



**Susana PAIXÃO-BARRADAS**

Professor and Researcher of Design  
Kedge Design School

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**EDUCATION**

- 2012      PhD on Production, design and industrial project management  
*Universitat Politècnica de Valencia (UPV/Spain)*
- 2007      Master in Design, Management and Development new products  
*Universitat Politècnica de Valencia (UPV/Spain)*
- 2000      Bs in Industrial Design  
Institute of Art&Design. School Design (IADE/Lisbon, Portugal)

**EXPERIENCE AT KEDGE Business School**

**Courses taught**

- 2016 – 2017      **New Processes for Innovation Making**, PGE, 30h (ongoing).  
**Design Research**, MSc. Innovation & Design Thinking, 30h (ongoing).  
**Major Project 4**, MSc. Innovation & Design Thinking, 30h (ongoing).  
**Innovation Techno-Designed**, MSc. 22h  
**UX Design**, MSc. Innovation & Design Thinking, 30h.  
**Prospective Thesis**, MSc. Innovation & Design Thinking, 30h.  
**Intrepreneurship, Design & Innovation**, MSc. *Ingénieur d’Affaire*/ MSc. Innovation & Design Thinking, 30h.  
**Design Induction**, MSc. *Ingénieur d’Affaire*, 30h.
- 2015 – 2016      **Approach Plastic**, Design Program, 30h.  
**Design Induction**, MSc. *Ingénieur d’Affaire*, 30h.

**Design Thinking for Business Innovation**, MSc. *Ingénieur d’Affaire*/ MSc. Innovation & Design Thinking, 60h.

**Product and Service Development**, MSc. *Ingénieur d’Affaire*/ MSc. Innovation & Design Thinking, 30h.

**Design, Innovation and Entrepreneurship**, MSc. Innovation & Design Thinking, 30h.

### **Other Academic Activities (Program Committees, Links with the Business Community and Institutions of Higher Learning)**

- 2017            **VarEcobiz** : Workshop Innovation Management by Design, with Odile de Saint Julien PhD in Management Sciences, 10<sup>th</sup> October 2017- Palais Neptune, Toulon
- 2016            **VarEcobiz** : Workshop Techno-Designed Innovation, with Odile de Saint Julien PhD in Management Sciences, 18<sup>th</sup> October 2016- Palais Neptune, Toulon

### **OTHER PROFESSIONAL EXPERIENCE IN TEACHING AND RESEARCH**

#### **Positions held**

- 2015–2016    **Invited Teacher** at ISAD (Mexico)
- 2014–2015    **Visiting Researcher** at Universidade Federal do Amazonas (UFAM/Brazil)
- 2007–2014    **Professor and Researcher** at Universitat Politècnica de Valencia (UPV/Spain)

#### **Courses taught**

- 2015 – 2016    Gestión de la Investigación, MSc. of Innovation and Design Management/ISAD, 20h (online).
- 2013 – 2014    Graphic expression II, Technical Engineering in Industrial Design/UPV, 40h.
- 2013 – 2014    Design project I, Technical Engineering in Industrial Design/UPV, 160h.
- 2012 – 2013    Graphic expression II, Technical Engineering in Industrial Design/UPV, 40h.
- 2012 – 2013    Design project I, Technical Engineering in Industrial Design/UPV, 160h.
- 2011 – 2012    Graphic expression II, Technical Engineering in Industrial Design/UPV, 40h.
- 2011 – 2012    Models for Innovation in Products and Services, Technical Engineering in Industrial Design/UPV, 60h.
- 2011 – 2012    Design project I, Technical Engineering in Industrial Design/UPV, 160h.
- 2009 – 2010    Detail design in leisure and automotive, Technical Engineering in Industrial Design/UPV, 40h.
- 2009 – 2010    Design leisure and automotive, Technical Engineering in Industrial Design/UPV, 40h.
- 2009 – 2010    Design project I, Technical Engineering in Industrial Design/UPV, 160h.
- 2008 – 2009    Representation techniques shading, Technical Engineering in Industrial Design/UPV, 60h.
- 2008 – 2009    Analysis and design validation, Technical Engineering in Industrial Design/UPV, 60h.
- 2008 – 2009    Design leisure and automotive, Technical Engineering in Industrial Design/UPV, 40h.
- 2007 – 2008    Representation techniques shading, Technical Engineering in Industrial Design/UPV, 60h.

