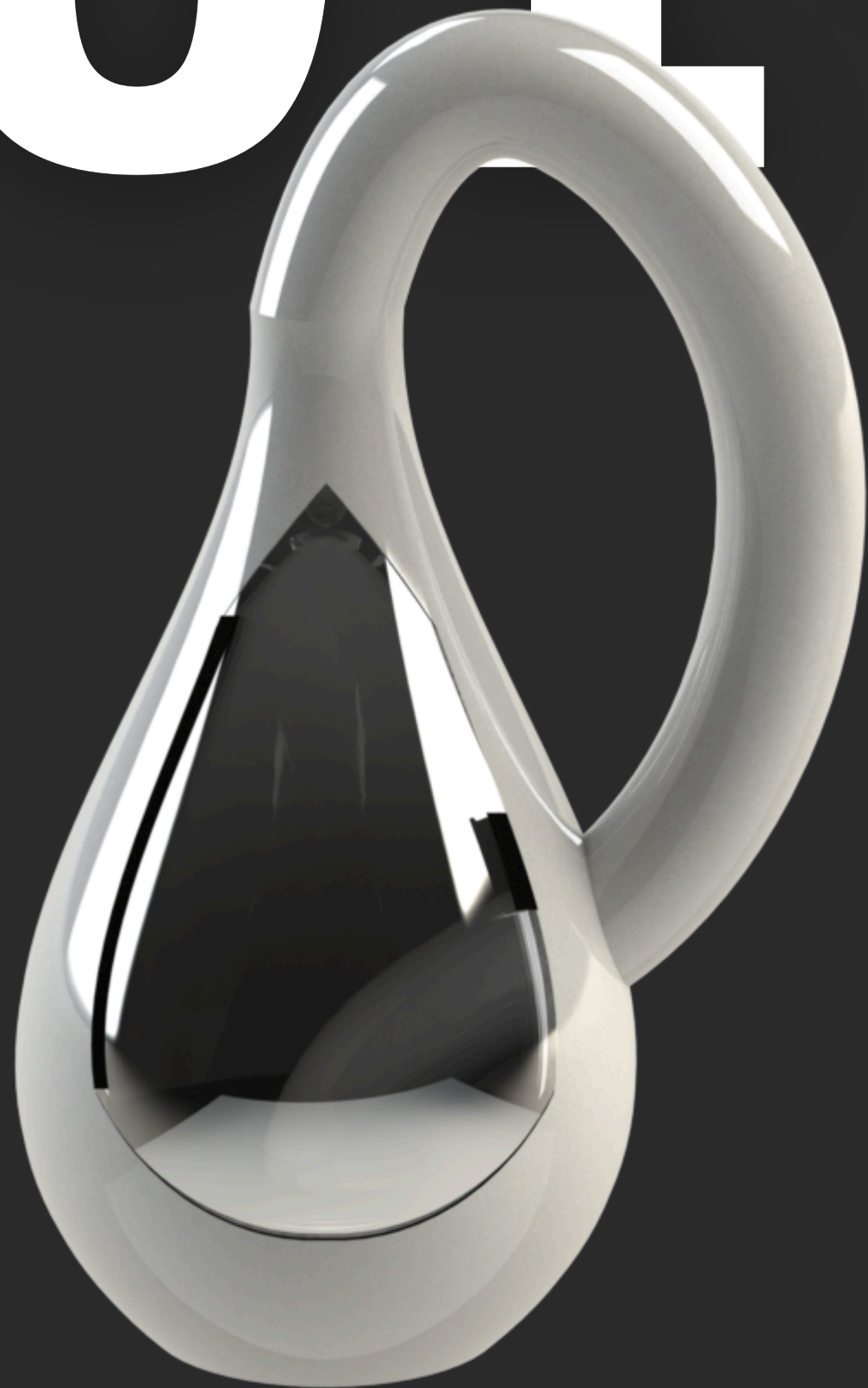
# PORTFOLIO

## PRODUCT DESIGN



# 01 KLEIN

## IN



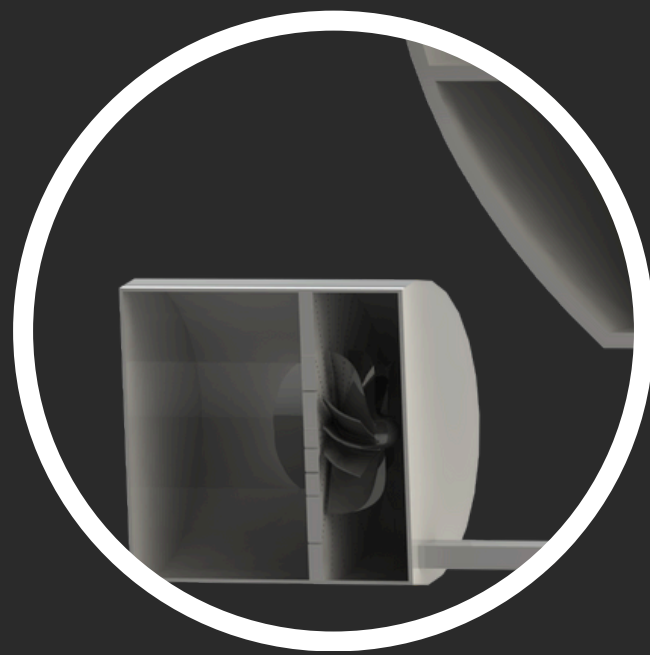
### **A SCULPTURAL FIREPLACE THAT TRANSFORMS HEAT INTO AN OBJECT OF DESIGN**

The Klein Fireplace redefines the traditional concept of a chimney by merging functionality with a fluid, sculptural form. Inspired by organic curves, it is designed to be both a source of warmth and a centerpiece of interior architecture.

#### **Key Features**

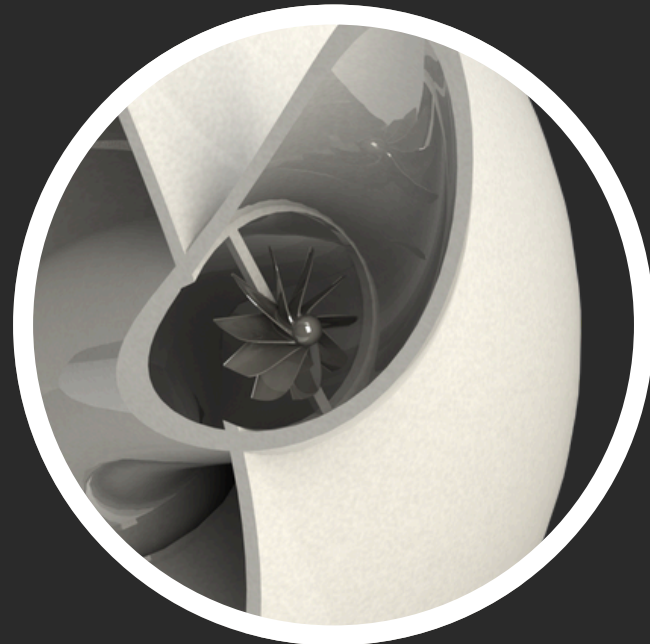
- A continuous loop silhouette that feels elegant and modern, turning the fireplace into a design statement.
- Its compact geometry allows seamless placement in contemporary interiors, without the bulk of traditional chimneys.
- Functions not only as a heating element but also as a conversation piece, blending art and utility.

The Klein Fireplace is a fusion of warmth, design, and sculpture. A fireplace that doesn't just heat a space, but elevates it.



### **ASH COLLECTION AND CLEANING SYSTEM**

At the base, the fireplace integrates a dedicated ash compartment. When the fan is activated, ashes are gently drawn into this container, significantly reducing residue inside the combustion chamber and making the cleaning process far more efficient.



