



## Work Experience

### 2019 - Upon today

*BRIKO - BASICNET S.p.A. (ITALIA) - [www.basic.net](http://www.basic.net) - [briko.com](http://briko.com)*

*HARDGOODS DEVELOPER*

- Definement of the structure of the collection.
- 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](http://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.
- 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](http://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](http://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  
Programming and information technology.

## MATTEO TORTOSA

Firenze, 29 Aprile 1988

Via Fiume, 27, Paderno Dugnano - Milano  
Italia

## Professional Skills

- Digital Arts, 3D and office Software deep knowledge.
- Good Experience in 3D scan and printing
  - Sport equipment expert tester.
  - Professional motorbike racing experience.
- Knowledge of the sponsorship relationships.
- Long time knowledge and affinity with several Chinese and Italian suppliers.
  - Trend and milieus analysis.
- Composite materials passionate.
  - 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.

