

Maria-Paz Gonzalez Mulet

Professional Interests

Consumer packaging design and research; analysis of market impact of different packages and product presentations; design of attractive packaging to consumers; research on packaging adaptation to different markets.

Professional Experience

August 2004 – present. Research assistant. Nutraceuticals in Tart Cherries. Departments of Agriculture Economics and Packaging. Michigan State University.

January 2004- August 2004. Research Assistant. Market analysis of the Michigan apple industry. Department of Agriculture Economics, Michigan State University.

January 2003- May 2004. Co-principal investigator. Evaluation of UV degradation of polypropylene twine used in agriculture. Partnerships for Food industry Development, Fruits and Vegetables (PFID-F&V), Michigan State University, USA.

August 2002- December 2002, Co-principal Investigator, Modified Atmosphere packaging for snow peas. Partnerships for Food industry Development, Fruits and Vegetables (PFID-F&V, Michigan State University, USA.

April 1999-December 2001. Product Design Manager. Developing new products, open new markets and management of the different licenses (Warner Brothers and United Media). La Tropical . Guatemala.

- Packaging: Designing new packages, art and color proofs, close relationship with the film printer, Management of the Warner Brother and Multimedia licenses,
- Marketing: Developing products for different markets to fulfill the consumer expectatives, opening new markets in Latin America, Close relationship with La Fragua (biggest Supermarket chain en Central America) for promotions, and new products entry.
- Production: Developing new products, new lines, and buying new equipment for the projects.

January 2001. Freelancing services in packaging design for dehydrated fruit and fruit flour for different cooperatives and companies. Association of Exporters of Non-Traditional Products (AGEXPRONT). Guatemala

January-1999- present date Freelance translator. Technical translation and Spanish edition of articles, presentations, article reviews, editorial notes and

advertisements for American Vegetable Grower publication in Central America, and Development Alternatives Inc: Productores

1996 to 1999. Handicrafts Marketing and Design Consultant. PROART, European Union.

- Marketing: Elaboration of the promotion campaign and distribution logistics for the handicrafts projects. Preparation of the display of products in international fairs such as Tendencia in Germany and Macef in Milán, and attendance to the shows.
- Design: Design and establishment of new production systems for textiles, confection, ceramics, and woodworks. Design of new products for national and international markets
- Quality: Quality control and inspection of production.

1999 IICA, Guatemala

Consulting services in marketing and design of handicrafts in the regions of Izabal and Peten , for the Inter-American Institute for Cooperation on Agriculture.

1994–1997 Handicrafts Exports and Design Manager. De La Selva, S.A. Guatemala

- Marketing: Elaboration of the promotion campaign and distribution logistics for the handicrafts projects. Preparation of the display of products in international fairs such as Tendencia in Germany and Macef in Milán, and attendance to the shows.
- Design: Design and establishment of new production systems for textiles, confection, ceramics, and woodworks. Design of new products for national and international markets
- Quality: Quality control and inspection of production.

1997–1998 Harmok, Monterrey, MX. Consultant

- Planning and design of the Production Plant
- Definition of the project's logistics
- Planning of the commercialization and distribution channels for the products

Teaching Experience

2004 Michigan State University. Teaching Assistant for PKG 323

2002 Michigan State University. Teaching Assistant for PKG 323

1998 Universidad Mariano Gálvez, Guatemala, Art and Furniture History Instructor

1998 Universidad Rafael Landívar, Guatemala. Handicrafts Design and Export Methods Instructor

Education

- Ph.D. Student, Michigan State University (Packaging)
- M.Sc. 2004, Michigan State University (Packaging)
- B.A., 1997, Universidad Rafael Landívar, Guatemala (Industrial Design)

Languages: Spanish, French, English and Italian

Software: Windows (Word, Excel, Project, Power Point, etc), Internet, Auto Cad, Mini Cad, Free Hand, Illustrator, Photoshop