



Work Experience

2019 - Upon today

BRIKO - BASICNET S.p.A. (ITALIA) - www.basic.net - briko.com

HARDGOODS DEVELOPER

- Production of technical briefs for new products.
- Development and production of internal prototypes.
- Management of product development at suppliers factories.
- Review and approval of prototypes and samples.

2017 - 2018

LEM Helmets (USA and Spain) - www.lemhelmets.com

MARKETING COORDINATOR

- Definition of the strategy for the European and American launch of the brand into cycling market, in coordination with the LEM office in Morgan Hill - California.
- Definement of the structure of the product collection.
- Research, selection and coordination between agencies and freelancers for the different aspects fo the brand launch.
- Artistic direction for the develop of the corporate image of the LEM Helmets brand for the American market.
- Management of the LEM Helmets attending to Eurobike fair.
- Salesnet support.

GIST Italia - www.gistitalia.com

FREELANCE CONSULTANT

- Management of the certification process of the mod. Primo helmet.
- Complete development (from concept to certification) of helmet mod. Volo.

2014 - 2017

MIASUKI Asia (Hong Kong) - www.miasuki.com

TECHNICAL PRODUCT DESIGNER E INTERNATIONAL PROJECTS COORDINATOR

HONG KONG HEADQUARTER

- Development of horse riding technical products as saddle, gloves, equestrian airbag and wearable devices.
- Quality control of riding helmets.
- Development of heat-sealed tote bag and backpack with solar panels.
- Research of high tech materials and solutions (for performance and aesthetics), suppliers and services.
- Assistance to creative department.
- Development of printed products (Stationary, brochures, ...).
- Set up and management of photo-shootings, fashion shows and castings.
- Project management of international events.
- Supervision of Website and online store.
- Set up of Inventory and Sales Tracking System.
- Set up of Office and Corporate Information Exchange System.
- Set up and supervision of IT.
- Management of online customer orders.

2007 - 2014

FREELANCE

- Design and development of several projects about sport helmets.
From graphics design to parts and accessories test and development.

Education

- *European Certification - February 2016*
Marketing Expert, Media Planner and Business Analyst.
- *Degree at Politecnico di Milano - July 2013*
Design University: industrial and product design.
- *Politecnico di Milano - July 2009*
Engineering University: material and nanotechnology engineering.
- *Diploma at I.T.I.S. Lagrange, Milano - July 2007*
Coding and IT.

MATTEO TORTOSA

Firenze, 29 Aprile 1988

Via Fiume, 27, Paderno Dugnano - Milano
Italia

Professional Skills

- Project management.
- Master of digital arts and 3D software.
 - 3D scanning and printing.
- Knowledge of production technologies.
- Long time knowledge and affinity with several Chinese and Italian suppliers.
 - Trend and milieus analysis.
- Composite materials passionate.
- Sport equipment expert tester.
 - Professional motorbike racing experience.
- Sewing, tailoring and textile knowledge.
 - Supply Chain fundamentals.
 - Websites development.

Languages

Italian (Mother language)
English (Fluent)
Spanish and French (Base level)

About me

I've a great passion for design and sports.
Thanks to my proactive attitude and multi disciplinary experience I can give my contribution in a lot of different situations.
I'm looking for the possibility to express my-self and my skills at my best taking advantage from all the work and life experiences I had the luck to live.
I compete in a national level motorbike racing competitions and I'm active in a few contexts, also international, for conservation of culture heritage.

