



marcelo guajardo.

Industrial Designer. Design Researcher.

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Profile.

I turn close observation and material experiments into unexpected objects and experiences, working across furniture, craft, digital fabrication, sound and photography. I bring hands-on workshop experience, qualitative research and audiovisual documentation, alongside artisan collaboration, student support and direct sales.

Skills.

Design and research: furniture and product design; practice-led research; qualitative research; material experimentation; participatory design; prototyping; site-responsive and multisensory design; reflective writing.

Making and tools: Rhino 8; additive manufacturing; FDM, resin and clay 3D printing; large-format printing; Cura; PreForm; woodworking; ceramics; glazing; wood-firing; composite materials; repair and reuse.

Communication, media and sales: process photography; audiovisual documentation; video editing; Lightroom; Premiere Pro; sound design; field recording; Ableton Live; Pure Data; visual communication; artisan and supplier coordination; direct sales; persuasive presentations; customer engagement and relationship building.

Professional Experience.

Workshop Assistant — Additive Manufacturing | Aalto University

Espoo, Finland | Aug 2025–Jun 2026

Guided students through fabrication and material experiments; operated and maintained FDM, resin and clay 3D printers, including Ultimaker, BigRep, Bambu Lab, Formlabs, WASP and Eazao equipment.

Tested metal- and wood-filled PLA, fibre-filled PLA, TPU, PETG and soluble supports, alongside biowaste and cellulose mixes. Explored stoneware, porcelain and reindeer-bone porcelain for clay 3D printing, plus electroplating, patination and graphite surface treatments.

Student Tutor — Contemporary Design | Aalto University

Espoo, Finland | 2025–2026

Guided incoming international master's students through orientation, university practices and student-life practicalities; supported their integration and community building within the programme.

Exhibition Photographer and Collaborator | Artefakti, Aalto University

Helsinki, Finland | Sep 2025 and Sep 2026

Photographed graduate design exhibitions during Helsinki Design Week.

Volunteer Artist in Residence | Maajaam Farm for Art and Technology

Neeruti, Estonia | Jul 2026

Supported residency operations, workshops and fabrication. Built RIGA furniture from reclaimed piano wood and developed Self-Service Cumbia, an interactive sound installation using Pure Data and field recordings.

Audiovisual Documentation and Photography | Domaine de Boisbuchet

Lessac, France | Jul–Aug 2025

Documented design workshops through photography and video; edited footage and composed original music. Workshop leaders included Matteo Guarnaccia, Wataru Kumano, Wagner Kreusch and Frida Kim, and Thing Magazine.



Freelance Audiovisual Designer | PaperShell AB

Remote | Jun 2026 | One-month freelance commission

Created and edited the project video and composed original music for Wet Soil for a Burning World by Francesca Pezzotti.

Design Research Intern | Delao Design Studio, Reach Network

Mexico City, Mexico | Oct–Dec 2023

Researched case studies addressing climate urgency and helped organise a What Design Can Do design jam for the Make It Circular Challenge. Produced graphics, transcribed discussions and mapped findings.

Contributed qualitative research, reports, benchmarking, mood boards and social content to New Digital Archetypes in Mexico, presented at BBVA Spark.

Researched Mexican object typologies, materials and production for Cooperativa Panorámica's generative-AI project (see collaboration below). Developed exploratory bag mock-ups for Lo Esencial; supported MAIO product assembly and packaging, and TITUELS visual communication.

Design Research Collaborator | Cooperativa Panorámica

Mexico City, Mexico | 2023–2024

Contributed to Anyone Can Be a Mexican Designer (Even If You're Not a Designer nor Mexican), with JDE Design, NONO, Delao and PIRWI. Supported research, presentation and the ZONA MACO 2024 stand.

Environmental Communication Volunteer | CICEANA

Mexico City, Mexico | Jun–Dec 2023

Developed visual identity concepts, social media content, campaigns, a mascot proposal and business catalogues for projects supporting biodiversity, sustainability education and rural communities.

Furniture Design Intern | Cuchara Diseño

Mexico City, Mexico | May–Jul 2023

Developed stackable-chair concepts and scale mock-ups for the TONO hardwood collection. Proposed furniture collection extensions and an acoustic installation for an office inspired by Luis Barragán.

Co-founder and Product Designer | MANOBI

Mexico City, Mexico | Aug 2021–Feb 2022

Researched regional materials, use and artisan processes; developed the diffuser, brand and prototypes, and coordinated glassblowing, palm weaving and ceramic production. Presented and sold the collection at ZONA MACO Design 2022.

Academic Industry Projects

Universidad Iberoamericana, Mexico City | Selected undergraduate projects and competition entries

2023 | Andreu World International Design Contest — outdoor chair proposal; competition entry.

2022 | La Mexicana Park — proposed a redesigned waste-collection system and containers.

2022 | OfficeMax — desk proposal; second place in a design challenge with a US\$150 budget.

2021 | Betterware — home-cleaning product design project.

2020 | Mexican Red Cross — piggy-bank redesign project.

2020 | Vitro — perfume-bottle design project.

Education.

Aalto University | Master of Arts, Contemporary Design

Espoo, Finland | Aug 2024–expected Dec 2026

Practice-led thesis exploring multisensory observation, sound, tacit knowledge and improvisation as design methods.

Universidad Iberoamericana | Bachelor of Arts, Industrial Design

Mexico City, Mexico | Aug 2019–Dec 2023 | GPA: 9.2/10

Florence Institute of Design International | Interior and Furniture Design

Florence, Italy | International programme, Sep–Dec 2022



Languages.

