

Victor Gerardo Martinez Perez

Associate Lecturer/Postgraduate Researcher

ACADEMIC BACKGROUND:

2011-to date – Northumbria University, Faculty of Arts, Design and Social Sciences, position: Postgraduate Researcher (3rd year PhD).

Title of Research: *Facilitating sustainability of a product's lifecycle impact in the early stages of product development.*

RQ: *How is the designer's working process influenced or altered when sustainability-related information is presented in early stages of new product development, through means of an online "soft modelling" software (Trophec)?*

www.trophec.com

2000-2001 Master in Transportation Design, Scuola Politecnica di Design, Milan, Italy.

1994-1999 Bachelor in Industrial Design, Universidad Nacional Autonoma de Mexico, UNAM.

PROFESSIONAL EXPERIENCE:

2013 (September) – Associate Lecturer, Design for Industry program, Department of Design, Faculty of Art, Design and Social Sciences, Northumbria University, UK.

2009-to date – Ecopilia sustainable materials and products, position: Partner.

www.ecopilia.com.mx

2006-to date - vgmtheory creative platform, position: Manager.

www.vgmtheory.com

2006-to date - G-LED design collective, position: Partner.

www.g-led.es

2006-2011 Researcher at ITESM Campus Queretaro, New biodegradable materials and alternative urban transportation.

2005-2011 Professor at ITESM Campus Queretaro (Instituto Tecnológico y de Estudios Superiores de Monterrey).

2004-2006 MADE (mobility and advanced design), Mexico City, Partner.

2004 (August-December) Professor at ITESM Campus Mexico City (Instituto Tecnológico y de Estudios Superiores de Monterrey).

2001-2003 Bonetto Design, Milan, Italy. Project Manager.

1999-2000 Zimat Design Center, Mexico City. Senior Designer.

1998 (Jan-Jul) Royal Truck Body, Los Angeles, USA. Internship, Jr. Designer.

1997 (Oct-Dec) Aros-Thronson, Los Angeles, USA. Internship, Jr. Designer.

1997 (Feb-Oct) Engineering Institute, UNAM, Mexico. Internship, Jr. Designer.

LECTURES AND WORKSHOPS:

2013 *Design, Systems and Sustainability Workshop*
Istituto Europeo di Design, Madrid, Spain.

2012 *Systems Thinking for Design Workshop*
Freeland Co-working, Madrid, Spain.

2012 *Pensamiento sistémico en diseño Lecture*
Francisco de Vitoria University, Madrid, Spain.

2012 *PhD studies in Industrial Design Lecture*
Centro de Investigaciones en Diseño Industrial, UNAM, Mexico City.

2012 *Integrating thermodynamics and biology for sustainable product lifecycle design Paper presentation*
Sustainable Innovation, Bonn, Germany.

2012 *Trophec, sustainability at early stages of product design Lecture*
Mexican Graduate Students Association, Imperial College, UK.

2012 *Sustainable car lifecycle design, taking inspiration from natural system and thermodynamics Paper presentation*
EFEEA, Newcastle upon Tyne, UK.

2011 *Investigación en diseño industrial Lecture*
Iberoamerican Design Biennale, Madrid, Spain.

2011 *Pensamiento sistémico en diseño Lecture*
Francisco de Vitoria University, Madrid, Spain.

2010 *Sustainable urban mobility solutions; a self-organizing, adaptive strategy for global car industry Paper presentation*
TRANSTEC, New Delhi, India.

2010 *Transporte alternativo y materiales alternativos Lecture*
Inmótica Sustentable, Universidad Panamericana, Aguascalientes, Mexico.

2010 *Sustentabilidad y pensamiento sistémico Lecture*
Soy Sustentable, Universidad del Valle de Mexico, Queretaro, Mexico.

2009 *New Materials Development Workshop*
Factor Clave congress, ITESM Campus Queretaro, Mexico.