2007 – 2008 Graphic Expression and Computer Aided Design, Technical Engineering in Industrial Design/UPV, 60h.

### **BUSINESS EXPERIENCE**

- 02/2008 – 12/2008 **Quique Toledano**, Ribarroja (Spain), Interior Designer.  
Consultant design, commercial store, technical support
- 12/2005 – 09/2007 **Valentina Cerámicas**, Castellón (Spain), Interior and product designer.  
Development, design and production of ranges of ceramic products.  
Design of corners for dealers Valentina
- 11/2001 – 12/2005 **Nomimarketing**, Lisboa (Portugal), Product designer and team manager.  
Designer marketing products, benchmarking for Portuguese big brands  
(Sonae Group, Delta, Gillette, Duracell)

### **OTHER BUSINESS ACTIVITIES**

- 2013 – 2015 **Pedra d'Ouro®** *Natural Design Thinking*  
Design with natural stone. Director and Product Designer. Designer and  
Manager of the brand and its products.

### **PUBLICATIONS**

#### **Books edited**

« *A Paisagem e a pedra* », Colibri, 2008

[http://issuu.com/artaffa/docs/picnic\\_susanapaixao?e=1120713/2982399](http://issuu.com/artaffa/docs/picnic_susanapaixao?e=1120713/2982399)

#### **Chapters in Books**

Paixão-Barradas, S.; Pacheco, K. M. M. & Sousa, M. (2016), *Affective and Pleasurable Values that Ergonomics Provides to the Product Design Inspired and Produced from Natural Amazon Resources*», *Advances in Intelligent Systems and Computing*, Springer vol. 483, 411-421

Pacheco, K. M. M.; Pacheco, A.S. & Paixão-Barradas, S. (2014), « *Identificação de processo semi-industrial para o beneficiamento da técnica de fiação da fibra natural de tucumã-i (Astrocaryum acaule)* », *Economia Criativa* (Eds), Editora da Universidade Federal do Amazonas (UFAM)

#### **Articles published in refereed journals**

De Saint Julien, O. & Paixão-Barradas, S. (2017). «FasTDesign Diagram: a new engineering design model based on technical and design functionalities of the innovative product», *International Journal of Innovations in Engineering and Technology* (IJJET) 2017, 8(1): 318-324. Doi: <http://dx.doi.org/10.21172/ijjet.81.043>

Paixão-Barradas, S.; Hernandis O., B.; Pacheco, K. M. M. & Agudo V., B. (2014). «Integración del diseño en las empresas portuguesas, del sector de la transformación de la Piedra Natural: definición de un perfil», *Revista Innovar*, vol 24, nr 53, 211-221. doi: 10.15446/innovar.v24n53.43946. **0,069 Impact Factor**

Paixão-Barradas, S.; Hernandis, B. & Agudo, B. (2013). «Design of More Competitive Products in Natural Stone: What companies are offering and what the market is looking for», *Key Engineering Materials*, vol 548: 304-316. <http://www.scientific.net/KEM.548.304>

Paixão-Barradas, S.; Hernandis, B.; Agudo, B.; Dickie, I. & Pacheco, K.M.M. (2012). «El diseño en el sector de la transformación de las Piedras Naturales: evaluación de un nuevo concepto», *Revista Ingeniería e Investigación*, vol 32, nr 3, 83-88.

Pardo C., D.; Hernandis O., B.; Paixão-Barradas, S. (2013). «Perfiles sociales para la moda: La segmentación de mercado como herramienta estratégica en las decisiones de diseño», *IconoFacto – Revista de la Escuela de Arquitectura y Diseño*, vol 9, nr 12, 118-135. <http://revistas.upb.edu.co/index.php/iconofacto/article/view/1922/1774>

Paixão-Barradas, S.; Pacheco, K.M.M.; Hernandis, B. (2012). «La piedra natural como un material de diseño para el desarrollo de equipamiento urbano: reporte de un caso», *IconoFacto – Revista de la Escuela de Arquitectura y Diseño*, vol 8, nr 11, 77-95.

