



# Axel Egolf | Service & industrial designer

27 YEARS OLD | FRENCH/SWISS NATIONALITIES | DRIVING LICENCES : CAR, MOTORCYCLE

WEBSITE & CONTACT : [WWW.EGOLF.ME](http://WWW.EGOLF.ME)

ADDRESS : PARIS (AREA), FRANCE

## Seeking opportunities in Industrial Design Management

### Education



2007 - 2013

**Master of Industrial Design, Specialisation in Mobility**

- » Design thinking
- » Innovating uses
- » Interactivity

&



2010 - 2012

**Diplôme d'Études Supérieures en Management (equivalent of a Master of Economic Sciences)**

- » Business Strategy
- » Sensorial Marketing
- » Business design



Lycée Édouard Branly

2007

Baccalauréat (Science)

Equivalent to an A-Level or high school diploma

### Professional experiences

#### OZ-International

Graphic designer | September 2014 - June 2015

**Deployment of the company's first e-shop (B2EB), whom has been mainly externalised :**

- » Web-design & validation of new features (UI/UX), integrated by an extern studio.
- » Graphic elements (banners, icons, photographs...).

**Visual communication for the main brands of OZ International's portfolio.**

#### Diadeis P'Référence

Designer | 2013 | 5 months

**Product design for Kronenbourg following an invitation to tender :**

- » Winning the competition against other famous design agencies such as Carré Noir.
- » Working in a small team from sketches to modelisation in 3D with Solidworks & Keyshot.
- » Technical propositions and pre-conception for discussion with the maker.

**Pack & Retail for mass market references :**

- » Bottles, yoghurt pots, food containers... (3D & Photoshop)
- » Realisation of Suchard's Christmas stand in 3D.

#### Holtz Office Support

Art Director Assistant | 2012 | 3 months (Germany)

**Complete redesign od COPIC's e-shop (EMEA) :**

- » Making templates then coordinating with the developers.
- » Communication around the launch of the new website.
- » From B2B market, the success allowed to reach the B2C market.

**Community Management for the brands magnetoplan & COPIC :**

- » Preparation and communication for several WEB events.
- » COPIC moved from 10K to 12K fans in 45 jours; magnetoplan from 150 to 1200.

**Relaunch of the brand transotype & retail of senseBook.**

#### Orange Healthcare

Interactive designer | 2011 | 1 semester

**CPI Programm (Creating an Innovating Product) betwenn students Centrale Paris, l'ESSEC & Strate :**

- » Design of an interactive system for patients' entertainment with the intergration of the hospitals' information systems, taking into consideration hygienic and theft issues.
- » Product and inteface prototypes.

#### RaidLight

Product designer | 2010 | 4 months

**Product design in trail domain (outdoor & mountain long distance running) :**

- » Intern development of the concept «custom shoes» and its ecosystem until the transfer to the agency responsible for the industrial development.
- » Textile design of sportwears and backpacks sold as white brands.

**Retail design and animation during commercial events.**

### Languages

- » French - Mother tongue
- » English - TOEIC : 965
- » German - B1 Level

### Competences

- » Adobe Photoshop, Illustrator & Indesign
- » Adobe Premiere Pro, After Effects & Encore
- » UI / UX Design & Prototyping
- » Hand & digital sketching
- » Solidworks & KeyShot
- » Traditionnal Modeling
- » Microsoft Office

### Interests

- » Acadesign.net (creator), bringing together enthusiasts, students & professional designers with collaborators such as Letraset, Copic & E-On.
- » Photography, video, writing
- » Automobile, motorcycle
- » Gliding