### **SMOKE EXTRACTION SYSTEM**

The chimney employs a multi-fan smoke extraction mechanism. Smoke generated in the combustion area is guided downward, where it is then channeled through the Klein-shaped tubular structure. This controlled airflow ensures efficient evacuation while preventing smoke accumulation indoors.



### **DOUBLE-WALL AIRFLOW OPTIMIZATION**

A dual-wall design enhances both thermal performance and cleanliness.

- Fresh air enters between the two walls and exits preheated through the secondary outlet, accelerating room heating.
- The continuous airflow also prevents soot from settling on the glass surface, ensuring a clear view of the fire at all times and reinforcing the aesthetic quality of the product.

# 02 KLEIN 2.0



## **A NEXT-GENERATION FIREPLACE THAT MERGES DESIGN, SUSTAINABILITY, AND INDUSTRIAL OPTIMIZATION**

Klein 2.0 is the evolution of the original sculptural fireplace, born from the need to not only captivate aesthetically but also to maximize production efficiency and implementation in real-world contexts.

### **Key Features**

- Users can choose between two distinct combustion systems: traditional wood (more labor-intensive and less sustainable, yet visually striking) or bioethanol (cleaner and eco-friendly alternative that is easy to ignite and efficient in heating)
- The exterior form has been redefined as a consequence of rigorous design methodologies such as DFMA, FMEA, and value analysis.
- Unlike its predecessor, Klein 2.0 has been engineered with complete industrial readiness in mind. Every process has been optimized, materials and components have been carefully selected, and costs have been reduced to the minimum.

Klein 2.0 stands as a true fusion of art, sustainability, and industry. A fireplace designed not only to transform spaces but to redefine the way design meets manufacturing.

## BIOETHANOL INTEGRATION

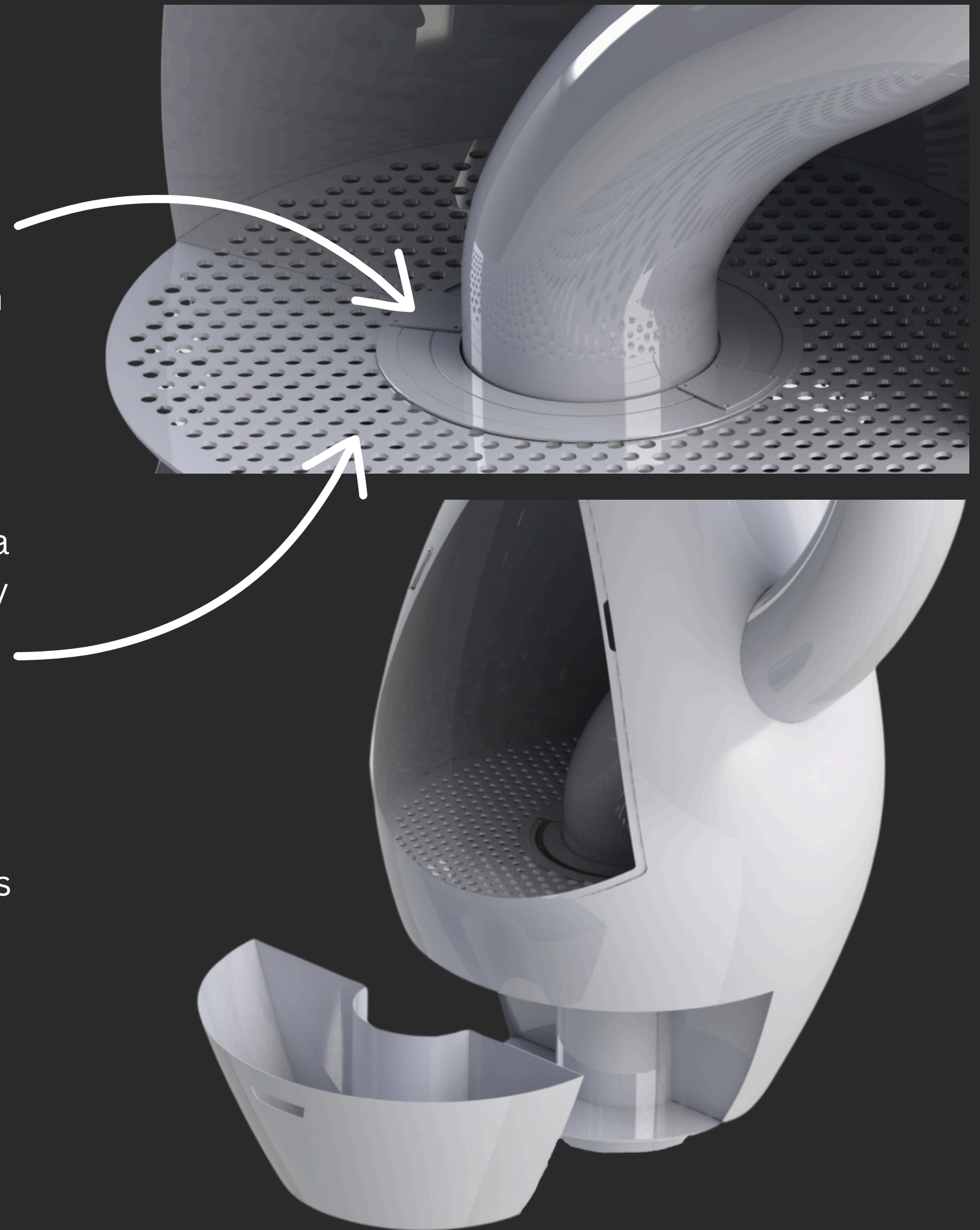
At the core of Klein 2.0 lies a concealed bioethanol reservoir, positioned around the chimney's extraction tube. When activated via an external switch, the synchronized gates open seamlessly, allowing for a clean and efficient combustion. This system provides users with an alternative heating method that is both practical and environmentally responsible.

## WOOD COMBUSTION SUPPORT

For those who prefer a traditional fire, perforated steel plates act as a stable base for wood logs. Their geometry allows ashes to fall directly into the collection area below, while the plates themselves are easily removable through the glass door, ensuring straightforward handling and cleaning.

## OPTIMIZED ASH COLLECTION

Replacing the complex system of its predecessor, Klein 2.0 introduces a simplified, cost-efficient ash management solution. Two dedicated drawers sit beneath the perforated plates, capturing residues during combustion. Once cooled, the drawers can be effortlessly extracted, giving users a clean and intuitive way to dispose of ash without the need for additional construction work.



