



eddie maraspin

[Digital/Physical Product Designer]

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📍 Zürich, Switzerland

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🇨🇭 Swiss 'B' Permit valid thru 2027

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[About me]

A logical and creative problem solver with 19 years of engineering experience and a deep focus on design, I blend creative thinking with technical precision to create elegant digital and physical products for startups, agencies, and more.

What lights me up is designing usable, beautiful things—whether a digital interface or a hand-built piece of furniture. From concept through prototyping and final delivery, I bring clarity, craft, and cross-disciplinary collaboration to every project.

I'm currently based in Zurich and seeking opportunities with studios where craftsmanship and innovation go hand in hand

[Areas of Expertise]

Design & UX: Product Design · UX/UI Design · No-Code Web Design · Wire-framing & Prototyping · Branding · Style Guides · User Research · Usability Testing · Data Analysis

Engineering & Build: Mechanical Design · 3D CAD Modelling · Furniture Design · Sketching · Hand Tool Fabrication

Methodologies: User-Centred Design, Agile Workflows · Rapid Prototyping · Cross-Functional Collaboration · Design Thinking

[Technical Proficiencies]

Design Tools: Figma · Framer · Miro

CAD & Visualisation: SolidWorks · CATIA · Siemens NX · KeyShot

Physical Tools: Sketchbook · Whiteboarding · Standard and specialist hand tools

Project & Ops: Jira · Notion · Trello

[Certifications and Training]

Foundations of UX Design - Google - 2024

Understand foundational concepts in UX design, such as user-centered design, the design process, accessibility, and equity-focused design.

Professional in Residence (xMBA) - Apr 2024

Focused on AI Tools, Agile Principles, Business Design, Self-Development, Startup Principles, Legal, Security

[Experience]

Founder/Designer

2024 - present

Nishibotsu

www.nishibotsu.com

Zurich, Switzerland

My independent design house blending handcrafted furniture and digital design.

- Designed and built Japanese-inspired furniture, taking products from sketch to hand-built execution.
- Delivered UX consulting and no-code websites for startups and SMEs.
- Created brand identities, advertising visuals, and marketing campaigns to support business development.

Designer

2020 - 2023

Swiss Smyze AG

<https://spectercoffee.com>

Zurich, Switzerland

First hire at a design-focused hardware startup building a premium under-counter coffee system for hospitality environments.

- Led full product development in SolidWorks—from concept through prototyping and installation.
- Aligned design with business needs in close collaboration with CTO and CEO.
- Improved user experience and sped up development cycles via rapid iteration and testing.
- Managed remote engineering teams and reduced costs by 30% between product versions.
- Supported business growth through compelling storytelling, visual decks, and clear presentations.

Mechanical Design Engineer

2005 - 2020

Various

Global

Held contract and permanent positions across aerospace and interior sectors, creating innovative design solutions for VIP and commercial aircraft interiors, and space applications.

- Worked with international teams to deliver mechanical systems under rigorous standards.
- Applied design-for-manufacture principles and iterative prototyping in diverse environments.
- Developed expertise in cross-disciplinary problem solving and stakeholder communication.