

Rosela Hinojosa

Los Angeles, CA
rosela.hinojosa@gmail.com
+1 (956) 629 7726
www.roselahinojosa.com

CMF & Industrial Design

Education

ArtCenter College of Design
Pasadena, CA

Bachelor of Science in Product Design
Expected Graduation December 2025

Bose

CMF Design Intern
Framingham, MA
June - August 2025

- Supported design vision by selecting color and material details to curate a story for product variants
- Integrated trend research and consumer insights to support the development of future CMF collections
- Explored strategic opportunities for brand collaborations
- Contributed to design innovation and market positioning
- Curated and streamlined the material library to improve team efficiency and support workflows
- Proposed recommendations to align with the company's sustainability goals by researching material alternatives

Skechers

CMF Design Intern
Manhattan Beach, CA
January - April 2025

- Developed the fall-winter 2026 color palette for the Sport Active collection
- Selected colors, materials and finishes for the spring-summer 2026 and fall-winter 2026 shoe collections
- Designed and executed shoe uppers
- Maintained communication with manufacturers through PLM platform
- Managed the design process from concept to final coloring
- Evaluated and revised manufacturing samples to ensure quality and accuracy
- Designed posters to convey the spring-summer 2026 season vision and objectives to international teams

Haworth

Industrial Design Intern
Holland, MI
May - August 2024

- Developed a conceptual product collection for seamless integration into office layouts as a "third space."
- Collaborated with a cross-functional teams in CMF, ergonomics, sustainability, and manufacturing,
- Attended NeoCon to gather industry insights.

Hiking club Founder

Peak Pals, ArtCenter's
Hiking Club
Pasadena, CA
September 2023 - May 2025

- Founded and led an outdoor design-inspiration hiking club serving 74 students; organized 20+ outings
- Conducted pre-trip trail assessments and safety plans, resulting in 0 incidents
- Created ads, flyers, and social posts
- Managed scheduling, permissions, gear, and sign-ups to streamline operations