

Luiz Leal

Industrial Designer

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HIGHLIGHTS OF QUALIFICATIONS

- Seasoned Industrial Design professional with 10+ years of work experience in Canada, Brazil and Vietnam;
- Bachelor degree in Industrial Design;
- Experience designing complex products, from concept to market;
- Knowledge in manufacturing of goods in metal, wood, and plastics;
- Strong project management skills, handling multiple priorities, holding deadlines, and prioritizing on demand;
- Experience dealing with international suppliers;

CORE SKILLS

Solidworks | Fusion 360 | Keyshot | Adobe Suite | Project Management | 3D modeling | Organization | Creative Problem Solving | Industrial & Furniture Design | POP Design | Microsoft Office | Autocad | Prototyping | 3D Printing | Entrepreneurial spirit | Graphic Design | Design Thinking | User Experience

EXPERIENCE HIGHLIGHTS

Senior Industrial Designer – June 2021 to moment

NewAge Products Inc

- Reporting to the Product Development Manager, I design and manage product developments for the Garage category, further ensuring all communication with vendor and stakeholders are done in a timely manner, promoting a smooth program development.
- Conduct Market research and perform competitor analysis, presenting to all necessary stakeholders, including executive staff.
- Work together with Engineering, Sales and Marketing teams to deliver all necessary collateral to support product launches.
- Present programs for C-level staff, for validation and further development
- Direct liaison with international suppliers.

Industrial Designer - November 2019 to March 2021

Browne Group Inc

- Reporting directly at the Product Development Director, I designed and managed kitchenware products for the retail and foodservice divisions at the Browne Group;
- Direct responsible for the development of over 30+ exclusive design projects for the retail brand, Cuisipro.
- Worked closely with SCM and domestic/international manufacturers to ensure new products met standards
- Design and Development of successful OEM projects for external clients such as HBC, Arby's, and Cob's Bread.
- Review and report for products samples, both domestic and international, in both Foodservice and Retail divisions
- Development and verbal presentation of new product concepts to all stakeholders, including executive staff;
- Develop collateral projects such as graphic presentation templates and cost effective POP designs;
- Utilized 3D printing and other shop mock-ups for design proofing and executive sales presentations;

- Strategized and developed market competitor sets under the Cuisipro brand, and presented analysis to the executive team.

Senior Industrial Designer – September 2018 to July 2019

Technos Group S/A

- Directly responsible for designing over 50+ watch ranges to be launched between Dec 2018 and Dec 2019;
- Designed products with over 65% of market sales in the first 3 months after launch. Designed the Legacy Date frame, with over 65% of overall sales in the first 3 months.
- Proactively designed the exclusive second's hand for the gent watches, as a plus work from my daily responsibilities
- Elaboration of briefs to our international suppliers,
- Improved the sample organization system, saving work time when shipping samples to our sales reps, being commended by several regional managers and clients for my new system.
- Participating in the POs issuing together with the supply chain team, to make sure every aspect of our designs were met and understood.
- Directly negotiated prices with our suppliers, being able to save costs in every project and increase their margins;
- Manage the work and gave guidance to the design interns, either from Technos or other brands;
- Improved the organizational files method, making it clear to any newcomer to understand where each project was.
- Point of contact for the sales reps to request samples, shipped all over Brazil.
- Help design branding projects together with the marketing team to increase awareness and sales conversion online and offline, and retain customers;

Founder/Creative Director – June 2012 to August 2019

Think BiG Design

- Owned company focused on marketing and selling self-developed projects, mostly in furniture and home decoration;
- Manage multiple projects, both external and internal;
- Design of furniture and home decoration products;
- Produce Technical Drawings and BOM's;
- Design consultancy for clients;
- Development of branding actions and projects for external clients;
- Design of Visual Identity and branding projects;
- Manufacture of corporate gifts for branding activity
- Graphic design of labels, assembly instructions and marketing material;
- Product photography and image manipulation.
- Design and Development of POP designs for the brand and partners

Senior Industrial Designer – January 2016 to July 2017

Global Home Group

- Designed over 30 complete furniture ranges (living, dinning and bedroom items) for UK, USA, Australia and South African markets, 90% in a knock-down system;
- Manage a team of 8 Vietnamese staff in the production of Technical drawings, BOMs, and 3D models, while checking for optimum construction to save costs;
- Reported directly to the Design Director;
- Worked closely with sales director to product exclusive ranges for clients in Australia and South Africa;
- Developed the CMF swatches for each range, giving feedback to our suppliers;
- Check samples and mass production items in offsite partners for final quality control;
- Point of contact toward attending new furniture shows for forecasting trends and finishes;

Industrial Designer – July 2014 to February 2015

Ciclo Architecture Studio

- Reported directly to the Studio Director;

- Designed exclusive projects for clients as Coca-Cola, Rock in Rio, and TIM in regards of POPs and event stages;
- Design of custom furniture and fixtures for clients, in a home interior or office space
- Debrief and liaison with clients for projects, participating in meeting and managing client's expectations;
- Prepare CAD and graphic presentations to internal and external stakeholders;

Industrial / Furniture Designer - October 2012 to June 2014

LVA Criação Studio

- Reported directly to the studio director;
- Responsible for all the research, in-loco data gathering and design for the Morar Carioca urban furniture proposal;
- Work alongside a multi-disciplinary team toward the urban planning of low income communities in Rio de Janeiro;
- Design of the award winning project for LVA Ventures' end of the year communication book.
- Manage and gave support to junior designers and interns;
- Lead designer for the LVA HOME furniture products, from conception to final drawings and presentations;
- Participate in the design of marketing and communication strategies for internal and external clients;
- Proactively contributed with the graphic design team and projects;

Industrial Designer – March 2009 to October 2012

GRVa/LAMCE

- Reporting directly to the research lab Director;
- Development of an exclusive mechanism to assemble and regulate projectors in a cave simulator system;
- Sketching and design of physical mechanisms for sensor movement;
- Design of technology equipment with onboard PCB;
- Responsible for full design and construction of reach stacker and truck simulators;
- Collaborate with internal engineering and CGI teams for complex assembly of elements, such as LED boards and controllers, push buttons and control joysticks, and texture mapping;

EDUCATION

Masters of Business Administration (MBA)

Escola Superior de Propaganda e Marketing
April 2013 to March 2015

Bachelor of Design, Industrial Design (B.Sc)

Pontificia Universidade Catolica do Rio de Janeiro
August 2003 to December 2008

LANGUAGES

English: *Professional proficiency, fluent* | Portuguese (Brazil): *Native* | French: *Beginner*

AWARDS

- Selected projects participated in the Rio+Design Expo, during Rio de Janeiro's design week, from 2013-2015;
- Selected projects participated in the Rio+Design Expo, during Milan's design week, from 2013-2015;
- Bronze place in the 2013 Columnist Awards in Rio de Janeiro, Brazil
- Co-branding with fashion brand Shop 126 to showcase my design in their front window and compose the Visual Merchandising for the season