

Product Design

Portfolio

Penelope Diaz

Hello I'm Penelope



Driven by a lifelong connection to the ocean from living in the Pacific Northwest to the beautiful islands of Hawaii, I have sought ways to learn and educate myself on how to positively impact our planet's environmental health. The ocean has become an inspiration that fuels my career direction as I finish my degree in **Sustainable Industrial Design.**

My emphasis has been to explore how materials, product lifecycles, and circular systems can ease pressure on marine ecosystems while still meeting real user needs.

My ambitions are to design and develop products that actively support marine conservation and enable more sustainable ways of living.

Penelope Diaz

Sustainable Product Designer
design@penelopediaz.com
www.penelopediaz.com

Education

Besign the Sustainable Design School / Product Design
Bsc Assistant Designer in Sustainable Design
September 2023 - June 2026

University of Hawaii at Manoa / Mechanical Engineering
August 2022 - May 2023

University of St Andrews / Computer Science
August 2021 - May 2022

Hawaii Preparatory Academy
GED
May 2021

Experience

Objective Ocean by Besign
Leader
Sep 2025 - Present

Junior Leader
Sep 2024 - Sep 2025

Founding Member
Sep 2023 - Sep 2024

Seattle Aquarium
Youth Ocean Advocate
2018 - 2021

Engagements

VROOM'25 Monaco
Exhibitor
December 2025

LuxePack Monaco
Exhibitor / Speaker
September 2025

Festival de la Photo de Nature
Exhibitor
June 2025

Professional Women's Network
Guest Panel
June 2025

United Nations Ocean Conference
Exhibitor
June 2025

L'Initiative des Jeunes Engages pour l'Océan
Panel Participant
June 2025

Festival des Sciences Océan Nice
Exhibitor
May 2025

Nice Climate Summit
Exhibitor
Sep 2024

Skills

Product Design
Systems Design
User Interface Design
User Research
User Experience
English - Native
French - C2

Tools

3D CAD
Rhino 3D ●●●●○
Shapr3D ●●●○
Blender ●●●○

Rendering
Keyshot ●●●●○
Twin Motion ●●●○

Graphism / Interface
Adobe Creative Suite ●●●●○
Procreate ●●●●●
Figma ●●●○
Canva ●●●●●
Wix Studio ●●●●○

Artificial Intelligence
Vizcom ●●●○
Perplexity ●●●●○
Chat Gpt ●●●●○

Coding
Python ●●●○

Projects



Akirea

A circular meal packaging system that eliminates the creation of waste



Neræe

Reimagining how luxury can change the sun care industry



Cetacean Set

Concept toaster and kettle set for Patagonia produced by Phillips



Parametric Tray

A study on parametric patterns and forms.

AkiRea

Rethinking the food packaging industry for take out meals

Responding to SDG 14.1 while creating a **zero impact system**



Design Studio Major Project

Ideating for the United Nations Sustainable Development Goal (SDG)
14.1: “**Reducing Marine Pollution**” emphasizing **Zero Waste**

The Problem

95% of waste in the
Mediterranean is plastic
Ocean Conservancy (2023)

A large percentage of which is waste
from food packaging

200 Million = **600 Million+**
meals delivered annually in
Europe pieces of packaging

Problem Statement

How can we **recreate** the food packaging industry
to be **zero impact**?



