

# Sarel Attia

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Industrial Designer (B.Des) with expertise in product development and prototyping, specializing in inclusive and accessible design solutions. Skilled in translating research and user insights into innovative, ergonomic products that seamlessly connect users with their environment. Dedicated to delivering high-quality, user-centered designs with a personal commitment to enhancing the experience and satisfaction of end-users. Proficient in 3D modeling and rendering, with hands-on experience in SolidWorks, Rhino3D, and KeyShot. Adept at executing projects from concept to production, applying a design strategy that balances usability, functionality, and visual innovation.

## SKILLS

**3D Modeling Software:** SolidWorks, Rhino3D

**Rendering and Editing Software:** KeyShot, Adobe Illustrator, Adobe Photoshop, Adobe Premiere Pro

**Digital Development and UI Design:** Figma, WordPress, Elementor

## PROFESSIONAL EXPERIENCE

2021 – 2022 **Industrial Design, Grizim Studio** | Intern

- Collaborated on a range of projects for both private and institutional clients.
- Conducted material assessments to ensure products met both design and technical requirements; applied creative technological solutions to address client challenges.
- Designed and adjusted products using **SolidWorks** for structural integrity and **KeyShot** for high-quality renderings, with a focus on innovative and accessible design.
- Participated in team brainstorming sessions to conceptualize and develop solutions, translating client requests into viable, creative design ideas.
- Completed a visitor center project, handling concept development, virtual rendering, and material selection to meet client requirements for durability and functionality.

## PROFESSIONAL PROJECTS

### STABLER – Final Project

**Overview:** STABLER is a home-use device designed to improve balance and prevent falls among the elderly. Inspired by Tel Aviv University research, it uses low-intensity brain stimulation to enhance stability and cognitive function.

**Design Concept:** Wearable head device with medical guidance, custom-fitted in multiple sizes

- **Process:** Began with sketching to ensure ergonomic design for elderly users.
- **Solution:** Provides 20-minute Sensory Stimulation Therapy sessions to help prevent falls through safe, non-invasive brain stimulation.

### CLEO – Smart Walking Cane

**Overview:** CLEO is a smart walking cane aimed at fall prevention for the elderly, providing obstacle alerts and health monitoring in a home environment.

- **Design Concept:** Equipped with cameras along its length to detect obstacles, CLEO offers customizable audio and visual alerts (voice prompts, sounds, or lights).
- **Features:** Includes an emergency button and tracks health metrics, offering added safety and independence.

## EDUCATION

2019 – 2022 **Bachelor of Design (B.Des) in Inclusive Industrial Design, Hadassah Academic College**

**Relevant Courses:** UX/UI Design, Graphics, Product Development, Inclusive Design, Research, Creativity, Design for Sustainability, Design Strategy, Service Design, Sketching, Drawing.

**LANGUAGES** Hebrew- Native | English- Proficient