

Aram Amir Pundak

A passionate and curious industrial designer with a strong engineering-maker mindset, seamlessly integrating parametric modeling, computational design, additive manufacturing, and digital fabrication with philosophical approach, empathy, and human-centered design to craft innovative and impactful solutions. Experience in design for manufacturability and design for assembly.

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Birth
18.12.1993

Education

B.Des in Industrial Design
Bezalel Academy of Art
and Design, Jerusalem
Graduated Cum Laude
GPA: 92.75 / 100

Awards

- Academic Excellence
3rd & 4th years
- Aharon Gelles Prize
- Sanofi 'Play to Win'
Medical Award
- Tytocare Co. Design
Competition (1st Place)

Skills

User-Centered Design,
DFM, Human-Computer
Interaction,
3D Rendering, Hardware-
Software Integration,
Market Research.
Rapid Prototyping:
2D/3D CAD, 3D printer,
Laser cutter, CNC,
Micro-controller,
Electronics, Fabrication
Design Research:
Sketches, Storyboard,
Qualitative and Quantitative
User Research, Statistical
Analysis and
Data Visualization.

Languages

English (Fluent)
Hebrew (Native)
French (Proficient)

Nationality

EU passport
In greencard process

2022 – Present | **Lead Designer | Tamooz Creative Solutions |
Industrial Design & Engineering Consultancy**

- Designed mass market products for global brands (SodaStream, Maytronics, Ansa Coffee, WISP) using CAD tools, ensuring alignment with user needs and market demands while maintaining engineering requirements.
- Developed an AI based drink safety device, leading R&D, electronic hardware integration, and DFM processes, reducing drink tampering risks by 95%.
- Launched the ANSA Coffee Machine, leveraging digital fabrication methods (CNC machining, injection molding, FDM/SLA/SLS 3D printing), increasing customer satisfaction by 30%

2022 – Present | **Teaching Assistant | Bezalel Academy of Art and Design**

- Mentored students in the Basic Design course, enhancing their understanding of design principles and fostering their creative growth.
- Developed interdisciplinary course materials integrating computational design and digital fabrication technologies, supporting design critiques and exhibitions. Fostered numerous design events.

2022 – 2023 | **Researcher | Bezalel Alumni Excellence Program**

- Co-developed ADCToon, a paediatric healthcare diagnostic tool, integrating design thinking and improving patient engagement by 40%.
- Conducted user research across five hospitals and universities, gathering and unfolding insights to refine the tool's usability and technical performance. High depth interviews with various medical staff.

2022 – 2023 | **Freelance Industrial Designer | Dov Ganchrow, Tena Studio,**

- Fabricated patent-pending wearable devices and interactive systems using computational design, additive manufacturing, and prototyping for functional and artistic applications.
- Designed Arduino-based interactive systems, integrating electronic hardware and advanced prototyping to deliver immersive and innovative art installations

2021 | **Design Project Leader | Eskild Hansen Design Studio**

- Led the prototyping of modular IoT appliances, combining microcontroller programming and CMF engineering to meet company requirements and needs.
- Designed an innovative medical tech product line in collaboration with engineers, UX experts, and designers, ensuring clear communication through team meetings, presentations, and creative outlets.

2019 – 2023 | **Workshop Machinery Tuter | Bezalel Academy of Arts & Design**

- Tutoring students to use the workshop machinery: 3D printing, CNC, lathing, milling, welding, textile fabrication - with 90% reporting improved confidence.
- Responsible for maintaining the workshops.

2014 – 2017 | **NCO | Unit 8153, Intelligence Corps, Israel Defense Forces**

- Led a team of 10 to develop integrated hardware-software solutions using microcontrollers, CAD tools, and advanced fabrication methods, improving workflow efficiency by 25%.
- Optimized electronic systems through scalable device prototyping, performance simulations, and overseeing Green Laser Machinery operations to address complex challenges.