AkiRea

A **circular** food packaging system that prevents trash creation



The Box

Replaces single-use takeout containers



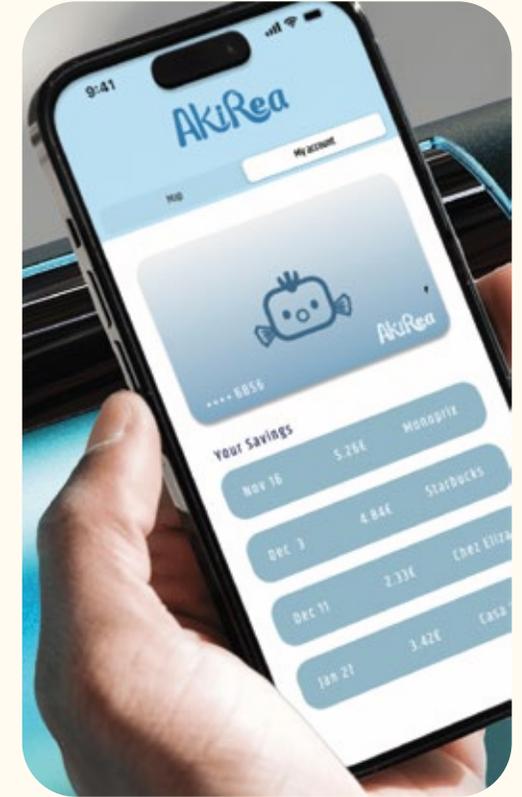
Return System

Return Kiosks located around the city



Collection

Kiosks alert the Akirea system when they are full. Boxes are retrieved and taken to an industrial cleaning facility and then redistributed to cafes

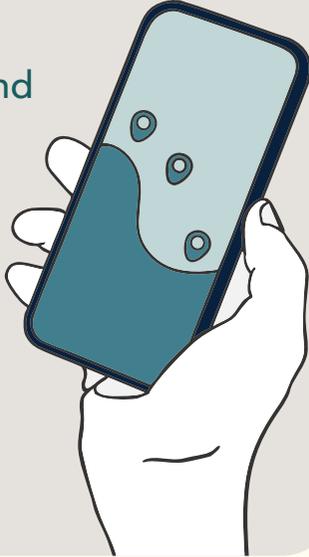


Rewards System

Rewards, return notifications, and community scores all within the Akirea app

User Experience

Use the Akirea application to find participating establishments



1

Discover new places to eat



2

Orders are connected to the Akirea App with a refundable deposit fee



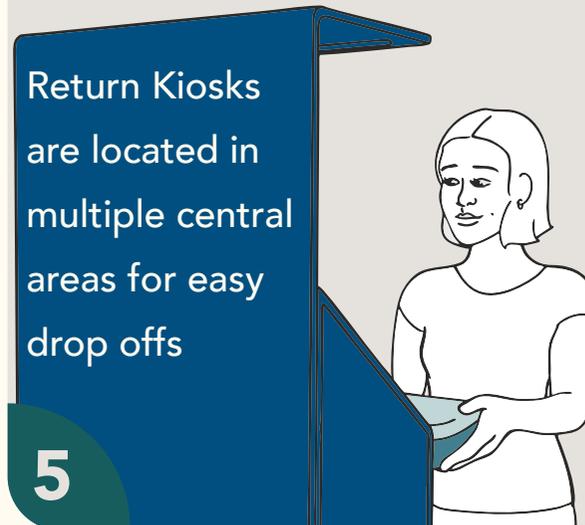
3

Take your meal along on your adventures



4

Return Kiosks are located in multiple central areas for easy drop offs



5

The app provides:

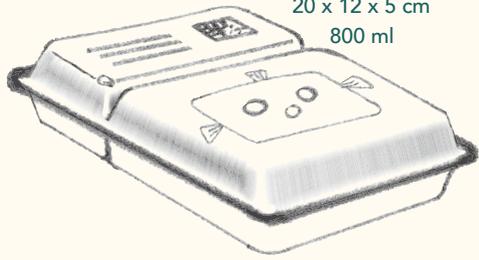
- return reminders
- deposit refunds
- loyalty rewards