# 03 ARIERA



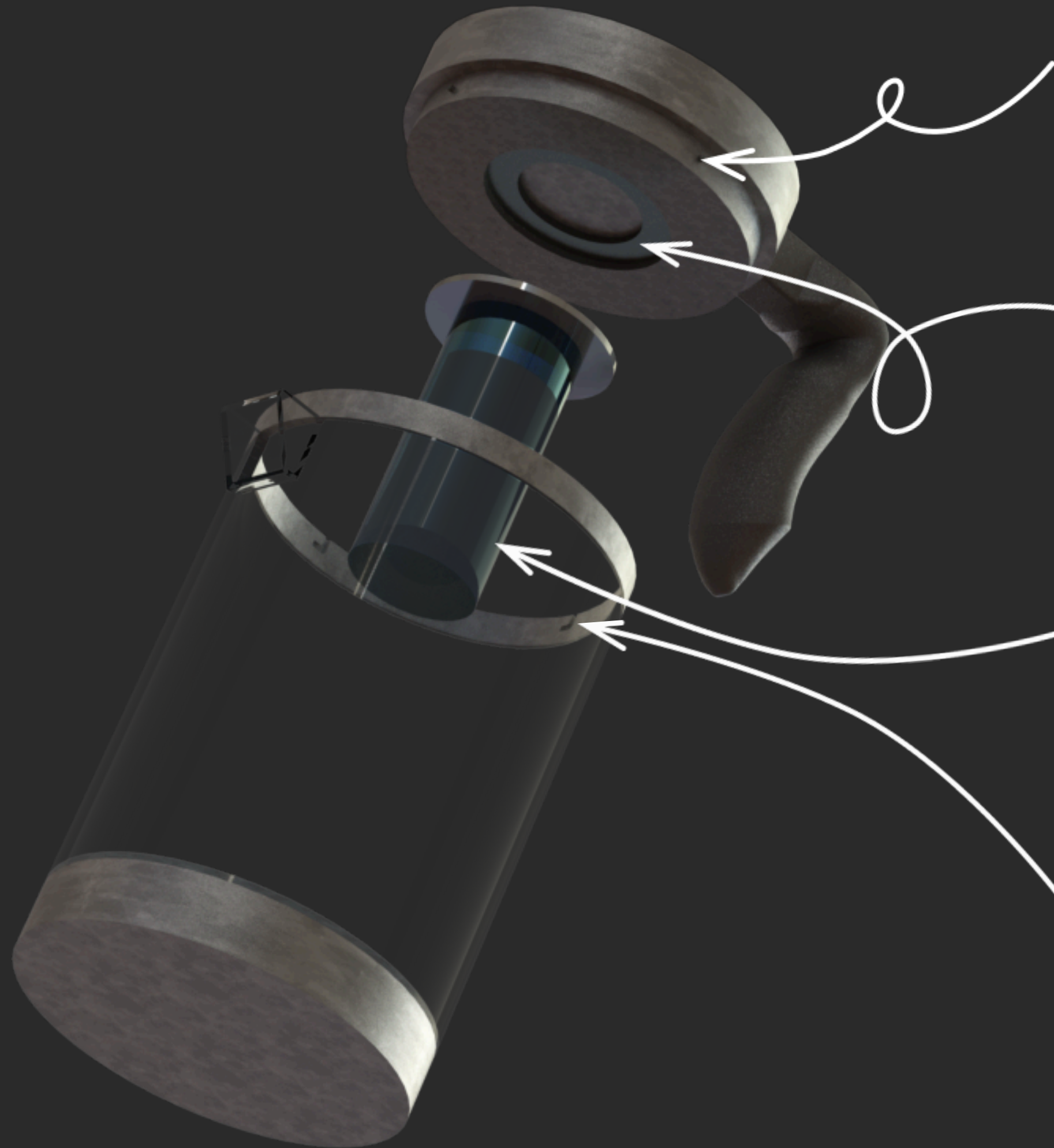
## A TEAPOT REIMAGINED TO ADAPT TO EVERY WAY OF ENJOYING TEA

ARIERA is a teapot designed with functionality and ergonomics at its core. Every detail has been considered to enhance both user comfort and versatility in tea preparation.

### Key aspects include:

- The lid is fixed to the body through a set of custom-designed clips, preventing accidental spills when pouring.
- The ergonomic handle is shaped to adapt naturally to the hand and positioned at an optimal angle to make serving effortless and stable.
- Beyond traditional hot tea preparation, the design includes an interchangeable insert: one for herbs, and another filled with ice. This allows the user to easily prepare cold-brew tea using the same teapot.

The result is a product that combines ease of use, adaptability, and thoughtful ergonomics, offering a seamless experience for tea lovers in both hot and cold rituals.



### **1. LOCKING TABS ON THE TOP EDGE**

These are four small protrusions that act as locking points. When the lid is placed, the tabs slide into the designated guide system (see point 4), ensuring a secure fit and preventing accidental displacement.

### **2. MAGNET EMBEDDED IN THE LID**

The lid incorporates a magnet, which allows it to hold additional components in place, either a tea infusion container or an ice tube. This magnetic feature provides versatility while maintaining a clean and minimal attachment mechanism.

### **3. ICE TUBE**

As explained in the previous slide, this insert is designed to hold ice. It enables the preparation of cold tea without diluting the beverage, offering users the option of enjoying either hot or chilled tea with the same product.

### **4. GUIDE RAILS FOR THE LOCKING MECHANISM**

These rails ensure that the lid remains fixed whenever needed. By guiding the tabs (point 1) into position, they provide stability and safety, preventing the lid from falling or shifting during tea service.

# 044 ELARO

**AN ACCESSIBLE SOLUTION THAT TURNS DAILY ROUTINE INTO AUTONOMY**

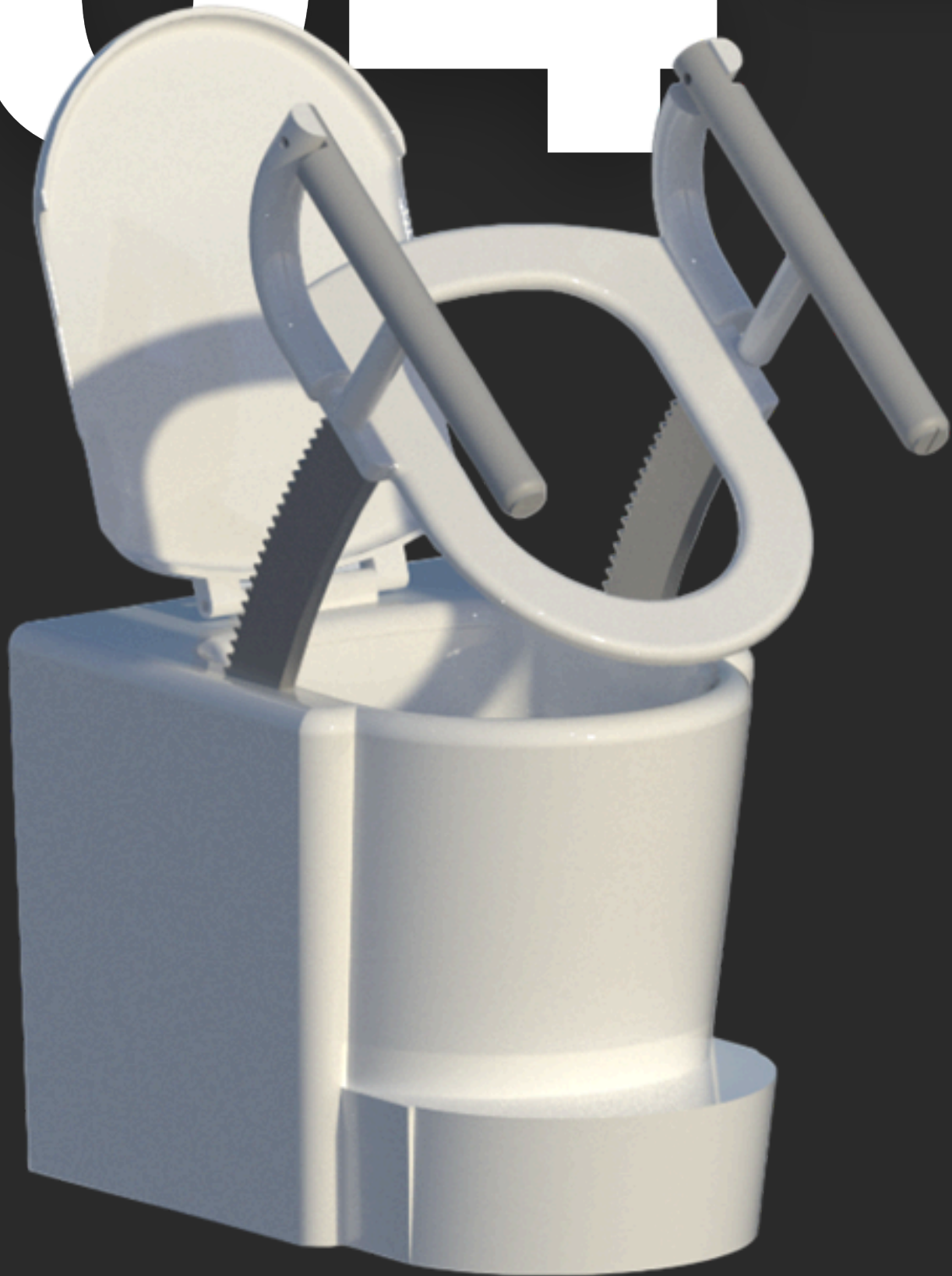
**elaro** explores an ergonomic and inclusive redesign of the toilet, specifically adapted for people with reduced mobility.

