

Jose Carlos Fernández (León, Spain, 1972).

Jose Carlos is an industrial designer since, being a child, he was able to make, with a couple of clothespins, a few tacks, a part of wood large enough, and a few elastics, the latest model of a fake shotgun to shoot down the caps of bottles placed on the wall of our flat roof.



Jose Carlos was born on March 19, 1972, in León, Spain. He always was interested in arts, architecture and especially how things are made. He graduated from Valladolid University (Spain, 2004) in Industrial Design Engineering. After a long period working out of his hometown, he earned a master degree in Industrial Design Management at Oviedo University, (Spain, 2009). Soon after he was postgraduate in Social Studies of Science and Technology at Oviedo University as well, this was recently completed.

Jose Carlos played different roles related with product design and its support technologies. He was working as product designer and project manager in such places (Madrid, 2004/06) and was teaching computer-aided design (AutoCAD, Inventor, Rhinoceros and CATIA) as well.

In 2007 Jose Carlos started to work at Prodintec Foundation, a Technological Centre of Asturias (Gijón, Spain, 2007/10) as Industrial design manager. On the other hand, he has also participated as lecturer at numerous university courses related with methodology of industrial design, support technologies to industrial design and design management.

Jose Carlos is currently co-founder of vortica: cognitive engineering for design (2010), an ambitious project focused on developing technology to create tools for automation and optimization of the design process in order to offer products and services that provide objective value.

Jose's motto is: follow your dreams, no matter how great!. No obstacle was too great for you to overcome!