

# Deyanira Ochoa

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Innovation & Design Engineer specialized in Project Management. Experienced in leading product development, optimizing manufacturing processes, and driving cross-functional team execution.

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## Work Experience

[2024 - present] [Senior Engineer Designer](#)/ HAUS Gallery, Guadalajara, Jal.

- Developed DFM documentation (BOMs, Detailed Technical Drawings, assembly manuals) for 20+ new furniture lines, guiding workshop leads through initial prototype runs.
- Managed design change requests via Monday.com, updating CAD models and documentation to improve feasibility and material utilization.

[2023 – 2024] [Innovation Assistant](#)/ Betterware, Guadalajara, Jal.

- Analyzed market trends and consumer data to introduce fitting product solutions.
- Negotiated sample costs and specifications with suppliers while tracking international logistics.

[2023] [Innovation Engineer](#)/ DeepIA, Guadalajara, Jal.

- Designed the custom IoT hardware enclosure for a transformer data-collection device, moving from initial concept to physical prototyping.

[2021 – 2022] [Product Design Engineer](#) /Augem Technologies , Guadalajara, Jal.

- Designed ergonomic hardware enclosures for visual impairment assistive devices, conducting usability testing loops and optimizing for 3D printing.
- Introduced project management framework (task delegation, timeline planning) to streamline team execution, while refining the brand's visual identity and pitch presentations.

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## Skills & Technical Proficiency

- [Project & Process Management](#): Project Coordination, Process Optimization, Change Management, Agile frameworks, Monday.com, Trello, Miro.
- [CAD & Technical Design](#): SolidWorks (Mechanical Design), Autodesk Fusion 360, Rhinoceros (NURBS Modeling), BOM Management.
- [Digital Design & UX](#): Adobe Creative Cloud (Ps, Ai, Pr, Lr, ID, Ae), Figma(Basic), CSP.
- [Data & Tools](#): Microsoft Office (Visual Basic), Power BI, Programming Logic (SQL, Python, C++).
- [Languages](#): Spanish (Native), English (Professional Working Proficiency), Korean (Basic).

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## Education & Certifications

[2018 – 2023] [B.S. in Innovation and Design Engineering \(Spec. Engineering and Project Management\)](#) / Universidad Panamericana, Guadalajara, Jal (Exchange Program: Kyonggi University, South Korea)

Certifications: SolidWorks Mechanical Design, Rhinoceros NURBS Modeling, AWS Cloud Practitioner.

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## Honors & Awards

- 1st Place: Final Presentation Talk Program — Kyonggi University (2023)
- 1st Place: StartUP Battle — Talent Land (2022)
- 1st Place: MadeIN UP — Universidad Panamericana (2019)