



Ozzy Alvarez

Published Award Winner Designer, Color Material Finish (CMF), Project Manager, Sustainability & Guest Teacher

Contact

Website: <https://www.ozzyalvarez.com/> **LinkedIn:** <https://www.linkedin.com/in/ozzy-alvarez-56a0841a6/>

Email: ozzyalvarez.designer@gmail.com **Phone:** (209) 818-5765 **City:** Irvine, California, US

Education

Bachelor of Science with Honors and Minor in Business, August 2021

ArtCenter College of Design, Pasadena, CA

Work Experience

Design Spectrum, Los Angeles, CA

Jr. CMF Designer - Contract

March 2023 - Present

At this prestigious CMF consultancy, I'm working alongside founder and CMF principal Kimberly Marte on all areas of production for the best approach to achieve the Scope of Work (SOW) for clients. Recent projects include CMF for automotive, marine, and public transportation. Worked on benchmarking, trends, mood boards, color concepts, in-person exterior body color development, building strong relationships with vendors and suppliers, and creating physical material tray samples. In addition, I wear many hats at this consultancy, including assistant project manager and logistics coordinator. I also use visual communication and presentation skills to effectively sell the CMF story concepts and design thinking using Adobe Creative Suite- Photoshop, Illustrator, 3D software knowledge, and rendering skills.

Glydways, San Francisco, CA

Jr. CMF Designer - Contract

November 2023 - January 2024

Worked on ready-for-production CMF from design through color concepts, material vendor sample sourcing, exterior body paint master development, interior master materials with fire-resistant specifications and paint color matching, sustainability story, CMF user interactive touch points, interior lighting mood consulting, and verbal presentations to the Glydways Project Management team through virtual meetings. Created the interior and exterior CMF Build Book for production and was assistant to the Senior CMF project manager.

De Colores Design Studio, Los Angeles, CA

Founder / CMF Principal Designer - Freelance

September 2021 - January 2024

Lead CMF work with clients across the full scope of the project. Keeping current in ongoing color and macro/micro trend research to synthesize future themes and big ideas, and translating them into actionable color applications for brands. I did this by tracking directional CMF and color trends across fashion, art, culture, home interiors, outdoor spaces, sustainability, automotive, and tech. I managed the CMF samples library in both physical and digital formats. I was responsible for CMF swatch ordering and ongoing communication with vendors and suppliers. I tracked consumer demographics and psychographics to improve the product CMF, performance and aesthetics across both soft goods and hard goods.

ArtCenter College of Design, Pasadena, CA

Guest Teacher - Freelance

Fall 2023

Invited to co-teach the CMF Design Class: Introduction to CMF for Product. This included teaching and guiding student designers to further develop their trend research, macro to micro trends, consumer demographics, psychographics, market size, consumption habits, social, political, economic trends, environmental and sustainability with a focus on their insights to present a powerful trend forecasting presentation report backed by data. Mentored students on how to better their presentation skills for their CMF work.

ArtCenter College of Design, Pasadena, CA

Jr. CMF Designer - Guest Lecturer

Spring 2023 and Fall 2023

Requested to be part of the CMF professional panel that critiqued the Transportation Design Class: Introduction to Automotive CMF Interiors. This included mentoring and guiding student designers in the design and development of their CMF work, presentation skills, and material tray samples for Mid-Term and Finals.

Arc Boats, Los Angeles, CA

Jr. CMF Designer - Contract

March 2023 - July 2023

Prepared preliminary trend research that led to CMF benchmarking, mood boards, user personas, CMF work from design through color concepts, storytelling, sustainability, and virtual presentations to the ARC Boats Project Management team. Including color trend research methodologies, trend forecasting, design ideations, concepts and creative direction, color strategy and planning, and customer user experience. I use visual communication and presentation skills to effectively articulate CMF concepts and design thinking using Adobe Creative Suite- Photoshop, and Illustrator as rendering tools.