6

The Box

20 x 12 x 5 cm
800 ml

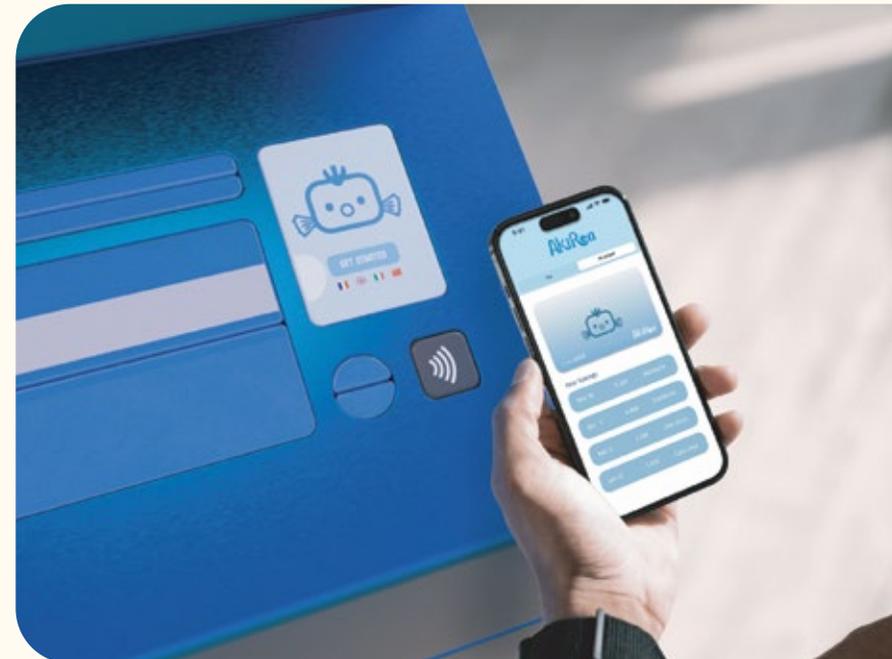
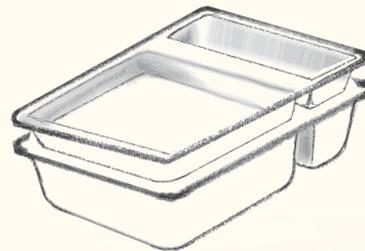


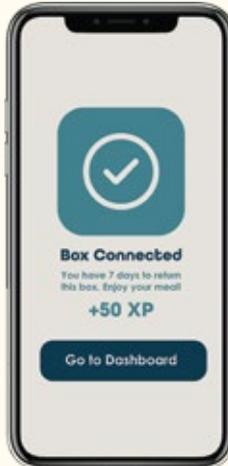
Boxes are made using stamping on recycled steel



Returns

The lid is designed to stack into the base for storage efficiency





App Experience

The Akirea app connects with orders, sends the user reminders to return their boxes, and then offers rewards in return

Tracking

Boxes are registered with QR codes and connects with users' accounts to prevent loss and theft





Integration

Akirea's app helps users find participating locations



Orders and payments are facilitated through the application

After dining, Akirea sends return reminders



Return Kiosks are located on the daily walking path for a seamless dropoff

Bringing Reuse to Luxury Skincare

How can we create a sun care product that is truly practical for everyday use, while protecting both the skin and the ocean ?

LuxePack Monaco 2025

 **Neræe**
The Sunwear Ritual



LUXEPACK
MONACO



The Cost of Sun Care

120 billion

beauty packagings are produced annually

(Pact Collective, 2024)

95%

of cosmetic packaging is never recycled

(CosmeticsDesign, 2024)

8 million+

tons of plastic enter the ocean each year, causing irreversible damage to marine ecosystems

(Our World in Data, 2023)

Target: Gen-Z

Value-driven consumption

Buying is a form of activism. Supporting **ethical**, transparent brands aligned with their lifestyle.

Preference for practical beauty

Choose smart and functional formats. Design must be aesthetic, **efficient**, and emotionally resonant.

Influence of Social Media

55% of Gen-Z discover brands through TikTok or Instagram. Aesthetic, shareable products drive desirability and **loyalty**.

Eco-conscious but demanding

Sustainability without compromise on style or experience. Design must feel luxurious and responsible.



Neræ

Neræ reinvents
The Sunwear Ritual



Neræ is a modular, refillable suncare jewel, designed to be worn like an accessory. Waterproof, compact, and customizable.

Neræ transforms daily sun protection into a ritual of **sustainable** beauty and freedom.



Refill. Glow. Repeat.

Compact and designed for 15 days of daily use, each refill keeps Nerae light, portable, and endlessly adaptable.



With Nerae, every jewel becomes a memory. Our charms are made to let you personalize your chain, carrying fragments of your story, shaped by emotions, travels, and encounters.

Tell your story

The Nerae Brand

Designed for life on the move: portable, elegant, and endlessly **refillable**.

Mini formats ready to protect, refresh, or glow, so you're always prepared for adventure.



Ocean-Polished Glass

Our bottles are inspired by sea glass. Refillable and returnable, they connect the permanence of home care with the fluidity of travel.

