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Mario Ruiz
Industrial Designer
Mario Ruiz Studio

Photography by Marc Serra

Mario's viewpoint...

What do you consider to be your greatest professional achievement?

Working with companies that are thousands of miles away from my studio and feeling that they love good design as I do.

What is the most fulfilling part of your job?

Above all, there are two very important for me: one is when after working hard, I find the essence of where to lead the project. It's like an instant spark that gives me a lot of energy knowing that the birth of a new design has started. The other is when the product is finished and I see that the customer is happy with the result and that he believes in the project even more strongly than I do.

What do you think are the biggest challenges facing industrial designers today?

The outsourcing of production: today, everything is made for parts and in various sites (mostly Asia), and that causes decentralization and the loss of a full conception of the project. In the past, all the industrial processes were done by the same company and in the same place. For me another challenge is the speed with which new products are placed on the market, the deadlines are getting shorter and that causes a huge saturation of products out there.

What is the best thing you've learned in the past 10 years?

There are two: One is that I have found how there are "soul mates," like brothers, on a creative level many miles away from you. I've realized that there are like creative families, people who think, feel,

and create in a way so close to you that they are like distant brothers even though you hardly know them personally. Another thing I've been learning with time is that for me the most interesting design is not just a matter of designing but the degree of friendship, the good relationship and communication that you can have with your client and that many times transcends the product itself.

What inspired your career choices?

As a student of the institute, a teacher advised my parents to enroll me in design. I really owe him a lot, since I even took the decision of becoming a designer. After entering the design school, I was fascinated for the profession, and this fascination remains until today.

If you could have selected another career, what might you have been?

A chef

What would you like to leave as your legacy?

Well, I would like that the work and effort I've done throughout my life could be of value and understood by people.

What advice would you give to design students or those just starting out in the field?

I would tell them that being a designer is like becoming an astronaut. It is a complicated profession; it is very difficult to reach the top. But I also believe that if you know that from the very beginning, it is less painful approaching that point.