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Florence Pineda

PRODUCT DESIGNER · GRAPHIC DESIGNER · ILLUSTRATOR

EDUCATION

CREAPOLE esdi

School of Management & Creation

Paris, France

Sept. 2004 - April 2009

- . Bachelor and Master's degree in Industrial Design focused on product and graphic design

WORK EXPERIENCE

REPLIGEN GROUP

Marketing specialist

Remote from FRANCE - company based in Boston, USA
Since November 2021

- . Marketing assets for campaigns, webinars, social networks, emailing.
- . Graphics and Marketing banners for company tradeshows.

RIVAGE FRANCE

Freelance designer

Biarritz, France

Feb. 2018 - 2021

- . Marketing kits for social media influencers and artists - **Lilylovesfashion, Auguste**
- . Graphics, branding and website design for editors - **Idmo, Edit 360**
- . Branding and advertisement for restaurants - **Bar de la plage Biarritz, La Madrina, Le Georges**
- . Graphics and interface design for new generation ATF controllers - **Repligen**

DECATHLON GROUP

Co-Design Director / Senior designer

Hendaye, France

Nov. 2015 - April 2017

TRIBORD brand

- . Full conception of the brand identity manual
- . Tribord art direction on branding & products - *sailing shoes, bags, accessories*
- . Responsible for compliance monitoring at the production factory - *Vietnam and China*
- . Sales analytics and forecast for the next range of products

KIPSTA brand

- . Equipment designer for team sports division (8 fashion seasons) - *accessories and clothing*
- . Hired to implement and design an innovative line of products
- . Responsible for organizing internal design workshops and motivation talks
- . Managed and mentored design interns
- . Named on several innovation patents

Lille, France

March 2012 - Nov. 2015

CURVE ID - Design consultancy

Product design Intern

New York, USA

Mar. 2011 - Mar. 2012

- . Packaging design mouthwash and bodysoap bottles - **Colgate**
- . Product design - TV stand and washing machine - **Panasonic**
- . Product design - barbecue utensils - **All-Clad**
- . Ergonomic design - office chair - **Muma**

BRESSLER GROUP - Design consultancy

Freelance designer

Philadelphia, USA

March 2011

- . Design concepts for craft tools, ideation and design research

DENSO CORPORATION

Industrial and graphic designer

Kariya, Japan

Jul. 2009 - Mar. 2011

- . R&D designer, research on innovative concepts for meter cluster
- . LEXUS dashboard design and CAD modeling for future concept cars
- . UX/UI development
- . Barcode reader design - physical form and function

QUIKSILVER

Design Intern

Saint-Jean de Luz, France

Jul. 2007 - Jul 2009

- . Created a full line of eyewear, optical and sunglasses

LANGUAGES

FRENCH	Native
ENGLISH	Fluent, spoken and written
SPANISH	Basics

SKILLS

SPECIFIC DESIGN SKILLS SET

- Product strategy development and planning
- Industry and corporate standards expert
- UX/UI, illustration and graphic design
- Product sketching and ideation by hand
- Structural design of the product and mockup builder
- Expert in colors (pantone and color coat) applied on - paper, leather, plastic, fabric (seamless)
- Prototyping and pre-production

SOFTWARE	Adobe: Photoshop, Illustrator, In Design, After effects, Acrobat, XD.
	Microsoft: PowerPoint, Word
	CAD Rhinoceros, Solidworks, Shoemaker, Keyshot
	Procreate, Sketch, Wordpress, Wix

TRAINING

ORTHOPEDIC SHOE DESIGN <i>External training</i> Artisanal training in shoe making and luxury leather goods Pattern design	Bayonne, France 2017
FUTURE MANAGER COURSE <i>Decathlon Internal training</i> Focus on team management and communication skills	Hendaye, France 2016
PROJECT MANAGEMENT COURSE <i>Decathlon Internal training</i> . Coordinate, organize and drive collection . Quality monitoring: be the link between the design team and manufacturing team, drive quality and efficiency	Lille, France 2015
COLOR AND MATERIALS DESIGN <i>Decathlon Internal training</i> . Recognition, verification of recipes and use on different media (textile, leather or plastic) for synchronization of product lines	Lille, France 2015

INTERESTS

Sketching, water painting, stand-up paddling, art, sewing, reading graphic novels and running