The concept focuses on improving independence, comfort, and safety during use. By rethinking the seat mechanism and integrating supportive structures, the design allows users to transfer more easily, while minimizing strain and maximizing stability.

**Key aspects include:**

- Adapted geometry to facilitate access and movement.
- Supportive handles and mechanisms that provide security and autonomy.
- A design that blends functionality with dignity, avoiding the clinical look often associated with assistive products.

The result is a product that not only addresses accessibility needs but also reinforces the importance of inclusive design in everyday objects.



## FOLDABLE ARMRESTS

Provide support for users who need assistance, while remaining unobtrusive for those who don't.

## INTEGRATED CONTROLS

Buttons located at the ends of the armrests allow easy operation of both the seat elevation system and the footrest.

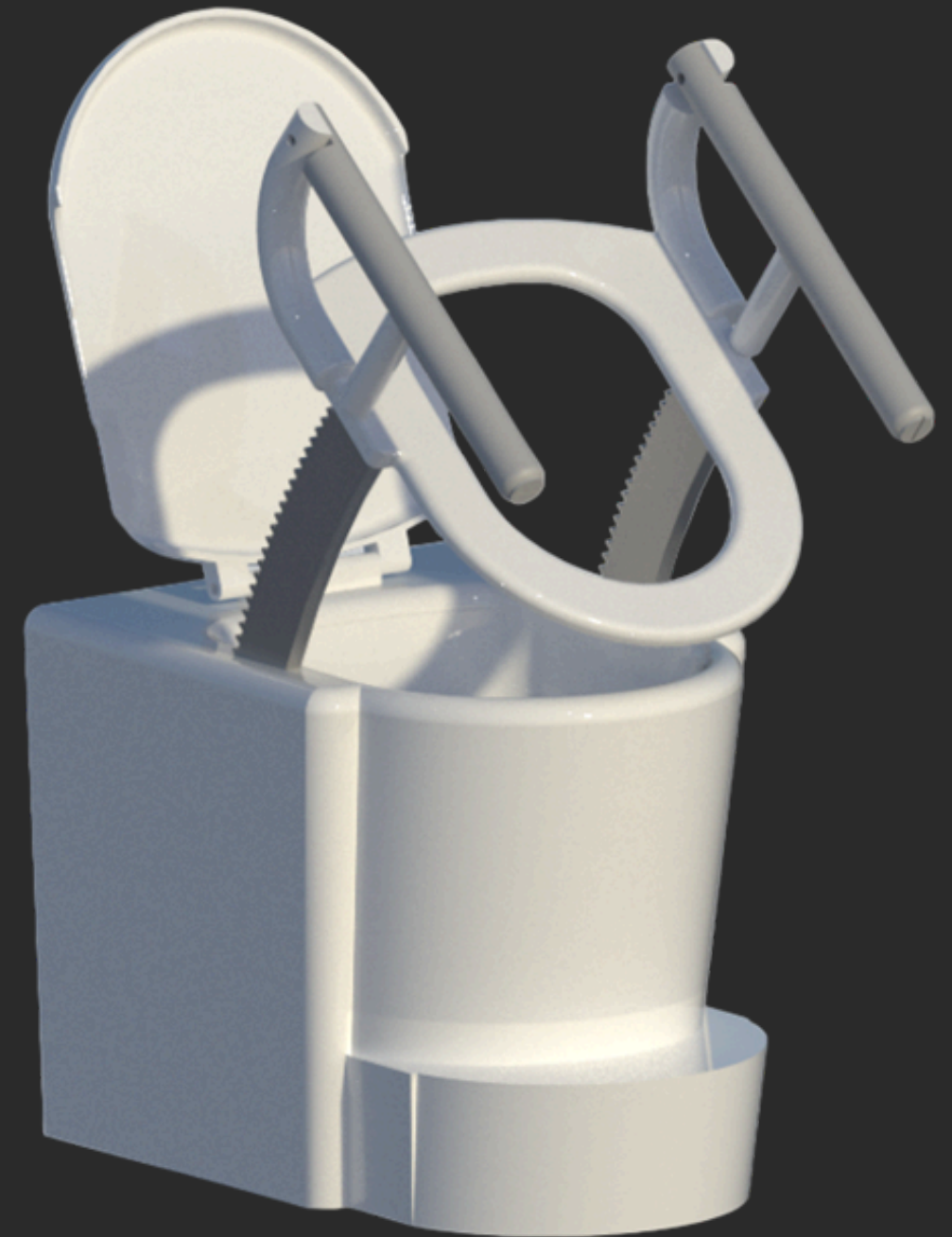
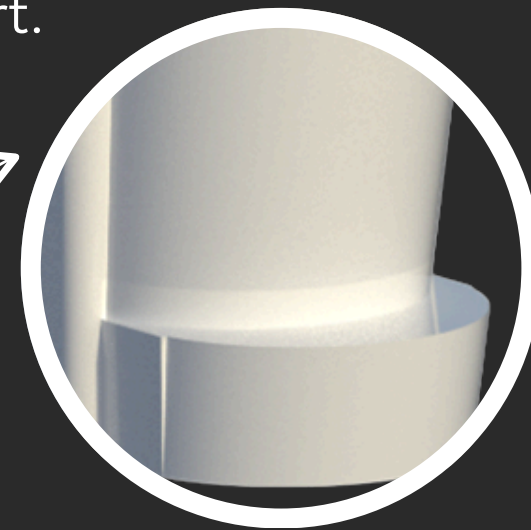
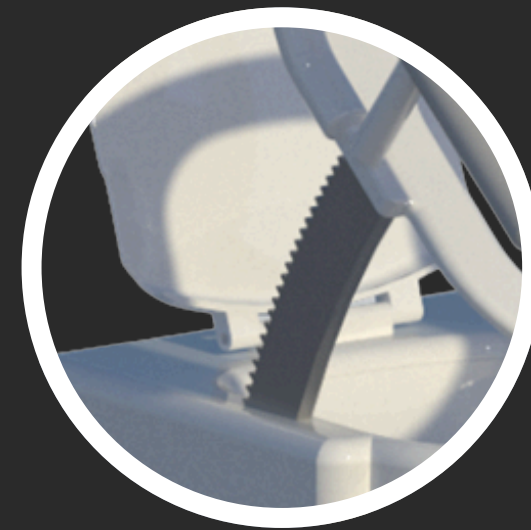
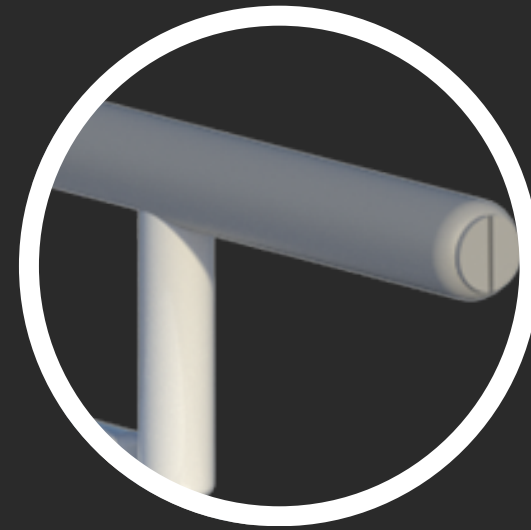
## MOTORIZED SEAT ELEVATION

Geared bars connected to a motor lift and lower the seat at the touch of a button, reducing physical effort when sitting or standing.

