

Leonardo Capelas Romeu

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Dual Citizenship: Brazilian and Portuguese (EU) - 40 years – Married
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INDUSTRIAL DESIGN MANAGER

CAREER DEVELOPED IN COMPANIES SUCH:

BSH Home Appliances (**Bosch and Siemens**), MABE (**General Electric, Continental and Dako**), Hewlett Packard (**HP**)

Summary

- Industrial Design Manager with a background designing product experiences from retail do end-use, understanding human/product interactions from first impressions to everyday use;
- Advanced material research and development in collaboration with R&D, sourcing and suppliers.
- Color and finishes road mapping and management across product lines and brands;
- Color Concept Development & Trends to Product industrialization;
- DNA Visual Aligning, key signature elements across the sectors, creating a very powerful, consistent and recognizable visual brand language (VBL) for HP Large Format and 3D Printers, Teka, General Electric (GE), Continental and Dako;
- Solid ability to manage creative groups, from ideas generation processes to deliver to market, with strong focus in innovation, business and brand value creation;
- Interchange and projects with Design Centers in Germany, Mexico and United States, Spain and Italy.
- Experience in different markets, cultures and segments with broad vision of business and industry segments;
- Projects in partnership with several international design offices as Italdesign/Giugiaro, Nacar Design, Addit-Ion, Domus Design, Design Connection, M2L, Questto-Nó, Indio da Costa Design, Tarkus and VRD Research;
- Development of complete ranges for cookers, refrigerators, washers, ovens, cooktops. Since sketches, materials study, 3D modeling, CMF, costs and market researches and launch;
- Negotiation with suppliers (FFF - Fit feel finish, quality and deadline);
- Implementation and monitoring of mockups, prototypes and models for analysis and researches;
- Solid expertise in strategic product design and visual communication.

Professional History

- 2017 – pres. TEKA GROUP (Madrid - Spain)**
GLOBAL DESIGN MANAGER
- *Responsible for home appliances (hobs, ovens, cooker hood, dishwashers, microwaves, coffee machines), kitchen sinks and faucets development for Teka and Küppersbusch brands in Europe, Latin America, Middle East and Asia.*
- 2016 – 2017 HP – HEWLETT-PACKARD & NACAR DESIGN (Barcelona - Spain)**
HEAD OF INDUSTRIAL DESIGN
- *Projects development and coordination for 3D printers (HP new generation) and large format printers (plotters and industrial printers).*
- 2015 – 2016 INSTITUTE SENAI OF INNOVATION (Brazil)**
LEAD INDUSTRIAL DESIGNER AND RESEARCH SPECIALIST
- *Coordination and development of industrial design projects for all types of industries from several areas such as medical, furniture, appliances, industrial machines, laboratory equipment, etc.*
- 2009 – 2014 MABE BRASIL HOME APPLIANCES (Brazil)**
Mexican multinational acquired BSH Brazil in 2009, is the 3rd largest home appliance company in Brazil, with sales of USD 3.6 billion (USD 0.8 billion in Brazil). The GE Company is a shareholder.
LEAD INDUSTRIAL DESIGNER – IDO (INDUSTRIAL DESIGN OPERATION) - MERCOSUL
- *Design coordination for Mabe Brasil Home Appliances Group. Cooking, Cooling and Laundry projects under the brands GE, Continental and Dako (Mercosul)*
 - *Interacting projects with Mabe IDO Design Center in Querétaro-México;*
 - *Interacting projects with General Electric Design Center in Louisville – USA;*
- 2009 – 2016 ISTITUTO EUROPEO DI DESIGN (IED)**
INVITED PROFESSOR (MASTER INDUSTRIAL DESIGN)
- *Master course of Industrial Design: Furniture Design, Envisioning and Home Appliances Workshop.*

