



PERSONAL INFORMATIONS

Date of birth: 22/08/1996
Residence: Strada Villoria 4/P, Tortona (AL)
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HARD SKILLS

- Technical skills
- Data Collection and Analysis
 - Market Analysis
 - Design Thinking
 - Trend Analysis
 - Concept Generation
 - Graphic Elaboration
 - Product and Service Development

- Software
- Office Package:
Word, Power Point, Excell
 - Adobe Suite:
Illustrator, InDesign, Photoshop, Lightroom, Premiere Pro
 - UI tools:
Figma, basis of Visual Studio Code, InVision, Adobe XD
 - 2D: AutoCAD
 - Rendering & 3D modeling:
Solidworks, Keyshot
 - Other tools:
Miro, Mural, UsabilityHub

SOFT SKILLS

- Team Building
- Problem Solving
- Assertiveness
- Time Management
- Work Ethic

LANGUAGES

ITALIAN: Mothertongue
ENGLISH: IELTS 7 C1, 31/07/2020

Driving License type B

BEATRICE ROSSI
Multidisciplinary Designer

EDUCATION

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2019 - 2022
MSc Degree in Integrated Product Design,
Politecnico di Milano
Development of an experimental thesis on
“Creative problem solving” in collaboration with
the Company “Le Brainers”
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2016-2019
BSc Degree in Product Design, Politecnico di
Milano
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2010-2015
Scientific High School Diploma
Liceo “G. Peano”, Tortona (AL)

EXPERIENCES

- June 2021**

Product Design Workshop in collaboration with **Pepsi**
- Sept 2020**

Workshop in collaboration with **Epta-IARP**, Lab. of Final Syntesis
- Jan 2020**

Samsung Innovation Camp, **Training Course**
- Dec 2019**

Workshop in collaboration with **SAES**, Lab. of Product Development
- Oct 2019**

Workshop in collaboration with **Ferrero**, Lab. of Product Development
- July 2019**

Workshop in collaboration with **Verallia**
- April 2019**

Participation at **POLIMI MATES** and collaboration for the organization of the setting up of the stand of the **Politecnico for Salone Satellite 2020**
- Oct 2018**

Workshop at Vodafone,Vodafone Digital Tour

WORKING EXPERIENCES

- Feb-June 2021**

Internship in Sales and Interior Design Department, IKEA Srl, Milano
Using of the interior design layout as a commercial tool to implement commercial strategies within the shop; providing customers with furnishing solutions for product combinations, using software for rendering; contribution to the positioning of the IKEA shop as the first choice for home furnishing in the local market, through the application of marketing and communication strategies.
- Sep 2021-March 2022**

Collaboration with Politecnico di Milano
Creation of graphics such as information documents and layouts for for the improvement of the Politecnico website; creation of presentations for use at Politecnico conferences and events; processing of institutional videos visualisation and analysis of data for the creation of graphs representing institutional trends.