

PRODUCT DEVELOPMENT - ENGINEERING OF PROCESSES - DESIGN

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EXPERIENCE - CV

EDUCA BORRAS, SAU

Engineering of processes. Product Development.
Nov. 2019 - Currently

Tasks and functions:

- Overview of some stages of the manufacturing processes in order to adjust costs and make them viable.
- Outsourcing of components. Negotiation with providers.
- Support on design, oriented to cost optimization.
- Closer work with Purchase, Import, Product Integrity departments.
- Management of communications with all providers.
- Market research for price, quality, innovations.
- Reporting to COO. Meetings in order to have an overview of the status of running projects.
- Close contact with engineers, designers.
- Technical aspects related to factory machinery.

CRAZE TOYS, GMBH

Product Development Manager Hong Kong.
Feb 2019 - April 2019

Tasks and functions:

Coordinator between marketing team in Germany and Creative team in Hong Kong.
Responsible for the projects and Human resources of the department.
Reports to owners of the company.
Visits to Fairs and Factories

KIDS LICENSING

Design and Product development Hong Kong.
Sept 2015 - Feb 2019

Kids Licensing collects the legacy of Kids Euroswan, a company that has been searching for the latest market trends in the toy, stationery, gift and textile sectors for over thirty years.

Tasks and functions:

Design - Approval - Preproduction - Production - Contact with Licenses - Monitoring of projects with factories and suppliers - Style guides - Proposals for product design - Study of trends in the sector, both in product and in license.

- Coordinator from Hong Kong between the design group located in Spain and the factories in China. Product development.

- Direct contact with licenses (Nickelodeon, Disney, ZAG Heroes, Hasbro, Illuminaion, EOne, and others).

- Direct contact with factories to apply new developments and control productions. Samples, approvals with licenses, new developments.

- Graphic support specific to orders with special requirements for different geolocation and / or regulations.

- Meetings with Management to report and optimize processes, as well as to present new proposals.

KENOBE DESIGN

Art Direction

From January 2010 - Currently - Personal project

Tasks and functions:

Freelance design solutions for every need and every business.

GLOBAL AMEUROP

Category Manager Design and Product Dev.

March 2013 - September 2015, Barcelona.

Tasks and functions:

Disney / Mattel / Cartoon Network / Cook'n'Roll / SweetCare / Marvel.

Product development

Responsible for projects and Area.

Graphic support.

Plastic toys, Electronic Toys.

Internal corporate image.

Management of the design processes and Timelines.

Report monthly to management.

Control of industrial product design.

Outsourcing with suppliers mainly in China.

GIROMAX / E-MAX

Design and product development

Jan 2012 - July 2012, Barcelona

Tasks and functions:

Creation, design, development of children's collectibles. Creation of own product lines.

EXPERIENCE - ACADEMIC BACKGROUND

ELISAVA BCN

Tecn. Engineering, Industrial Design
1999 - 2003

ESCOLA MASSANA BCN

Degree in Arts and Design
2004-2008

IEBS SCHOOL

Posgraduate, Strategic Marketing for Product
2021

SKILLS

PROJECT MANAGEMENT

★★★★★

CREATIVITY

★★★★★

COMPREHENSION OF COMPLEXITY

★★★★★

MOTIVATION OF TEAMS

★★★★★

NEGOTIATION

★★★★★

WORKS OF ROUTINE

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TECHNICAL CHALLENGES

★★★★★

TEAM PLAY

★★★★★