

# MARTIN AFRICA

// Industrial Designer

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## // PROFILE

Martin Africa is an Industrial Designer based out of Denver, CO with a focus in Footwear and the Athletic space. He approaches design through the lens of creative problem solving, to create holistic designs that focus on both performance and aesthetic

## // WORK EXPERIENCE

**BOA Technology** Denver, CO  
Advanced Concept Footwear Designer (Dec. 2020 - Present)

Specializing as a footwear concept designer within the BOA Prototyping Team - under the umbrella of Customer Product Development (CPD)

Conceptualized performance footwear to drive current and future brand partnerships with BOA in a variety of categories (Workwear, Tactical, Medical, Golf, Running, Court, Cycling, Trail)

Re-imagined mature product categories to continue innovation and disruption through advanced concept design exploration

Contributed to internal exploration projects resulting in being included as a contributor to multiple design and utility patents

Conducted qualitative fit testing of new and existing BOA configurations across a variety of footwear styles

Brainstormed, evolved, experimented, and iterated on new performance fit configurations internally.

**MAFRICA DESIGN** Eastvale, CA  
Industrial Design Freelancer (July 2019 - December 2020)

Responsible for elevating client ideas into presentable concepts through design thinking, sketching, rendering, 3D modelling, and prototyping in various industries (Footwear, Motorcycle Gear, Consumer Electronics, Product Graphics, Marketing Visuals, and various other industries)

**GK Design International** Garden Grove, CA  
Industrial Design Contractor (Apr. 2019 - June 2019)

Responsible for ideating, styling, sketching, and 3D modelling advanced mobility vehicle concept for annual proposal to Yamaha Motor Company.

## // ACKNOWLEDGEMENTS

ADIDAS ADVANCED CONCEPT COMPETITION  
PENSOLE X Adidas Concept Camp Winner  
// 10 day design intensive @ Adidas Creator Farm

MEDTRONIC DESIGN COMPETITION  
2nd Place Competition Winner

ROKA DESIGN CHARRETTE  
2nd Place Competition Winner

## // RELEVANT SKILLS

**SOFTWARE/ OS**  
Solidworks // Sketchbook Pro // Adobe  
Photoshop // Marvelous Designer // Adobe  
Illustrator // Keyshot

**CAPABILITIES**  
Concept Exploration // Design Research // Idea  
Development // Graphic Design // Design  
Thinking // Interdisciplinary Collaboration

**FABRICATION/ PROTOTYPING**  
3D Printing // Mechanical Function Electronics //  
Cut & Sew

## // EDUCATION

California State University, Long Beach  
B.S. Industrial Design (Aug. 2015- May 2019)

Mt. San Antonio College  
Industrial Design Courses (Sep. 2014- May 2015)

Cal-State Polytechnic University Pomona  
General Education (Sep. 2012- May 2014)