

# Eric Thierry Loiseau

Product Designer  
Creative Design Director  
Project Manager

**Eric Thierry Loiseau**

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## About me

Product designer with 15 years of experience at Studio Volpi di Carnago, specialized in design for international brands such as Duracell, Haier, Ducati, Philips or Lavazza. Proven experience in designing products for a variety of industries including consumer, sports, baby care, technology, medical and kitchen, as well as showroom and user experience spaces. Creative and adaptable, with strong project and team management skills. Excellent at multilingual communication and innovative concept presentation.

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## Experience

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### **YogaUnion Bali / Marketing Director**

Creative Direction, Communications & IT Management  
March 2025 - September 2026

- Led marketing strategy, creative direction and online and offline communications for an international yoga teacher training school.
- Managed advertising campaigns and developed brand visuals, digital content, newsletters, brochures, posters and other promotional materials.
- Coordinated website development and content, working with external providers on booking forms, payment integration and platform functionality.
- Managed IT and digital tools, supporting email systems, account administration, technical troubleshooting and day-to-day operations.

### **Studio Volpi Srl / Product Designer, Creative Director, Project Manager**

January 2009 - February 2025, Carnago, Shanghai

- Designed and developed products for global brands including Duracell, Haier, Ducati, Lange, Schaerer, WMF, Chicco, Angelo Po, Saeco, Philips, Bolenn, Villa SM, Acteon, BIC and Motorola.
- Led creative workshops to explore new product concepts, scenarios and markets.
- Managed complex projects, coordinated clients and design teams, and supervised all project phases.
- Designed commercial and showroom spaces with innovative user experiences.
- Developed creative, functional solutions and assumed leadership responsibilities.

### **DNA Srl / Designer**

September 2007 - June 2008, Trento

Junior designer: sketches and 3D modelling for Italian companies including Imetec, Celli, Gruppo Ferroli and Pepsi. <http://www.dna.sm/>

### **Maxit France Sas / Graphic Designer, Photographer**

July 2006 - September 2006, Colmar, France

Created the group's brand identity and a 100-page catalogue covering approximately 200 products. Produced and edited product photography in Photoshop, designed the layout in InDesign and coordinated printing.

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## Schools and Universities

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### IED Milano/ Bachelor of Product Design

September 2004 - June 2007, Milan

### WLU Canada / Undergraduate Diploma in Communication

September 2003 - June 2004, Waterloo Toronto Canada

### IUT Colmar / Genius in Telecommunications and Networking Technologies

September 2001 - June 2003, Colmar, France

### Lycée Saint André Colmar / Scientifique in 3 languages (French, German and English)

September 1995 - June 2000, Colmar, France

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## Hard Skills

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**3D Modelling:** Rhinoceros 3D, Autocad, Sketchup, Solidworks (base)

**Rendering, Visuals, Graphics 2D:** Keyshot, Suite Adobe (Photoshop, Illustrator, Premiere, Indesign, Acrobat), Figma, Miro

**UI & Animation:** Suite Adobe, Figma

**Microsoft Tools:** Teams, Word, Excel, PowerPoint, Skype

**Ai tools:** ChatGpt, Midjourney, Ideogram, Bing

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## Languages

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- **French:** Mother Tongue

- **Italian:** Fluent (20 yrs)

- **English:** Fluente (30 yrs)

- **German:** Good Base

- **Greek:** Beginner

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## Soft Skills

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Excellent ability to relate to the public and present concepts in multiple languages.

Ability to generate brainstorming and develop innovative ideas.

Ability to maintain objectivity and focus on the client's needs even in high stress situations.

Strong leadership and management skills of teams and complex projects.

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## Extra

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- **ASD "Insubria 4x4"** - 2023 - Founder of the amateur sports association Insubria 4x4 - Italian Club that brings the largest number of active members in the world of Italian off-road. Director, Graphic Designer, Adviser and Instructor for a safer driving off-road experience, for 5 years.
  - **ODV "SuperO"** - 2022 - Founder of a voluntary association that comes to help children with malformations in the limbs or with disabilities to regain mobility.
  - **"OFFROAD EXPO"** - 2024 - Creator, Creative Director and Creator of all the graphics for social media and website, curator of the first fair in northern Italy dedicated to off-road, enduro and vanlife. Graphic design, presentation, project management and contact with exhibitors. 6000 visitors, 1500 vehicles between offroad, enduro and camper, 15.000€ in donation to 3 different associations.
  - **"OFFROAD EXPO"** - 2025 - New edition under construction, November 2025 - stay tuned.

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## Personal Interests

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Automotive sports, Team Sports, nature, environment, photography, design and architecture.  
Leader of the daughter's volleyball team, referee and referee.

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## Professional Objectives

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Main objective in life is to stay in a learning process, addressing new challenges constantly. Seek opportunities to apply my know-how in innovative projects, focused on sustainability, mobility and solving global problems such as climate warming and respect for the environment. Open to new experiences and ready to move around the world to achieve ambitious goals.

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## Personal Awards

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**2009** / Good Design Award / Pod Carbon Tech Trayed Meal Transporter  
Burlodge Srl

**2009** / Good Design Award / Ducati City Pearl Bicycle, Italwin Srl

**2009** / Red Dot Design Award / Winner 2009 - Electric Lawn Mower -  
Stiga brand, GGP group

**2010** / Good Design Award / E4 Control Panel for wall mounted  
installation. Aermec SpA

**2011** / Good Design Award / Case of Bits, Beta Utensili SpA

**2012** / Good Design Award + Red Dot Design Award / Carthego Table Top  
Hot Drinks Vending machine, Saeco Vending SpA (enabled Saeco to be  
acquired by Philips Group a year later)

**2013** / Good Design Award / Naboo Oven, Lainox Ali Group SpA

**2013** / Good Design Award / Tv Dongle HDMI Pen Drive, Bliss

**2013** / Good Design Award / Baby First (Max-Inf) Brand Identity

**2013** / Good Design Award / The New Graziella Folding Bike, Bottecchia  
Cicli Srl

**2013** / Good Design Award / V8E Module, Dental products Vitali Srl

**2013** / Successful Design China / Baby First (Max Inf) Brand Identity

**2014** / Good Design Award / R501 Car Seat, MaxInf Baby Products Co

**2014** / Good Design Award / R120 Car Seat, MaxInf Baby Products Co

**2014** / Successful Design China / Baby First (Max Inf) R101

**2014** / Successful Design China / Baby First (Max Inf) R501

**2014** / Good Design Award / Baby First (Max Inf) R101

**2015** / i-Novo Design Awards /Rotograph Prime for Villa SM, later  
acquired by French Owandy, later acquired by Acteon Group, thanks to  
the unique cost effective design.

**2017** / Good Design Award / Authentication Reader, Sicpa Holding SA

**2018** / Good Design Award / Skido High Chair, Max-Inf Baby Products

**2018** / Good Design Award / Multisensorial Showroom, Hager Group  
France, Paris, Arc de Triomphe

**2018** / Red Dot Design Award / Smart Car Seat R542, Max-Inf Baby.

**2019** / Good Design Award / Sicpaguard HDSense, Sicpa SA

**2021** / Red Dot Design Award / Sicpaguard HDSense, Sicpa SA

**2021** / Red Dot Design Award / Baby First R041, Max-Inf Baby Products

**2021** / Presenter at the Thessaloniki Design Week,  
<https://www.youtube.com/watch?v=4tOnW8Ryyok>