## ERGONOMIC FOOTREST

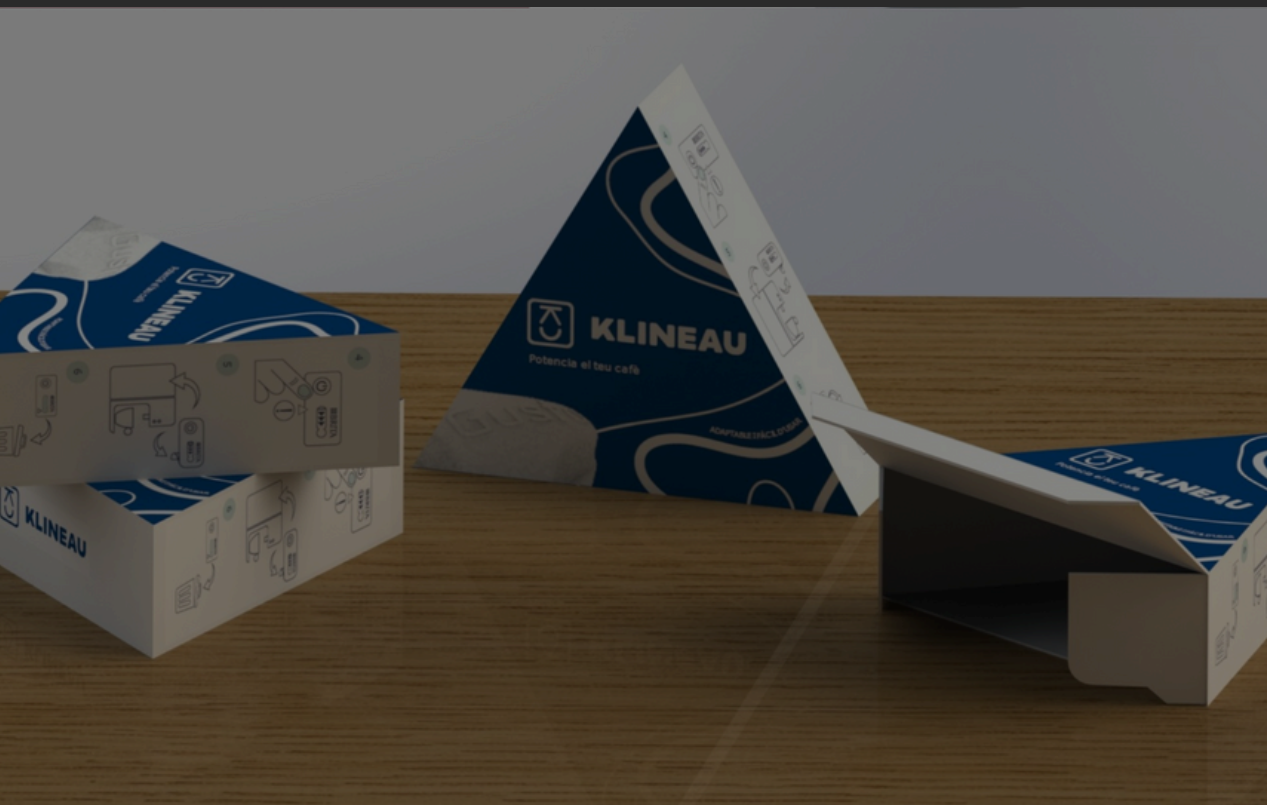
Optimizes posture during use, helping reduce strain and improve comfort.

Together, these features create a product that combines accessibility, independence, and comfort, ensuring an inclusive experience for users with reduced mobility.



# PORTFOLIO

## PACKAGING DESIGN





# 01 KLINEAU

## FROM CONFUSION TO CLARITY: A PACKAGING SOLUTION THAT INFORMS AND INSPIRES

A conceptual redesign of BRITA's water filter packaging. The original struggled with unclear usage instructions, a confusing lifespan indicator, and an unremarkable aesthetic.

### Solution:

- Created an imaginary brand (KLINEAU) with a clear, modern identity.
- Simplified iconography and layout to explain usage and lifespan indicator at a glance.
- Developed distinctive triangular packaging form that protect the filter and hold each element securely in place.
- Crafted a visual language with clean typography, bold colors, and minimal illustrations to reflect values of purity, reliability, and innovation.

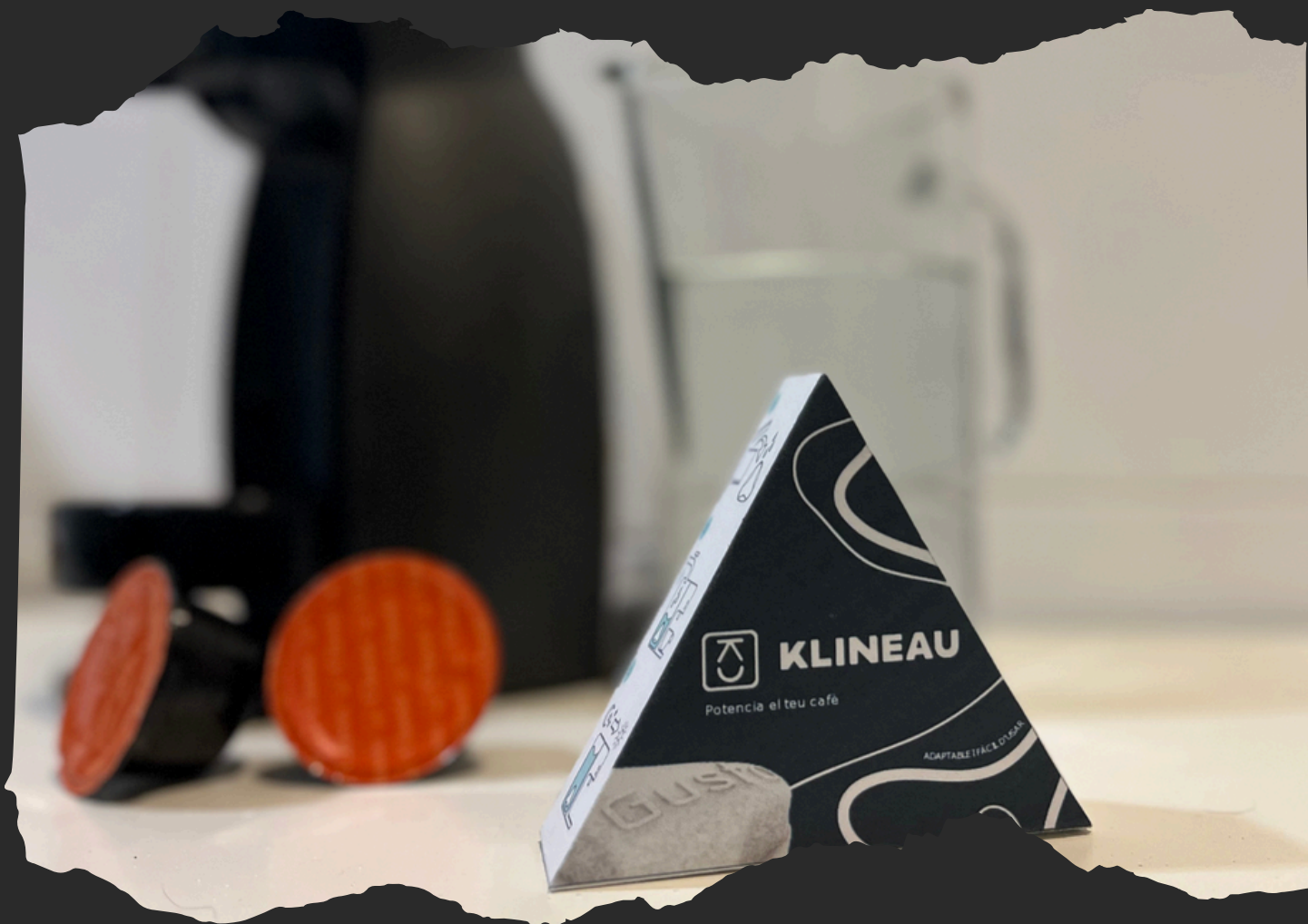
The result is packaging that is functional, intuitive, and memorable, turning a practical product into a brand experience.



