



MORITZ GRÜNDEL

Industrial Designer

 www.moritzgrundel.com

Design is the fundametal soul of all existence, based on its own purpose.

Curriculum Vitae

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| portfolio link | https://www.moritzgrundel.com/about |

AWARDS



Award: ELLE DECO INTERNATIONAL AWARD 2019
Proyect: Convivium Kitchen
Client: Arclinea
Year: 2019



Award: Architectural Digest for the Great Design Award 2018
Proyect: Alex Table
Client: B&B Italia
Year: 2018



Award: German Design Award winner 2017 Premio ARTUSI winner 2017
Proyect: Artusi 2.0 - Coockware collection
Client: TVS SPA
Year: 2017



Award: Plus X Award-Best Design 2014 Plus X Award-Best Easy to Use 2014 Plus X Award-Best Functionality 2014
Proyect: Brio Blender
Client: Mexus/Tai-yu
Year: 2014

About Me

Birthday: 09/02/1984
Nacionality: Peruvian/German

Moritz Grundel is a peruvian Industrial Designer settled in Italy since 2011. He has 8+ Years professional experience in a wide range of products within diverse categories, from small scale handcrafted objects to established global companies in the areas of Furniture, Consumer Electronics and Packaging.

His multicultural background in conjunction with italian's design approach and european high-tech development give him a particular point of view where emotion and function takes form through technical language, with the objective to fulfil the gap between human behavior in relation to its surroundings, where user-centered design meets business value.

After a Bachelor of Arts in Industrial Design + M.Sc in Product Design, and a continuous labor always related to Industry & handcraft, his skills and creative thinking together with a highly driven personality, led him to begin a collaboration with arq. Antonio Citterio in 2013.

From 2016 he began also to collaborate together with others studios as an independent consultant.

Specialties:
Furniture Design, Product Design, Industrial Design, Strategy Design, Art direction, Design thinking, Product Brand Language Identity, Colour- Material-Finish Selection, Presentations + Communication

Strengths:
Creative thinking, Aesthetics + Form, Usability + Interaction, User Research, Market Research, Design Leadership, Decision Making + Intuitive Judgement, Ideation Sketching, Project Organisation, Client Collaboration

Clients:
Vitra, Kartell, B&B Italia, Maxalto, Flexform, Flos, Hansgrohe, TVS spa, Arclinea, Riva 1920, 9to5, UE, Sitzzone, Hengfeng, B.one, Kano, Senchuan, Sidiz Mexus, MINSETUR, Metropolitan de Lima, Unilever, Coca-Cola Company, SABMiller.

WORK EXPERIENCE

2016- Now :

Moritz Grundel Studio
www.moritzgrundel.com

2020- 2021 :

Senior Industrial Designer Consultant

Claudio Bellini Design (<http://http://https://claudiobellini.com/>)
Studio dedicated to the development of Industrial Design, specialized in Furniture.

Responsible of concepts creation for Industrial design development. Worked researching, exploring and defining design projects.

Main Clients we worked for : Pedrali, Knoll, Sitzzone, UE, gto5, Hengfeng, UE, Kano, Senchuan, Sidiz, among others.

2013- 2018 :

Senior Industrial Designer

Antonio Citterio Design (<http://http://www.antonio-citterioandpartners.it>)
Studio dedicated to the development of Architecture, Interiors Design and Industrial Design

Main responsible for concepts creation for Industrial design development. Worked researching , exploring and defining design projects.

- Main Clients we worked for : Vltra, Kartell, B&B Italia, Maxalto, Flexform, Flos, Arclinea, Hansgrohe, Technogym, T.V.S. spa., among others.
- Research and Analysis of trends and opportunities focused on client's portfolio
- Concept creation, design and development of new products.
- Lead and manage multiple clients projects

2017 :

Senior Industrial Designer Consultant

Studio Metrica
Studio dedicated to the development of Industrial Design

Responsible for concepts creation for Industrial design development. Worked researching , exploring and defining design projects

2016 :

Art Director Consultant

In collaboration with Arq. Terry Dwan for RIVA 1920
Company dedicated to furniture.