Pacheco, K. M. M.; Ortuño, B. H.; Miranda, I. P. A. & Paixão-Barradas, S. (2011). «Atributos del diseño para el proceso de transformación y uso de la fibra natural amazónica de tucumã-i (*Astrocaryum acaule*) en el desarrollo de productos semiindustriales», *IconoFacto – Revista de la Escuela de Arquitectura y Diseño*, vol 7, nr 9, 57-75. <http://revistas.upb.edu.co/index.php/iconofacto/article/view/1355/1285>

#### **Articles published in other journals or magazines**

Paixão-Barradas, S. (2012). «O contributo do design às empresas do sector da transformação de pedra natural, no processo de criação e desenvolvimento de produtos competitivos», *Rochas&Equipamentos*, nr 104, 30-38.

Paixão-Barradas, S.; Hernandis O., B.; Agustín F., M. A. & Agudo V., B. (2012). «Opinión del consumidor: ¿Qué piensa el consumidor sobre los productos en piedra natural? Roc Máquina, nr 130, 32-39

#### **Communications published in conference proceedings**

“Affective and pleasurable values that ergonomics provides to the product design inspired and produced from natural Amazon resources”; 7th International Conference on Applied Human Factors and Ergonomics; Florida, USA – 27-31 July 2016.

“Design and development of new products through the transfer of knowledge between Brazil, Spain and Portugal”; IFDP`16 - Systems & Design: Beyond Processes and Thinking, Valencia, Universitat Politècnica de València, Spain – 22-24 June 2016. <http://dx.doi.org/10.4995/IFDP.2016.3256>

“Abordagem do Design Sistémico para Fornos Tradicionais de Cerâmica Estrutural do Amazonas”; 11º P&D Design. Congresso Brasileiro de Pesquisa e Desenvolvimento em Design; Gramado, Brasil - 2014

“Ergonomic Intervention and Sustainable Innovation”; 5th International Conference on Applied Human Factors and Ergonomics (AHFE); Kraków, Poland - 2014

“For the design of more competitive products in natural stone: What companies are offering and what the market is looking for”; Global Stone Congress; Borba, Portugal - 2012

“Diseño de nuevos productos en Piedra Natural, orientados al Bienestar del Ser Humano, para la Gestión y la innovación del sector”, 8º Congresso Brasileiro de Gestão de Desenvolvimento de Produto (CBGDP 2011); Porto Alegre, Brasil - 2011

“Análise do posicionamento do Design dentro das empresas do sector da Pedra Natural”; VI Congresso Internacional de Pesquisa em Design; Lisbon, Portugal - 2011

“Design mediante o uso de materiais naturais: análise de atributos essenciais ao desenvolvimento de novos produtos”; VI Congresso Internacional de Pesquisa de Design; Lisbon, Portugal - 2011

“Metodologia Sistêmica aplicada ao Design Concorrente – A ergonomia como parte integrante”, Congresso Internacional de Ergonomia e usabilidade de Interfaces Humana-Tecnologia: Produto, Informações, Ambiente Construído e transporte (9º ERGODESING); Curitiba, Brazil - 2009

“The role of innovation in concurrent design model (CDM)”, International Conference on Integration of Design, Engineering and Management for Innovation (iDEMi 09); Porto, Portugal - 2009

#### **Communications and/or presentations**

“Stimuler les capacités créatives d’innovations des entrepreneurs non-designers par le design”; 10ème Congrès AEI (Académie de l’Entrepreneuriat et de l’Innovation), Dakar, SENEGAL – December 6<sup>th</sup> to 8<sup>th</sup>, 2017.

“Sustainability Literacy in Design”; World Design Summit; Montreal, CANADA – October 16<sup>th</sup> to 24<sup>th</sup> 2017.

“Culture as a determining factor in the creative process and in meanings attribution”; 14th International Conference on Arts and Cultural Management; Beijing, CHINA - June 24th to 28th, 2017.

“Le co-design “designé” accélérateur de l’émergence d’un collectif créatif entrepreneurial”; 2ème Symposium du KCO ; Toulon, France - 12-13 June 2017.