# KLINEAU



The triangular form stands out in a real kitchen environment, making the product both functional and visually distinctive.



The graphic design combines minimal line illustrations with a clear step-by-step sequence, making product use intuitive at a glance. The bold blue background and fluid wave patterns evoke water and purity, while the strong typography builds a trustworthy, modern brand presence. Together, these elements balance functionality with a clean, memorable aesthetic.



**KLINEAU**

PAPERFOAM X TITTLEIST

# THE HILLS

ECO-FRIENDLY TRIPLE PACK



# 02 THE HILLS

## WHERE PREMIUM DESIGN MEETS ECO-FRIENDLY INNOVATION

Developed during my semester in the Netherlands as part of the European Project Semester (EPS), this project was a collaboration with PaperFoam, an innovative company specializing in sustainable molded packaging. The challenge was to design a golf ball pack using PaperFoam material, considering all manufacturing constraints such as design-for-manufacture (DFM), thicknesses, and molding processes.

### Key Features:

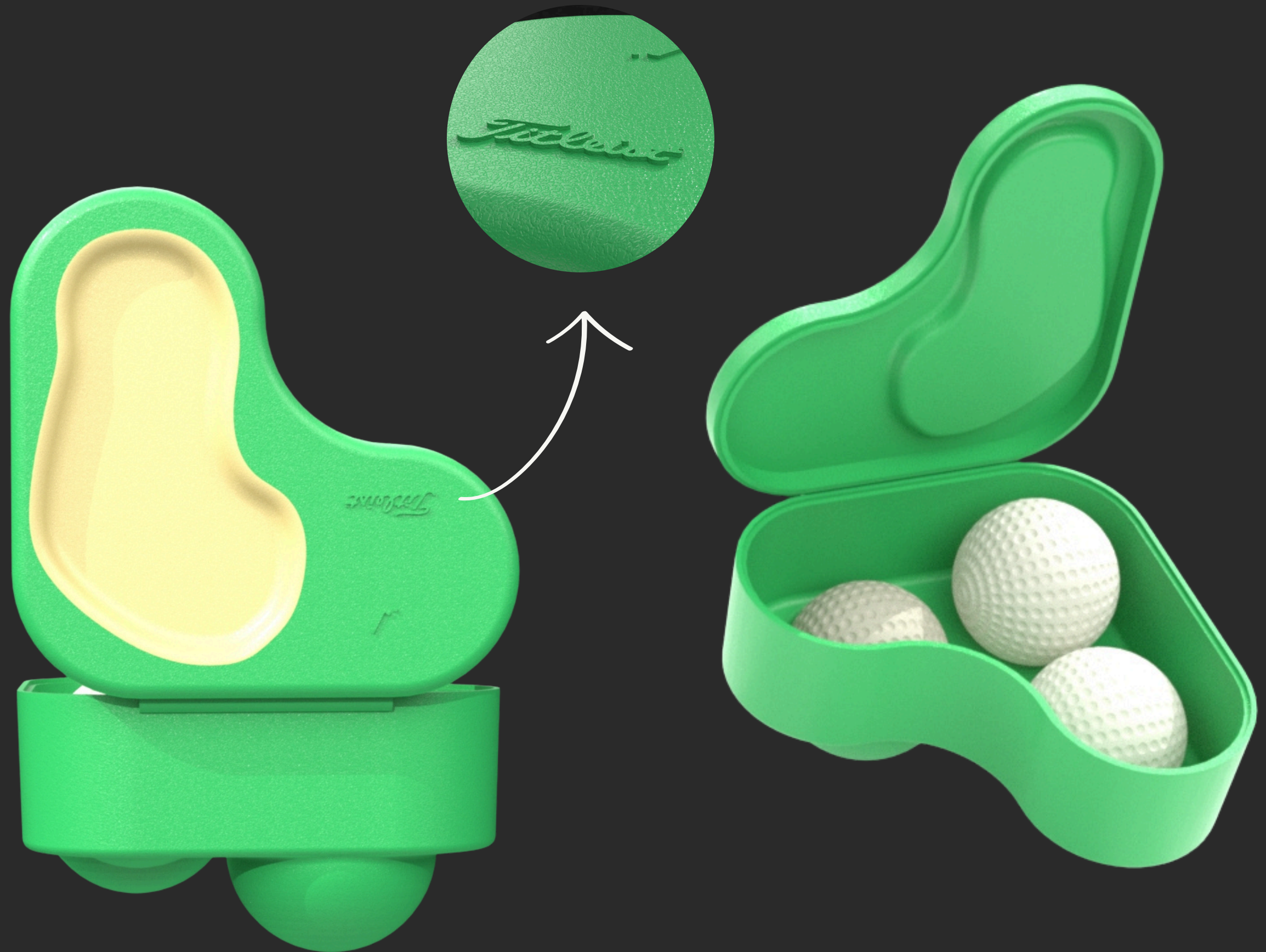
- Innovative elevation system that presents the golf balls in a premium way.
- Seamless security clasp for a safe, user-friendly closure.
- Detailed embossing to add branding and texture without extra materials.
- Golf-inspired shape and luxury aesthetics, connecting directly with the product's identity.
- Fully sustainable thanks to PaperFoam's compostable, lightweight, and protective properties.

The result is a functional, eco-conscious, and distinctive packaging solution, merging sustainability with a premium unboxing experience.

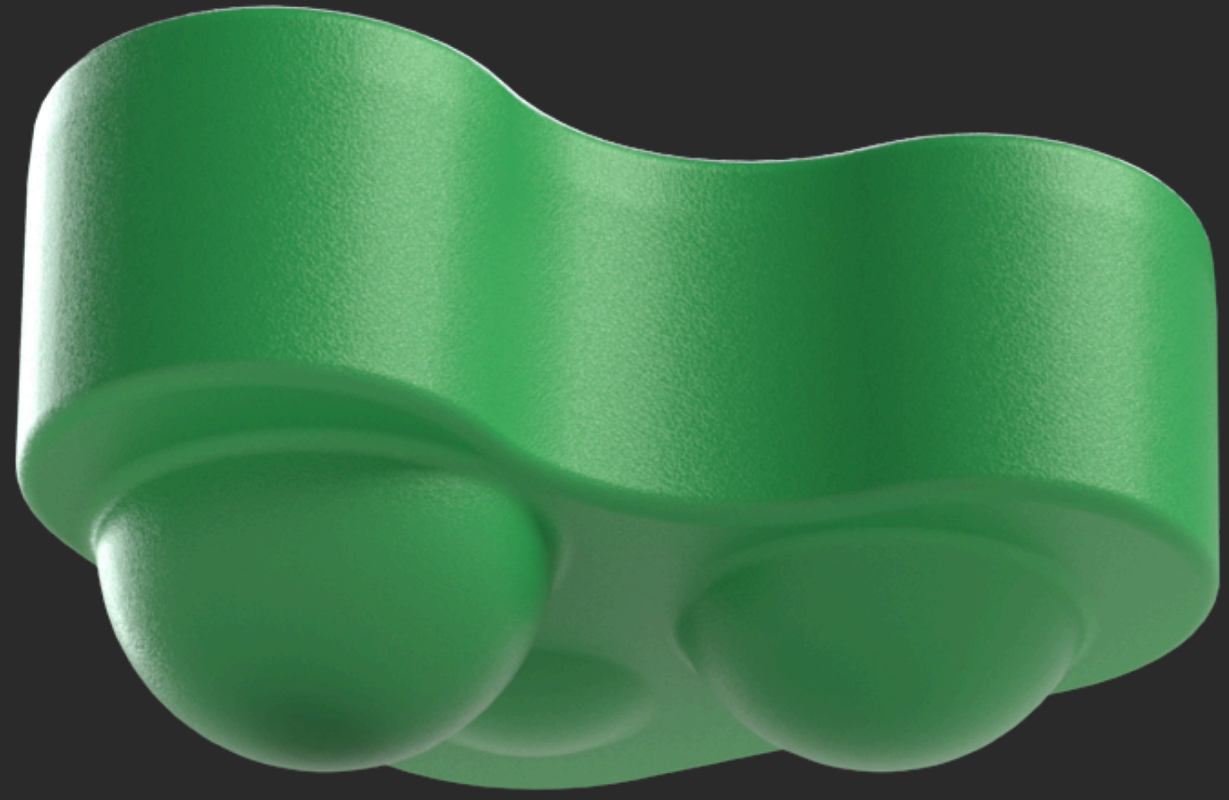
The lid design echoes the shape of a golf course, including a sand bunker detail, reinforcing the thematic connection.

