



JORGE RODRÍGUEZ

Graduated from CIDI (UNAM) Generation 1990 - 1994, he specialized in Automotive Design at the CCS (College for Creative Studies) in Michigan 2001-2002. He has built his career by developing his professional practice through three pillars: Professional practice, where he has gained experience on the battlefield; The research, where he theorizes and questions the practices, develops theoretical models for the best execution of the practice; and finally University teaching.

Practice: He worked in the Design Studies of General Motors (Mexico - United States and Brazil) between 1996 and 2004; He started his own design office, having 24 employees (HUNPEL STUDIOS SA de CV, from 2005 - 2009), providing design services for the industries of Auto Transport, Machinery, laboratory equipment and specialized furniture.

He created "RODZ + Design & Innovation Consulting", where he offers consulting services in innovation and advanced design since 2010. Thanks to all the contacts and relationships accumulated during the experience, the services are executed by teaming with colleagues of excellence and brilliant alumni, to which I have had the honor of having contributed in its formation. Strategically and through teamwork coordinated by a server, RODZ + operates as a single multifaceted brain, adjusting in a unique way to the requirements and needs of the various types of entrepreneurs, a quality that has allowed us to provide various services in design, consulting and coaching in innovation, for companies such as Ford Motor Co, Mazda, Crown Lift trucks, GM, Prinsel, The University of Cincinnati, Pininfarina, AUDI, Chrysler, Airdesign, Hankook tires, Irizar Autotransportes, Operbus, Kenword and many others, of national and international level.

Research: Along with the professional work, the last 8 years have worked intensely, trying to put head and head to the intricate themes of design and innovation, which has led to the conception of theoretical models based on applied philosophy to the design, which have allowed him to assemble a Meta Map to understand the DNA of these topics. Through this research work he has been able to create very interesting processes, which have given me effective tools for the development of design practices, from his initial intellection, until his final development.

Teaching: Since 1998 and uninterruptedly, he has worked as a design teacher mainly, at bachelor's and master's degrees in universities such as: Universidad Anáhuac Norte, the Monterrey Institute of Higher Studies (Campus North, Campus Sta. Fe and Campus Toluca), the Ibero-American University, Rigoletti Casa de Diseño and the UAEM Toluca campus) at the School of Design Architecture, Arts and Planning of the University of Cincinnati DAAP. In addition, he has had the honor of having been invited on multiple occasions as a speaker and exhibitor of design and innovation in national and international settings.

During his 26-year professional career, he has received multiple awards and recognitions, publications on his work have been generated, he has published several "Indexed Papers" and he has given an average of 130 papers, workshops and master classes.

**Site RODZ+ www.rodzmas.com
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