2009 *Scientific research in industrial design Lecture*
La Salle University, Leon, Mexico.

2008 *Human Nature Lecture*
Design Month, Ljubljana, Slovenia.

2008 *Systems thinking design Workshop*
Arts and Design Master, Universidad de Cuenca, Cuenca, Ecuador.

2007 *The Role of Industrial Design in Product Development Lecture*
TOPCON, Processing for Designers and Designing for Processors
Plastic Engineering Institute, Quebec, Canada.

2006 *The globalized designer Lecture*

First Tec Innovation day, Tecnológico de Monterrey, Queretaro, Mexico.

PATENTS:

Number: MX/a/2011/005508 Title: Material compuesto biodegradable elaborado con celulosa y fibras de braceas de maiz, con y sin infiltración de resina natural de pino. Authors: Victor Gerardo Martinez Perez, Maria Gabriela Gutierrez Pliego.

PEER REVIEWED PAPERS:

Martinez, V. G; English, S; Conti, M; Hilton, K. (2012) "Integrating thermodynamics and biology for sustainable product lifecycle design". Sustainable Innovation congress proceedings, Bonn, Germany.

Martinez, V. G; English, S; Conti, M. (2012) "Sustainable car lifecycle design, taking inspiration from natural system and thermodynamics". EFEEA congress proceedings, Newcastle upon Tyne, UK.

Lam, E. U; Gutierrez, G; Martinez, V. G; Manzano, A. (2012) "Determination of Mechanical Properties of Biodegradable Composites Made by Pine Resin Corn Fibers and Henequen Fibers". *Key Engineering Materials* 517, 422-429.

Cardenas, C; Sosa, R; Moysen, R; Martinez, V. G. (2010) "Sustaining Sustainable Design". *International Journal of Engineering Education* 26 (2), 287-292.

Cardenas, C; Sosa, R; Dorantes, A; Martinez, V. G. (2010) "On the impact of systems thinking in sustainable design". DRS Complexity & Design congress proceedings, Montreal, Canada.

Martinez, V. G. (2010) "Sustainable urban mobility solutions, a self-organizing adaptive strategy for global car industry". TRANSTEC congress proceedings, New Delhi, India.

Gutiérrez, G; Martínez, V. G; Manzano, A. (2010) "Determinación de propiedades mecánicas de compuesto biodegradable de resina de pino y fibra de maíz". 2º Simposium Aprovechamiento de Residuos Agro-indust. como Fuente Sost. de Materiales de Construcción, Valencia, España.

ARTICLES:

Martinez, V. G. (2013) "Trophic Economics". On line, available at: <http://www.vgmtheory.com/trophiceconomics.pdf>

Martinez, V. G. (2013) "The science behind the circular economy". The Great Recovery, RSA. On line, available at: <http://www.greatrecovery.org.uk/the-science-behind-a-circular-economy/>

Martinez, V. G. (2013) "Culture or cult?" On line, available at: <http://elsabernoestorba.blogspot.co.uk/2013/03/culture-or-cult.html>

AWARDS:

2009 INDEX design award finalist, Waste Recovering System.

2007 Red Dot concept award. Nøloos steering wheel. In prototyping.

2005 Timex 2154 design contest.
In collaboration with Alberto Villarreal and Matias Peraza.
Honourable mention, watch design, New York, USA.

2003 Go Digital, Car Design News web portal and Opticore design contest.
Finalist in professional category, project: Duo.

2002 European ways of life, design contest.
Project selected for exhibition at Carrousel de Louvre, Paris, France.

SOFTWARE:

Autodesk Alias

Rhinoceros

Hypershot

Adobe: Photoshop, Illustrator, Indesign, Premier

Processing / Arduino

EndNote

ELAN

LANGUAGES:

Spanish: native speaker

Italian: proficient professional level

English: proficient professional level

German: basic

OTHERS:

[Academia](#)

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