Kunchornsup, W.; Paixão-Barradas, S., Manuspiya, H. (2017). Informatic Concurrent Design Model (iCDM): Medical Mask Case Study. The 23rd PPC Symposium on Petroleum, Petrochemicals, and Polymers and The 8th Research Symposium on Petrochemical and Materials Technology Tuesday May 23, 2017, Pathumwan Princess Hotel, Bangkok, Thailand

“Two Different Approaches for the same Design Concept: Product Design Inspired by Amazonia’s Nature”; Tenth International Conference on Design Principles & Practices; Pontifical Catholic university of Rio de Janeiro, Rio de Janeiro, Brazil – 25-27 February 2016

“Concurrent Design Model (CDM) applied to education for design and development new products inspired by nature from Amazon”; LearnxDesign the 3rd International Conference for Design Education Researchers PreK-16 Education; Chicago, IL, USA – 2015

“Identification of design aspects that influence the development of new Natural Stone products. Qualitative study by interviewing product designers”; 5th International Forum of Design as a Process - Advanced Design Cultures; Guadalajara, México – 2014

“System patterns towards the knowledge management: rdis, international net for system design research”; International Conference on Integration of Design, Engineering and Management for Innovation (iDEMi 12); Florianópolis, SC, Brasil - 2012

“Variáveis essenciais e aspectos do Design considerados importantes no uso e beneficiamento da fibra natural amazônica Tucumã-i (Astrocaryum acaule) para aplicação textile”; International Conference on Integration of Design, Engineering and Management for Innovation (iDEMi 12); Florianópolis, SC, Brasil - 2012

“Sustentabilidade, um estilo de vida... Hábitos e costumes no uso da pedra”; III Encontro de sustentabilidade em projeto do Vale do Itajaí (Ensus 2009); Itajaí, Brazil - 2009

### **Other Publications**

“El aporte del diseño a las empresas del sector de la transformación de la Piedra Natural, para el desarrollo productos competitivos”; Poster presented at the 2º Congreso Internacional de Diseño e Innovación de Cataluña (CIDIC); Sabadell, Spain – 2012

### **Editorial board memberships**

CONGRESS: IFDP'16 - Systems & Design: Beyond Processes and Thinking | INSTITUTION: Universitat Politècnica de València | LOCAL: Valencia, Spain | DATE: 22-24 June | YEAR: 2016

CONGRESS: III Congresso de Design do Amazonas – Design de Interação – Educação, Pesquisa e Negócios | INSTITUTION: FUCAPI Incubadora de Tecnologia (FIT), | LOCAL: Manaus, Brasil | DATE: 24-26 Marzo | YEAR: 2015

COMPETITION: Valencia Crea 2014, XV Certamen de Creació Jove | CATEGORY: Product Design | INSTITUTION: Ajuntament de València | LOCAL: Valencia, España | DATE: Junio | YEAR: 2014

CONGRESS: 5th Advanced Design Cultures. International Forum of Design as a Process. The shapes of the future as the front end of design driven innovation | INSTITUTION: Tecnológico de Monterrey, Campus Guadalajara México | LOCAL: Tecnológico de Monterrey, Campus Guadalajara, México | DATE: 18-20 Septiembre | YEAR: 2014

CONGRESS: 4º Simpósio Paranaense de Design Sustentável (SPDS) | INSTITUTION: Universidade Federal do Paraná (UFP) | LOCAL: Universidade Federal do Paraná, Curitiba, Brasil | DATE: 20 Noviembre | YEAR: 2012

### **PATENTS**

Product Patents received in December 2015 and in April 2016, decided by Instituto Nacional da Propriedade Industrial INPI/Brazil:

BR302015 0058307 – REDFOX; BR3020150058021 – CAMAPÚ; BR3020150058315 – JACI; BR3020150058331 – TUMAN; BR3020150059567 – NIU; BR3020150059583 –

Susana PAIXÃO-BARRADAS

LLUM; BR3020160011192 – JAPIM; BR3020160011184 – TIBA; BR3020160008795 – TULUX; BR3020160011397 – UIRAPURU; BR3020160008809 - VICTORIA REGIA

### **OTHER PERSONAL INFORMATION**

Languages: **Portuguese** (Mother Tongue); **Spanish** (Excellent spoken, written and read); **English** (Good spoken and written, Excellent read); **French** (Good spoken and written, Excellent read)

Hobbies: Love of sports practice, exhibition of art, photography and dance.