



# ALEXANDRE BERNELIN

## # Design Manager/Industrial Designer

29 years old - Driver license  
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Portfolio

«As a team leader or alone, I always start project focusing on final user, it's in my opinion the most effective way to emerge good concepts.»

## Experiences

2011 - Present : **Design Manager, OPTION N.V**

- Art Direction (Industrial Design & Graphic Design)
- Creation of Option design language
- Manage and develop all company's collaterals
- Design and develop Option's products

- \* «Design Observer 2013» Official selection - Project XYFI
- \* «Best Connectivity Device» Award Mobile World Congress 2012

2009 - 2011 : **Design Manager, SAGEM WIRELESS/MOBIWIRE**

- Art Direction
- Manage a team of 16 Shanghai-based designers
- Participation to RFQ presentations
- Design and develop strategic products

- \* «Design Observer 2011» Award - Project Binder/FnacBook - E-reader
- \* «Design Observer 2010» Official selection - Project COSY Phone Smart Phone for seniors

2008 - 2009 : **Designer, Groupe SEB**

- Creation and development of product for Health Care and Home Appliances product lines.

2007 - 2012 : **Freelance**

- **Motorola** : Creation of 5 concept phones in partnership with Motorola's Design Team
- **MobiWire** : Creation of 1 concept phone for Vodafone
- **MP2 Cosmetic Solution** (agence de communication) : Création et développement d'un packaging pour NOCIBE
- **Marque Attack** (communication agency): Design of POS advertisement and packaging concepts for Heineken
- **IOTA Design** (Design Studio): Creation of lamps concepts for SEVEN Lightings

## Skills

- Product Design
- Art Direction
- Management
- User experience
- Technical Development

## Awards

- «Etoile du Design»  
Design Observer 2011
- Best Connectivity Device  
Engadget MWC 2012

## Languages

- Français : Mother tongue
- English : Fluent

## Education

- CREAPOLE E.S.D.I 2008 :  
Master Degree, Product Design  
& Management

## Hobbies

Sciences, gastronomy, rugby,  
books, digital arts, Chinese  
History, cinema and the social  
medias.

## Software