Highlighting tanning oil

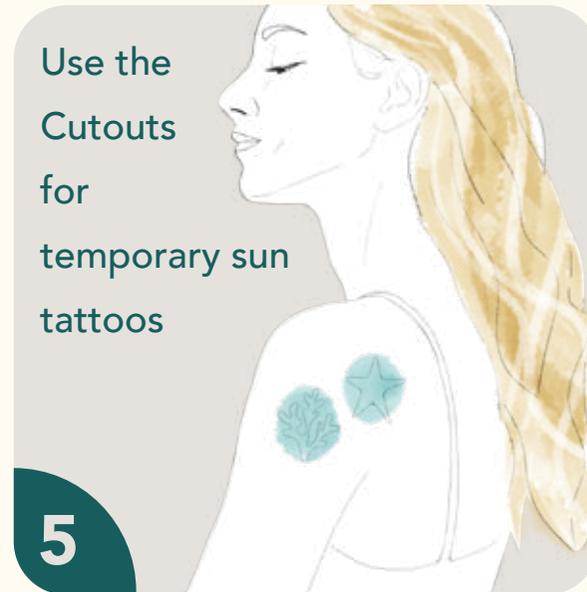
Hydrating Mists

For refreshing body, face, and hair. Doubles as a delicate perfume.

Collect charms that tell your story

Balms available tinted for lips and cheeks

User Experience: The Girl on the Go



Cetacean Set

Toaster and Kettle Set

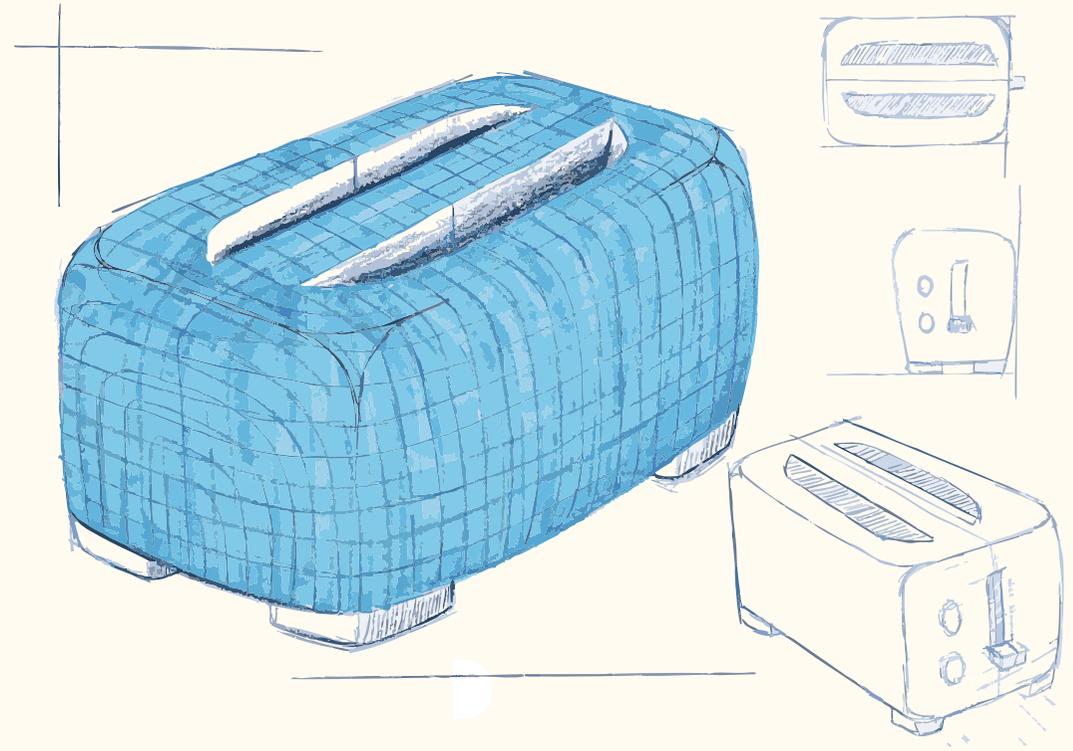
A concept collaboration product for Patagonia developed with Phillips brand



PHILIPS patagonia

Brief

Design a toaster and kettle set that reflects both brands' identities, expressing **sustainable**, ethical values while showcasing high technical performance and build quality.