Thanks to PaperFoam's molding process, additional embossed elements were integrated: the brand logo, and a golf club with a ball, adding context and authenticity. These raised details enhance both functionality and storytelling without extra materials.

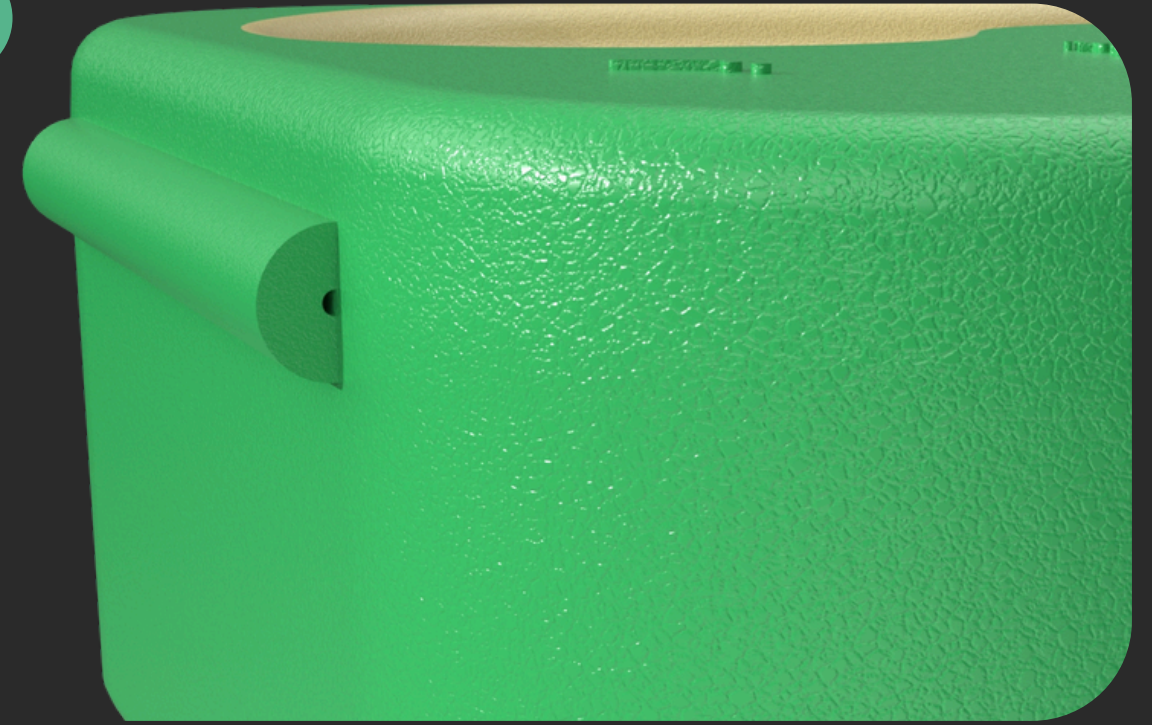
The interior holds three golf balls strategically positioned to prevent movement during transport. This ensures both product protection and a premium unboxing experience.



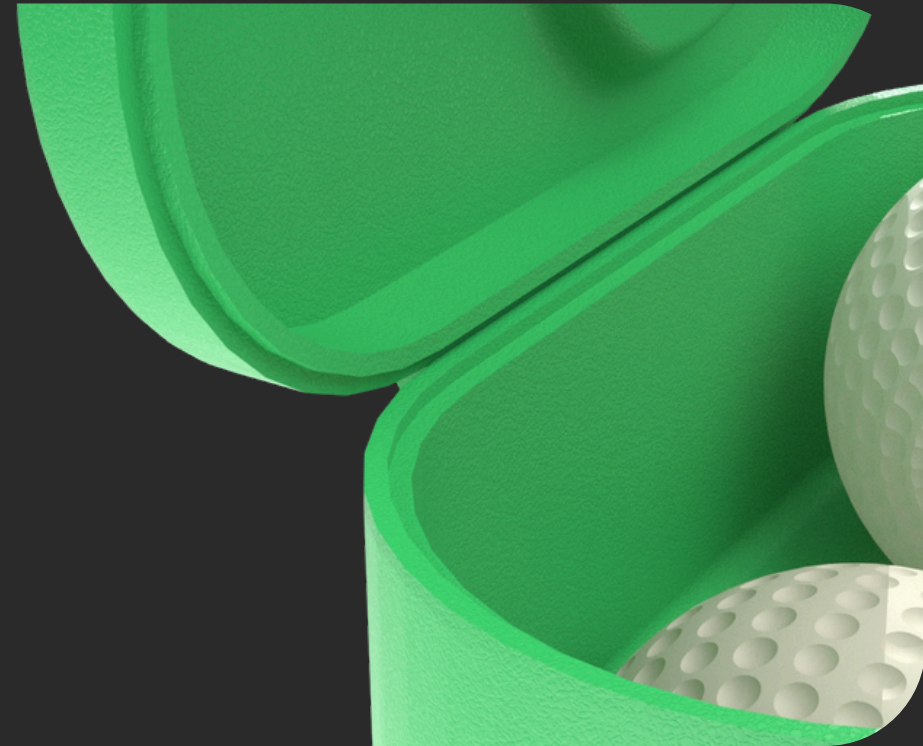
1



2



3



1. The three balls are placed at different heights, creating a bottom surface that mimics the rolling hills of a golf course, the very concept behind the name.
2. The hinge is made entirely from PaperFoam, with dimensions optimized according to the company's recommendations. This ensures durability while maintaining a monomaterial design, enhancing sustainability.
3. Using a proven PaperFoam locking method, the lid and body interlock through complementary L-shaped profiles, ensuring the packaging stays closed during handling and transport.

