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ABOUT

Matteo Iavicoli is a Chicago-based industrial designer born and raised in Florence, Italy. Growing up surrounded by art, architecture, and traditional craftsmanship inspired him to see beauty in everyday objects. His passion for design and the subtle nuances of the creative process flourished when he moved to Detroit, where he graduated from College for Creative Studies' renowned Product Design Department. Matteo has had the opportunity to work in both consulting and corporate environments. He has accumulated skills and experiences that can be applied to a wide array of disciplines such as industrial design, graphic design, packaging design, branding, and mechanical engineering. His never-ending curiosity shapes his character and design process. It encourages him to meet new people, travel, and see the world through a unique lens. These experiences inspire him to learn and grow from those around him.

COLLEGE FOR CREATIVE STUDIES | Bachelor of Art in Product Design

2012 – 2016 | Detroit, MI

WORK

MINIMAL | Senior Industrial Designer

January 2017 – Present | Chicago, IL

Minimal is a creative design consultancy founded by Scott Wilson, former global creative director at Nike. The studio approaches design holistically, bridging the gaps between product design, engineering, UX/UI, branding, and strategy to create meaningful products and experiences. I began my experience at Minimal as an intern and learned to adapt quickly to the fast-paced world of design consulting. I've been given the opportunity to lead projects as a Senior Industrial Designer and now work directly with Scott Wilson to execute products and brands that are fueled by originality, purpose, and innovation.

- Responsible for leading projects, managing development timelines, rendering CAD models, creating decks, articulately presenting projects, and maintaining client relations.
- Consulted with variety of companies, such as House of Marley, Republic Wireless, and Cresco, guiding them through the design process and assisting with development and manufacturing.
- Worked with the engineering team to create production-ready 3D CAD databases for hand offs to suppliers.
- Assisted Scott Wilson to envision opportunities and propose market-ready solutions.
- Incorporated 3D printing into my ideation process while modifying and repairing the 3D printing machines.
- Worked with Design Director to identify and recruit talent.
- Able to create 3D models that are parametric and can easily be updated without failures in Solidworks.
- In 2019, Minimal internally incubated and launched the WellBeings brand, a line of premium wellness products that sought to elevate the CBD experience through the convergence of design, technology, and natural wellness. I assisted in the design and development of the first CBD inhaler and its packaging. I was responsible for the art direction and editing of all creative asset. Served as a leader to ensure a successful brand launch.
- Traveled to China to assist the manufacturing of the CBD inhaler and Wonder Wellness Pen.

FUSEPROJECT | Industrial Designer Intern

June 2016 – January 2017 | San Francisco, CA

Fuseproject is an industry-leading design and innovation firm led by Yves Béhar that has designed products for companies such as Nike, Samsung, L'Oréal, and Target. I worked alongside lead designers in an intense and fast-paced work environment while contributing to projects ranging from consumer electronics to store interiors. I participated and learned from designers about client-driven product development.

- Generated and refined design solutions to client requirements with pen and paper, then formalized them with the use of CAD tools and renderings.
- Executed Yves Behar's vision on several confidential projects.
- Built full-scale foam core prototypes of retail tables and other store fixtures.
- Coordinated with vendors and produced spec packs and technical drawings to produce pop up store interior.
- Motivated by daily group critiques and input from design leads, I improved my design aesthetics, awareness of proportion and scale, and attention to the smallest of details.
- Learned advanced surfacing in SolidWorks.

WORK **GARMIN** | Industrial Designer Intern

June 2015 – August 2015 | Olathe, KS

As a leading worldwide provider of fitness wearable, Garmin's vertical integration business model keeps all design, engineering, and marketing processes in-house. This gave me the opportunity to learn from a talented team of over 30 industrial designers who work directly with engineering team to create compelling products. During my internship, I worked alongside design leads and was responsible for kickstarting the Forerunner 35, their latest GPS running watch with wrist-based heart rate.

- Ideated a wide variety of exciting design options through digital sketching in Sketchbook Pro and Photoshop.
- Collaborated with a team of prototype developers to create physical samples and refine design concepts.
- Worked on a design from initial sketch through refinement, prototyping, and into early engineering.
- Presented 3 running watches to upper management, articulating the purpose and rationale behind the proposed designs, which led to the program to get the greenlight, eventually launching in the summer of 2016.
- Awarded the People Choice's Award out of 250 interns at the 2015 Intern Expo for my work during my internship.

POACHT (Savvy Jobs) | Freelance Designer

February 2014 – May 2015 | New York, NY

Poacht was a covert job search optimization tool for currently employed job seekers. It allowed users to select a salary level, benefits, and other employment perks that would entice users to change jobs or careers. Poacht was featured on sites such as Mashable, ProductHunt, and Fox Business. Later, after the stakeholders identified a new opportunity within the hiring space, the company underwent a major re-brand project and changed its name to Savvy Jobs.

- Collaborated with the founders to develop a new brand that would stand out.
- Worked alongside software developers to design and launch the Poacht App and website.
- Worked remotely and learned to perform in a fast-paced, deadline-driven environment.
- Assisted in the creation of internal and investor-facing presentations, social media posts, and marketing efforts.
- Led all the rebranding efforts for website and app design to Savvy Jobs.

ELECTROLUX | Industrial Designer Intern

July 2014 – December 2014 | Charlotte, NC

Hired to assist the Electrolux's Major Appliances ID Team to create physical and digital designs for Frigidaire and Electrolux. During my time, learned valuable skills and improved my understanding of design aesthetics from the design Leads. Worked on tight deadlines, developed and rendered CAD models, and articulately presented concepts to the team.

- Contributed on multiple projects in all areas of the design process.
- Developed full-scale foam core mock-ups and prototypes for the refrigeration team.
- Ideated and presented compelling design solutions through digital sketching and Photoshop rendering.
- Researched current and new trends and maintained knowledge of market and consumer trends by researching competitors, doing countless store visits, and doing multiple tear-downs of competitor products.
- Participated in consumer feedback sessions and learned how to implement feedback into purposeful designs.
- Assisted in the ideation and refinement phase for Frigidaire latest air conditioner line. It later launched as the Frigidaire Gallery Smart Room Air Conditioner in the summer of 2015.
- Implemented the Frigidaire and Electrolux visual brand language to various projects.

HONORS

International Design Excellence Awards (IDEA) 2020 SILVER – WellBeings CBD Inhaler
 IDSA Merit Award – CCS Central Conference Nominee 2016
 Model Solutions – Sponsorship Award for Dot MIDI Project in 2015
 Featured work on BehanceID served, Lemanoosh, Yanko Design, CCS Portfolios and more.
 CCS Product Design Senior Select – Imre J. Molnar Artistic Achievement 2016

SKILLS

Languages: Bilingual - Italian and English.
 Software: SolidWorks, KeyShot, Rhinoceros, V-Ray, Adobe Photoshop, Adobe Illustrator, iMovie.
 Design: Sketching, 3D modeling, strategy, storytelling, ideation, sketching, rapid prototyping, video editing.
 Visa: Working Visa for United States and Europe.