2008 – 2015	UNIVERSIDADE PAULISTA (UNIP) PROFESSOR (DESENHO INDUSTRIAL)	
	<ul style="list-style-type: none"> Graduation course of Industrial Design: Projects Methodology, Furniture Design, Home Appliances Design, Design Theory and Sketching. 	
2000 – 2009	BSH CONTINENTAL HOME APPLIANCES (Brazil) Bosch and Siemens Home Appliances Group is the largest appliance manufacturer in Europe, selling some of the most important brands in the segment, with sales of € 9 billion worldwide.	
	LEAD INDUSTRIAL DESIGNER – LATIN AMERICA COORDINATION	2007-2009
	<ul style="list-style-type: none"> New products development for BSH Group (Latin America/Europe/Portugal/Spain) for Cooking, Cooling and Laundry under the brands Bosch and Continental; Continental Copacabana Refrigerators line development; New line of Glass Cooktops for Continental brand. 	
	INDUSTRIAL DESIGNER JR / PL / SR	2002-2007
	<ul style="list-style-type: none"> Project X-Frost, new line of refrigerators Bosch (Space), complete renovation of the line Bosch. First project made in Brazil for Bosch brand; New line of Continental Cookers LC-10 development, this project has reached 26% market share in the target segment. 	
	INDUSTRIAL DESIGN INTERNSHIP	2000-2002
	<ul style="list-style-type: none"> Developments and studies of cookers and refrigerators for Continental and Bosch brands. 	
1998 – 2000	CATIOCA CONSTRUTORA TECHNICIAN IN CONSTRUCTIONS	
	<ul style="list-style-type: none"> Budget execution for hospital and commercial constructions and renovations. 	
1997	SOCIEDADE BENEFICENTE ISRAELITA BRASILEIRA HOSPITAL ALBERT EINSTEIN CONSTRUCTIONS INTERNSHIP	

Academic History

Master - EaD - Distance Education Techniques	Universidade Paulista - UNIP (2011)
Master Strategic Design - Industrial Design	Istituto Europeo di Design – IED (2007)
Bachelor Industrial Design	Universidade Presbiteriana Mackenzie (2002)
Technician in Constructions	Escola Técnica Federal de São Paulo (1997)

Languages

English – Advanced, Spanish – Fluent and German – Basic

Softwares

- Corel Draw, Illustrator, Showcase (Autodesk), KeyShot, Rhinoceros 3D, Solidworks, Photoshop, Adobe Premiere.

Awards

- IF Design Award (Germany)** – Bosch Express Control Free-Standing Cooker - **2007**
- Red Dot Design Award (Germany)** – Bosch Space KDN49P Refrigerator - **2008**
- Good Design Award (USA)** – GE Ecoperformance Washer and GE Ingenious Refrigerator - **2012**
- Idea Brasil** – Refrig. GE Ingenious - **2012**, Refrig. Continental Massima and GE Ecoperformance Washer - **2011**
- Design Excellence** – Bosch Express Control Free-Standing Cooker - **2007**
- House & Gift Design** – Refrig. GE Ingenious – **2012**, Refrig. Bosch REBS49WD – **2010** and Refrig. Bosch Glass Ed. – **2009**
- Senai Excellence** – GE Ecoperformance Washer and Bosch Glass Edition Refrigerator - **2010**
- Design Movelsul** – Glass Cooktop Continental – **2010**
- International Award Objeto:Brasil** – Kaiowá laboratory range of products - **2016**

Additional Information

- Website:** www.leoindustrialdesign.com
- Publication: 10 Cases of Brazilian Design vol. 3. Case: Bosch Space Refrigerator; 2012
- Exhibition “Museu da Casa Brasileira” – Bosch Glass Edition Refrigerator; 2008 - Continental Concept Cooker; 2012
- Exhibition “Mostra Design Brasileiro” – Itamaraty’s Palace, Brasília, DF; 2007
- Exhibition IF Design, Hannover, Germany – Bosch Express Control Free-Standing Cooker; 2007