

LUIS E ALONSO CONTY.

ait, designer

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EXPERIENCE.

2014 - present

Alonso + de la Cruz, LLC
Creative Director / Co.Owner

Alonso+De La Cruz, LLC is a creative laboratory that implements design as its main tool. As a consequence it branches into different areas of design: graphic, digital, web, architectural, brand, space planning, interior and industrial, etc. The combination between creativity and strategy in design offers a creative and innovative solution to every design problem that it's faced with.

2013 - present

UPR Architecture School
FAB LAB Director

Tasks include, running the digital fabrication laboratory and the Wood model shop. The fablab consists of three laser cutters, two 3D printers, one milling machine and one cnc router. Research on traditional regional architecture and how can it be implemented on today's design. Mostly about architectural screens and traditional tile design.

2014 - present

UPR Architecture School
Course Instructor / Course Designer

- Rhinoceros Wentachee
- Digital Fabrication Methods
- Visual Representation [Illustrator, Photoshop, AutoCad]

2012 - present

MCQ Engineering
Design Consultant

High end residential architectural design, construction materials and project supervision. Also assistant on architectural documentation, construction plans and analytical drawings

EDUCATION.

May 2013

University of Puerto Rico, Rio Piedras Campus
Master in Architecture [M.Arch]

- Thesis Design Project Dissertation: "Creativity and Divergent Thinking: Spaces to stimulate the design process"

May 2012

Elisava School of Design
Digital Fabrication program

May 2011

University of Puerto Rico, Rio Piedras Campus
Post.Bachelor in Urban Studies

May 2011

University of Puerto Rico, Rio Piedras Campus
Bachelor in Environmental Design

PUBLISH / AWARD.

June 2014

Fab 10 BCN: People Choice Award
Fabponics Puerto Rico : Digital Fabrication Aquaponic Design

March 2014

Puerto Rico Capital Americana de Cultura Logo Design Competition
Second and Third Place

September 2013

Design for Puerto Rico: Product Design
Finalist : As.end Table

May 2009

SCF Research Center Design Competition
Honorable Mention

SKILLS.

Design

- Illustrator CS6
- Photoshop CS6
- InDesign CS6
- Adobe Muse CC
- Premier CS5

Office

- Microsoft Word
- Microsoft Excel
- Microsoft Power Point

3D Model

- Rhinoceros Wentachee
- Autodesk AutoCad
- Archicad
- Sketch Up
- Grasshopper

Languages

- Spanish
- English
- HTML

Render

- Vray
- Keyshot
- Kerkythea
- Artlantis

Other Skills

- Conceptual Design
- Industrial Design
- Space Plannig
- Interior Design
- Graphic Design
- Urban Development
- Photography
- Construction Documents

Digital Fabrication

- Epilog Laser Cutter
- Shopbot CNC
- Roland Vinyl Cutter
- Makerbot 3d Printer
- RhinoCam