My work have been consisting in branding and refreshing Riva 1920 Brand, consolidating his image, strengthening their weaknesses and defining a "soul" so we know where we are now, where we need to go and how we will arrive. More clear the message is , easier to communicate / designing and understanding the brand will be.

- Research and comparative Analysis of trends and opportunities focused on client's competitors vs client's products
- Moodboard & Concept creation focusing on the brand and the next collection.

2013 :

Product Design Consultant

Red Rooster Studio (lima, Peru)
Agency dedicated in Branding consultancy, product creation and integrated communications.

Was responsible of a design team in creating a new brand Identity for a handmade chocolate, fare trade, made by Peruvian's artisans of Pangoa, Peru.

2012 :

Industrial Designer

Habit(s) Studio(<http://www.habits.it/>)
Italian studio dedicated to appliances, lighting, household items and furniture.

Responsible for concepts and products development. Take part in the creation of BRIO. blender design (winner of 3 Xplus AWARD), among others products.

- Research and Analysis of Market , trends and opportunities focused on client's products
- Concept creation, design and development of new products focused to European and Asian Markets.

LANGUAGES

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|----------|--------|
| Spanish: | Native |
| English: | Fluent |
| Italian: | Fluent |
| German: | Basic |

SOFTWARE

| | |
|-------------------------------|-----------|
| Solidworks | ● ● ● ● ● |
| Rhinoceros | ● ● ● ● ○ |
| 3D Studio Max | ● ● ● ○ ○ |
| Keyshot | ● ● ● ● ● |
| Autocad | ● ● ● ● ○ |
| Illustrator CS | ● ● ○ ○ ○ |
| Photoshop CS | ● ● ● ● ○ |
| Autodesk Sketch Book Designer | ● ● ● ● ○ |
| Indesign CS | ● ● ● ● ○ |

EDUCATION

Master in Industrial Design

Master's Degree From Scuola Politecnica di Design (SPD) and Università di comunicazione e lingue (IULM) - Milano, Italy

Bachelor of Arts in Industrial Design

Bachelor Degree - Pontificia Universidad Católica del Perú (PUCP) - . Lima, Peru.

High school

Colegio nuestra Señora del Carmen. Lima, Peru.

Primary school

Alexander Von Humbold Schule. Lima, Peru

EXTRACURRICULAR COURSES

- *Bionic
- *Ecology, Design and Habitat
- *Fundamentals of Electronics applied to Product Design
- *Management and Business

PERUVIAN WORK EXPERIENCE

2009-2011 :

Industrial Designer

Letrecorp (<http://www.letrecorp.com/>)

Company dedicated to Urban furniture, retail ,signage and P.O.S products.

Developed projects from urban design (public spaces & stop buses for Miraflores District), retail design to interior design. The daily project includes display design, light boxes, and signage . My last work was the complete implementation of all the signage for the first metropolitan Bus Rapid Transit in Lima City called "Metropolitano".

2008 - 2009 :

Freelance Industrial Designer

Plastika Studio

A company that offers fiberglass manufacturing.

Was involved in the design development of motorcycle custom parts. We also did packaging and displays.

2008 :

Industrial Designer

Alicorp S.A. (<http://www.alicorp.com.pe/espanol/home.html>)

Company dedicated to mass consumable products

Design Assistant. Packaging development.

2007:

Professional Internship

C.I.P.S.A. (<http://www.cipsa.com.pe/>)

Company dedicated to plastic injected products

Mechanical engineer assistant. We focus on plastic containers development for medical purpose.

TOPICS

2012

Participant in the workshop "**Social responsible design**" dictated by Sigga Heimis (IKEA Cheaf Design) in Boisbucet, Vitra Design Museum.

-France

2008

Participant in the International Seminar in Business Design and Strategic Management of Design, Institute of San Ignacio de Loyola

-Lima Perú April 2008.

2007

Participant in the Latin American Congress of Design at the University of Palermo (UP)

-Buenos Aires, July-August 2007.

2005

Participant in the anual exhibition CASACOR 2005, Exterior Design

-Lima Perú, September 2005.

2002-2003-2004-2005-2006-2007

-Participant in the annual exhibition of the art faculty of the Pontificia Universidad Católica del Perú

-Lima ,Perú