Designing for **PHILIPS**

Philips is a global electronics brand with a broad portfolio, from medical devices to personal care. Their products share a clean, **minimal** aesthetic, frequent use of plastics, and a discreetly integrated logo



Cetacean Set





Body: Ocean bound Recycled HDPE
Base: Recycled Rubber



Mockups



Foam model to test the form

Parametric Tray

A collaborative project on parametric form

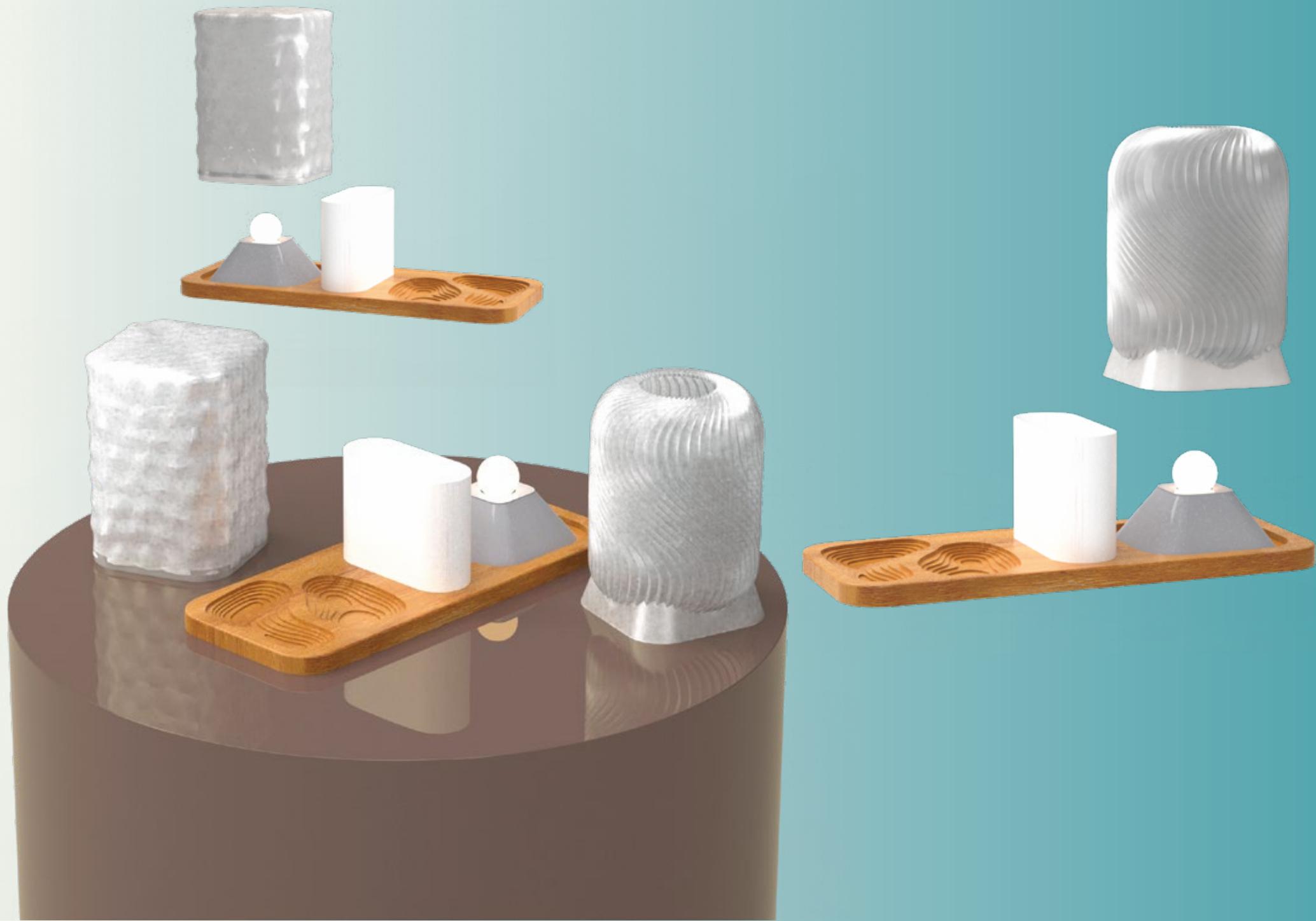


Brief

Design challenge: Produce a product that uses parametric forms.

Focus: a customizable lamp with an accessories organizer





Production

Made from CNC cutting and 3d print





More Projects

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@penelopediazdesign



www.linkedin.com/in/penelope-diaz27



www.behance.net/penelopediaz

Thank You