

Alejandra FRAKES

SENIOR STRUCTURAL PACKAGING DESIGNER

Packaging • Product • Consumer Experience

Industrial designer with 15+ years of experience developing structural packaging, retail environments, consumer products, and branded merchandising systems from concept through commercialization. Expertise in CAD development, prototyping, manufacturing, and consumer experience design for premium brands.

I enjoy solving manufacturing problems while creating memorable consumer experiences.



EDUCATION

Master's degree in Innovation and Product Design

Graduated December 2012

Bachelor's degree in Industrial Design

Graduated May 2009

ITESM Guadalajara, Jalisco Mexico

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Little Elm, TX 75068



SKILLS

Structural Packaging Design
Consumer Product Design
Retail Merchandising Systems
POP Display Design
Packaging Engineering Collaboration
CAD Modeling (SolidWorks, Inventor, Alias)
KeyShot Rendering
Rapid Prototyping
Consumer Experience Design
Manufacturing Documentation
Vendor Collaboration
Product Commercialization
Sustainable Packaging Concepts
Material Selection
Cross-functional Leadership

LANGUAGES

Spanish (Native)

English (Advanced)

EXPERIENCE

Industrial Cigar Co.
Frisco, Texas
2021–Present

**Co-owner | Member Experience Director |
Merchandising & Packaging Designer**

Direct merchandising strategy for one of the nation's premier premium cigar lounges.

Lead product presentation and retail merchandising across humidor, lounge and specialty retail environments.

Develop premium cigar packaging, collector boxes and merchandising solutions for limited-edition releases.

Collaborate directly with manufacturers, printers and premium cigar brands including Crux Cigars and E.P. Carrillo.

Design customer experiences that integrate retail, hospitality and premium product storytelling.

Manage product launches from concept through production.

Coordinate branding, product presentation and customer experience across multiple business units.

Chippenhook Corporation
Lewisville, Texas
2015-2018

**Senior Industrial Designer |
Structural Packaging & Retail Display Designer**

Luxury packaging

Structural packaging

Consumer experience

Manufacturing

Cross-functional collaboration

Vendor communication

Piagui Group | Nine West Mexico
Guadalajara, Jalisco
2009-2014

Senior Industrial Designer

Designed seasonal footwear collections from concept through production.

Collaborated with sourcing, manufacturing and merchandising teams.

Created CAD models and production documentation.

Managed supplier relationships across Italy, Spain and China.

Conducted consumer trend and materials research.

Vendor communication

SOFTWARE

SolidWorks

Autodesk Inventor

Alias Studio

Rhino

AutoCAD

KeyShot

Adobe Illustrator

Photoshop

InDesign

3ds Max

INDUSTRIES

Luxury

Retail

Packaging

CPG

Hospitality

Product Design