

DANIELA  
ESPONDA RODRÍGUEZ,

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Industrial Designer and inventor with a passion for nature-based solutions and sustainability. Specialized in innovation and product development: ideation, design, prototyping, business strategy and introduction to market. Experience with ONGs, private sector and as an independent consultant. Master of Sciences in Biomimicry from Arizona State University. Functional Leader of *Biomimicry Mexico Network*. Dual citizenship Mexico-Spain.

**Competencies:** Sustainable product development / Prototyping materials and processes / Methodology: Biology to design piece (mimic nature in the design view) / Biomimicry research / Materials knowledge / Manufacturing process / Manual machining: lathe, milling, bandsaw, drill press. / Design Sketching / Advanced Digital drawing and Illustration / Interdisciplinary work / Business strategy / System thinking and mapping complex information.

## PROFESSIONAL EXPERIENCE

- Strategy and Product Development - LICHEN LABS LLC. (part-time, 2020 - present)
- Associate lecturer, Biomimicry Workshop - FACULTY OF SCIENCES, NATIONAL AUTONOMOUS UNIVERSITY OF MEXICO (part-time, 2019 - present)
- Co-founder - ORIGEN (part-time, Sep 2019 - present)
- Co-founder - Nature Design Lab (part-time, Sep 2019 - present)
- Design Management and Product development - INGRATA FORTUNA (2019 -2020)
- Lecturer, Sustainable Design and Ecodesign - UNIVERSIDAD IBEROAMERICANA (full-time, 2017- 2018)
- Chief Operating Officer - REGENERA (full-time, 2016 - 2017)
- Project Leader and strategy - REGENERA (part-time, 2015 - 2016)
- Business Consultant - REGENERA (part-time, 2014-2015)
- Independent consultant in business strategy and new business development (part-time, 2015 - present)
- Independent consultant in sustainable products development (part-time, 2013 - present)
- Creative Director - GREENMOMENTUM INC. (full-time, 2013-2014)
- Product Marketing Director - GREENMOMENTUM INC. (full-time 2012)
- New Product Development - EFECTO VERDE (full-time, 2011)
- Founder - NATURE DESIGN LAB (part-time, 2010 - present)

## PROJECTS

- *NATURE DESIGN LAB*. Firm dedicated to fabric ideas, creating experiences, reading nature and emulating organisms; all those crazy things that come from combining art, design, science and nature. (2020- present)
- *ORIGEN PROJECT*. Offers a systemic approach, inspired by Nature's genius, that invites professional women to create a thriving LATAM. (2019- present)
- *NERD JAM*. As part of the water series, a piece of a Human - Nature connection experience. "From the wild to the invention table," we will share a new way to see Nature's genius in a macro to micro-adventure with live microscopy and radical design. Online experience.
- *PULSARI*. A strategic consultancy firm that co-creates, with change agents, projects inspired by Nature to help businesses bring positive impact to LATAM. (2019- present)
- *DELTA PROJECT*. Re-interpreting our concept of disability taking nature as a mentor. 3D-printed prosthesis for children using mechanisms inspired by insects joints strategies. (2015 - 2016).
- *YUBARTA@: AN EVOLVING TECHNOLOGY PLATFORM*  
Water-remediation product, highly innovative passive solution for small to mid-size oil spills. The patented technology (MX/a/2010/005796) consists of a floating device powered by water motion that absorbs and degrades hydrocarbons on the surface of water bodies. (2009- Present)
- *THERMOSMART PROJECT*. The technology mimics the thermoregulatory ability of the circulatory system with a new installation of heat management that harvest available internal and external heat and transfers it to the systems that need it. It reduces energy consumption and its associated emissions, contributing to reducing human-induced climate change. (2016 - Present)
- *ECOMACETA@* Redesign of the original product for improvements. This product is now for sale. (2013)
- *ECOMACETA@* A modular system that constitutes a living wall for public spaces that has the ability to capture rainwater for plants to survive without an irrigation system or electrical systems. This product is now for sale. (2011)
- *COLLECTIVE 1050° and COLLECTIVE "INNOVANDO LA TRADICIÓN"*  
"Innovando la Tradición" (*Innovating Tradition*) is a creative platform where artisans, designers and artists share skills, knowledge and stories to reinvent and honor the pottery traditions of Oaxaca. I was involved as a designer and collaborator. Two designs are currently on sale: Necklaces and the "Bartola" pottery; the latter was exhibited in "Mexican Factory, contemporary industrial design" at the Museum of Modern Art in Mexico City and at the MOMA store for sale in NY and Tokyo. (2007- 2013)

## EDUCATION

- Master of Science in Biomimicry - Arizona State University, USA. Part of the 20-member multidisciplinary international cohort. The program included on-line and in-person sessions in ecosystems around the world, such as the temperate rainforest in Vancouver Island, the tropical rainforest in Costa Rica, the Sonoran desert in Arizona and savannah in Africa. (2013- 2015)
- Bachelor's Degree in Industrial Design - Universidad Iberoamericana, Mexico (2003 - 2009)

## CERTIFICATES AND TRAINING

- Biomimicry Professional Certificate in Biomimicry - Biomimicry 3.8 Institute (2013 -2015)

- IPADE, Professional Project Management with The Harvard - ING method Seminar Cleantech (2009)
- Basic training in microscopy instruments, JEOL JSM-6010PLUS/LA SEM and LEICA M165C STEREO MICROSCOPE. Lichen Labs LLC. (2015)
- Self-trained photographer: products and landscapes.

## AWARDS

- Second place, The Biomimicry Launchpad, with the project "BioThermoSmart", 2018.
- Finalist in the green business competition Cleantech Challenge Mexico 2012 with the project "Yubarta".
- Bronze medal "Haechi prize", International Olympic design Seoul, Korea, with the project "Yubarta", 2009
- First place, Green Shelter Facility competition, Iberoamericana University, 2008

## INTELLECTUAL PROPERTY

- Patent: MX/a/2010/005796 (Granted)
- Patent: PCT/MX2011/000064 (registered)
- Industrial design: MX/f/2015/002676 (Inventor)
- Trademark: Yubarta®
- Trademark: Ladra Diseño®

## LANGUAGES

- Native: Spanish
- Second: English

## IT SKILLS

- Adobe Suite (Illustrator, Photoshop, Lightroom, indesign)
- 3D Modeling: Rhinoceros, Autodesk - CAD, Keyshot , open source 3D Printing Software
- Microsoft Office Suite and online G-suite