Karma Automotive, Irvine, CA

Jr. and Lead CMF Designer - Contract

March 2022 - January 2023

I led and managed the CMF for an OEM vehicle project by maintaining both a big-picture CMF design view methodology and detailed strategy concepts for both exterior and interior to balance the color design choices for the product with the overall color direction and strategy. Created visual CMF tools, both physical samples and digital concepts, mood boards, and color palettes. Developed an exterior body paint color with input from the paint supplier and applied color to the product at the detailed level, through digital renderings to bring to life the color vision and strategy while considering the unique product needs, material components specifications, and technical considerations. I created visual presentations utilizing Photoshop, Illustrator, and VRED to sell the CMF story to the design team and decision-makers. Effectively articulated the CMF concepts and design thinking to upper design directors and management. I worked directly with suppliers, evaluated color, materials, texture, finishes, and an eye for quality control, color development standards, tolerances, and processes as related to unique material substrates, production methods and supplier specifications. Collaborated in marketing and engineering team meetings as needed to ensure the color launch campaign and assets were color-accurate.

Evolution Man, Burbank, CA

Product Developer and Jr. CMF Designer - Contract

June 2016 - December 2022

Oversaw mass production of products from start to finish. Managed quality control in the production line, and inspected samples to match color, material and finish for product quality of the design integrity and brand DNA. Worked closely with the lab chemist to test and inspect the consistency and quality of the cosmetic product. Communicated with product suppliers overseas and local manufacturers for a successful time turnaround. In the design studio, I project managed a team of 4 designers in a highly collaborative environment to create graphic applications for a new product launch. I created the CMF for the new holistic skincare product, currently selling nationwide at Macy's and other large retailers. During this process, I demonstrated a strong knowledge of competitor products, focus groups, consumer retail habits, and color market trends. I demonstrated to the team how to apply these insights to CMF solutions. I was able to articulate this in a way that balances brand and business while working on a tight schedule and profitable sales by using a variety of online platforms.

ArtCenter College of Design Fogg Memorial Library, Pasadena, CA

Project Manager and CMF Designer Consultant - Part-Time

February 2019 - August 2021

Worked alongside the art director to create symposiums and special events. Project managed 5 team members to build art installations, created marketing material, and promoted the events. I was responsible for understanding and balancing the creative direction, design POV, and impact of CMF decisions to ensure the optimal execution of the product through the College Library brand lens. I did user research using a design system and prototypes for end-user behaviors. Consulted and collaborated with other departments to fulfill their design needs such as event curating and coordination and oversaw the creation of marketing material both digital and physical to enhance student engagement.

Warner Bros. Studios, Burbank, CA

Design Intern - Contract

September 2016 - January 2019

Took leadership in collaborative projects by getting feedback from the teams to meet production deadlines by crafting solutions for the stakeholders. Provided design solutions to preserve confidential TV/Film files for the studio and detailed reports of files to the team of conservator-restorer of archived documents. Reported to the Vice President of the TV and Film Legal Department weekly and managed daily meetings with my team to share insightful knowledge to improve their design development.

Skills

Software: Adobe Photoshop, Illustrator, InDesign, Microsoft Office, PowerPoint, Keynote, 3D software (ZBrush), and rendering (VRED/ Adobe 3D Stager).

Design & Presentation: Clear and engaging verbal communication skills, confidence to collaborate with others, visualization, and influence innovation in sustainability goals.

Language: English - Fluent, Spanish - Fluent.

Honors, Recognitions & Featured Press

Shoutout LA Magazine: Meet Osbaldo 'Ozzy' Alvarez | Multidisciplinary Artist and Industrial Designer, March 2022 | **Student Leadership Award**, ArtCenter, Pasadena, CA, August 2021 | **Los Angeles Magazine:** Local Fashion Students Are Making Major Strides Toward Sustainability, August 2021 | **Pasadena Now Magazine:** ArtCenter Summer Class to Graduate, Showcase Work, August 2021 | **Core 77:** The Future of Cosmetics: This Lipstick's Biodegradable Packaging is Made from Thermoplastic Algae, June 2021 | **ArtCenter's Provost List**, Pasadena, CA, May 2020 - August 2021 | **Ebell of Los Angeles Scholarship:** Issued by Ebell of Los Angeles Scholarship Committee and Board of Directors, July 2020 - February 2021 | **Sam & Emily Mann Scholarship**, January 2020 - August 2021 | **ArtCenter Student Gallery**, ArtCenter, Pasadena, CA, August 2019 - January 2020