Spanish: native | English: C1, IELTS Academic 7.5

Additional Training and Community.

2024 | Artistic and conceptual photography and editing with Sofia Mendoza, Apr–Jun; Adobe Illustrator training with 92 Learns, beginning Jan 2024.

2023 | Creative potential and portfolio development, ACTO School of Architecture, Jan–Jun.

2024–present | Student association memberships: TOKYO Arts, Nuoret Designerit and Prodeko.

2021–2022 | Ibero student association: media and student support.

Residencies and Intensive Programmes.

Jul 2026 | Maajaam, Neeruti, Estonia — volunteer artist residency in art and technology; experimental furniture, sound and site-responsive making.

Jun 2026 | Synth Camp, Kemiönsaari, Finland — sound synthesis, electronic instruments, listening, DIY electronics and experimental music-making.

May 2026 | Glass and Ceramics Centre Kuu, Mallusjoki, Finland — collaborative ceramic practice combining clay 3D printing, carving, sculptural manipulation and wood-firing.

Aug 2025 | Estonian Academy of Arts, Tallinn — Erasmus+ Blended Intensive Programme with Studio Unfold, Antwerp; collaborative clay 3D printing and biodiversity-oriented spatial design, including Bzst Box! insect habitat.

Jul 2025 | Domaine de Boisbuchet, Lessac, France — Post-Technological Disobedience with Lucas Muñoz Muñoz; improvisation, tool-making, material ingenuity and collective experimentation.

Jun 2025 | BioMakerStudio, Helsinki — Living Panels summer course; biomaterial and ecological experiments with SCOBY, eggshells, roots and clay, exhibited during Helsinki Design Week.

May 2025 | Helsinki Electronic Music Studio (HEMS), Helsinki — micro-residency exploring sound palettes, electronic music and studio practices.

Exhibitions and Presentations.

Aug 2026 | SäläSalonki, Helsinki Design Week, Helsinki — The Chairs We Heard.

Apr 2026 | COMUNE × Spazio IVY, Milan Design Week, Milan — The Prog Chair from The Chairs We Heard.

Feb 2026 | Stockholm Creative Edition, Stockholm, Sweden — The Chairs We Heard.

Oct–Nov 2025 | This 'n' That: Works from the Workshop Masters, Aalto University, Espoo — composite 3D printing, surface treatments and reindeer-bone clay experiments.

Sep 2025 | Living Panels, Designs for a Cooler Planet / Helsinki Design Week, Espoo — clay and eggshell biomaterials for a conceptual vermicomposting project.

Aug 2025 | Navigating Through the Complexities of the Digital Jungle, EKA White House Gallery, Tallinn — collaborative 3D-printed spatial interventions.

Aug 2025 | AAVA: Water and Flow, Kopparnäs, Inkoo — Phragmi Tripudium.

Mar 2025 | Salón de Primavera París, MOMBÓ Art Gallery, Paris — Tamed Dissonance.

Jan 2025 | Premio Diseña México 2024 finalists exhibition, Museo Franz Mayer, Mexico City — EXODIA.

Dec 2024 | UROBOROS Design Festival, Prague — Phragmi Tripudium, Feral Ways of Making Sense with Multispecies Otaniemi.

Feb 2024 | ZONA MACO, Mexico City — Anyone Can Be a Mexican Designer, with Cooperativa Panorámica; research, presentation and exhibition stand support.

Feb 2022 | ZONA MACO Design, Mexico City — MANOBI; exhibition and sold-out collection.



Press and Publications.

Editorial coverage and interviews.

2026 | Excélsior, RSVP — “Las Sillas que Escuchamos”; full-page feature, June, p. 4.

2026 | GLOCAL Design Magazine, issue 89, Visionarias del Espacio, “Artes & Ferias”, pp. 30–33 — editorial coverage of Mexican design in an international context; related online coverage, “Mexican Design in a Global Context”.

2026 | Archipanic — “Stockholm Creative Edition 2026: Design Thrives in the Swedish Capital”; The Chairs We Heard featured among festival highlights.

2026 | Designaholic — coverage in “El diseño de la Semana del Arte en CDMX” and the Milan Design Week guide “Los Mexicanos en Milan”.

2026 | Andrew Ying — “Stockholm and the State of Nordic Design”, 16 March; newsletter feature naming Marcelo Guajardo Dávila and The Chairs We Heard.

2026 | Scandinavian Design — reported coverage associated with Stockholm Creative Edition.

2025 | MOMBÓ Magazine, vol. 04, issue 05 — interview, “Understanding our context as a fundamental part of the creative practice”.

Publication contributions.

2025 | Torso / Torsolehti, issue 2/4 — “Deconstructed”.

Project profiles and event listings.

2026 | Dezeen Events Guide — The Chairs We Heard exhibition listing.

2026 | COMUNE — The Chairs We Heard project profile.

2026 | Stockholm Creative Edition — The Chairs We Heard exhibitor profile.

Awards and Grants.

2026 | Nominee, Isola Design Awards 2026 — The Chairs We Heard.

2026 | Aalto University Department of Design grants — participation in Stockholm Creative Edition and COMUNE x Spazio IVY, Milan Design Week.

2025 | CIRRUS Mobility Grant, Nordplus Higher Education — Erasmus+ Blended Intensive Programme at the Estonian Academy of Arts.

2024 | Finalist, National Design Recognition, Premio Diseña México — EXODIA.

2023 | Second place, Innovation and Sustainable Entrepreneurship Contest, Universidad Iberoamericana — school supplies using avocado-seed-waste biopolymer.

2022 | Second place, OfficeMax student furniture design contest.