# 03 PAW PORTION

## PET & PLANET FRIENDLY

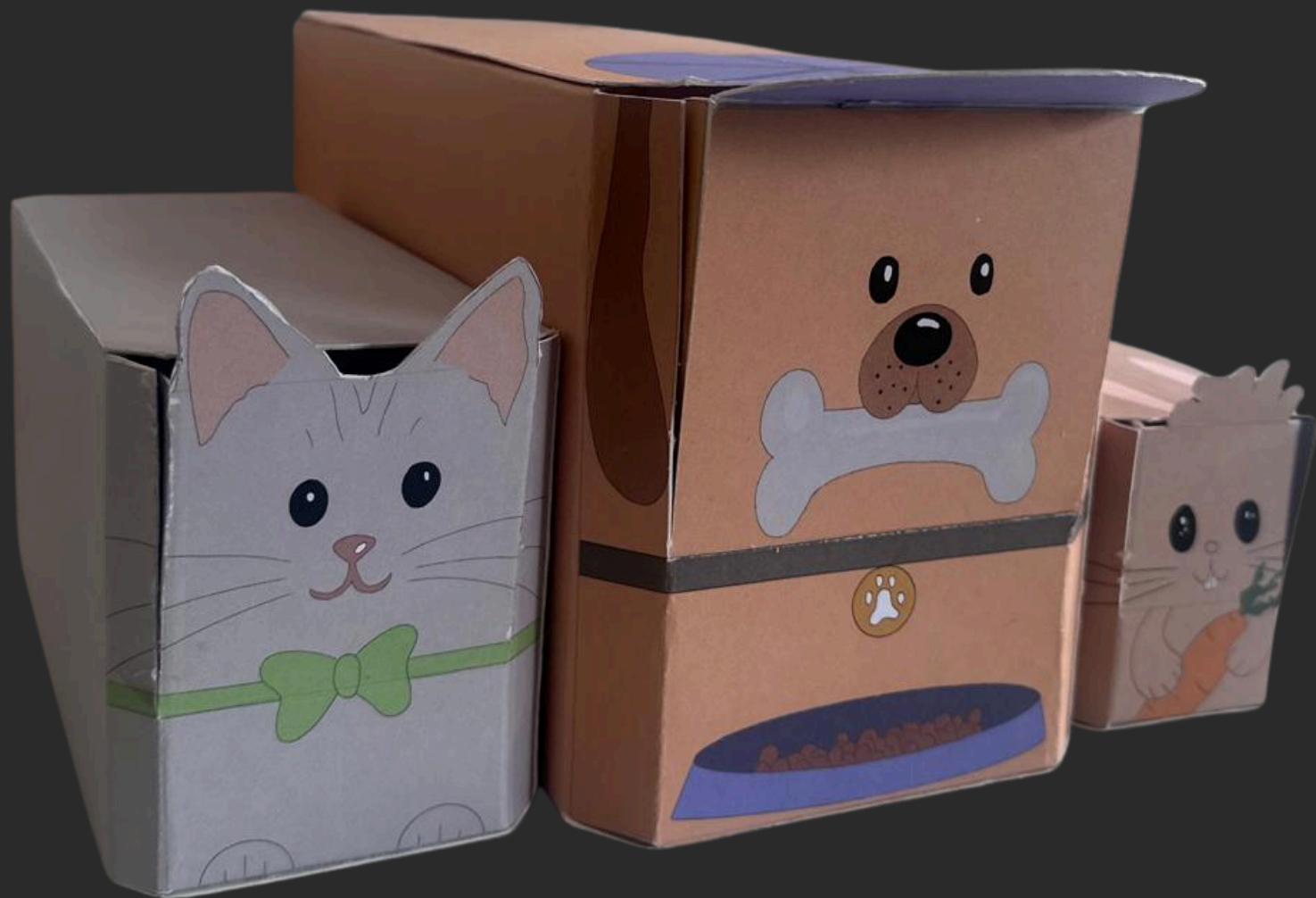
Developed during the European Project Semester (EPS), Paw Portion is a packaging concept made from cardboard that combines simplicity, playfulness, and functionality. Its design is not only eye-catching, but also addresses a real problem: overfeeding pets.

Through its innovative opening mechanism, the packaging automatically dispenses the exact portion size recommended for each type of animal, ensuring healthier feeding habits and helping owners avoid waste or excess.

### Key Features:

- Delivers the right amount of food per serving, adapted to different pets (dog, cat, rabbit).
- Animal-themed graphics make the packaging approachable, fun, and attractive on shelves.
- Easy to produce, sustainable, and recyclable, aligning with eco-friendly values.

The result is a sustainable, practical, and engaging packaging solution that turns everyday pet care into a simpler and more responsible routine.

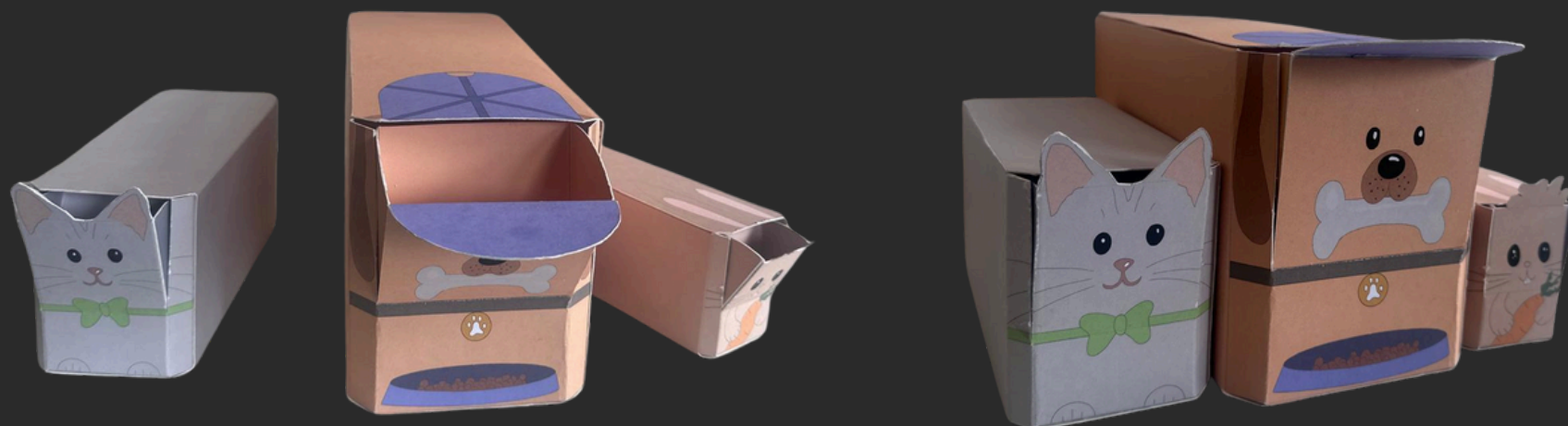


## INTERNATIONAL RECOGNITION PRO CARTON YOUNG DESIGNERS AWARD 2025

This project was submitted to the Pro Carton Young Designers Award, one of the most prestigious international competitions in sustainable packaging design. Our proposal, Paw Portion, was selected to advance beyond the initial concept stage, which required us to transform the idea into a working prototype.

Moving forward in the competition meant demonstrating not only the creativity of the concept but also its feasibility in real production. We developed a fully functional cardboard prototype, testing both the portioning mechanism and the structural stability of the pack. This phase was crucial, as it proved that the design could deliver the exact serving sizes for dogs, cats, and rabbits consistently, while remaining easy to manufacture and entirely recyclable.

Thanks to this progress, the project reached the final judging round of the 2025 edition, gaining recognition at an international level.



**Congratulations! Your packaging design has been shortlisted 🎉**

Hello Alex

We are very pleased to let you know that your design, **'PawPortion' - Pet & Planet friendly**, has been shortlisted for this year's Pro Carton Young Designers Award. Congratulations!



## SKETCHING AS A CREATIVE CATALYST

Sketching has always been one of my favorite stages of the design process.

Through freehand drawing, I explore forms, test ideas, and let creativity flow without constraints. It's a space where intuition and imagination take the lead, often unlocking unexpected directions that later evolve into refined concepts.

# CONTACT

INFO



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