

# **RICARDO SA FREIRE**

Business Growth / Industrial Design / Strategy / Business Development

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[PORTFOLIO](#)

## **EXPERIENCE**

- STILFOLD (SWE) 2024 – Present

Head of Customer Collaborations

Strategically picking customers and partners to implement STILFOLD's fabrication technique. Leading all growth projects with a sales-driven and customer focused approach from concept to implementation.

- STILFOLD (SWE) 2022 – Present

Design Manager

overseeing the work of computational designers and programmers in the development of STILFOLD's digital design tools. Principal Designer of STILFOLD's external industrial design projects for strategic partners and clients.

- Husqvarna (SWE) 2019 - 2022

Senior Design Specialist

Catalyst between Product management and Design, Project manager, concept designer, researcher, customer insights, brand strategist.

- AFRY (SWE) - 2017- 2019

Innovation Consultant / Senior Industrial Designer

Project manager, concept designer, researcher, customer insights, brand strategist.

- Semcon (SWE)

Design consultant - 2014 / 2017

Project manager, concept designer. Working mainly for Husqvarna group and Electrolux.

- RSF Industrial Design.

Owner / founder 2012 / 2018

Providing turnkey design services for companies looking to develop their brands and products.

- NOCS (SWE)

Freelance Product Manager - 2012

Project management, production follow up, concept designer, CAD modeler.

- Veryday (Current McKinsey Design) (SWE)

Industrial Designer - 2009 / 2011

Main tasks/responsibilities: Assistant project manager, concept designer, model/prototype builder, CAD modeler/visualizer.

## **EXPERIENCE**

- Cookie Composites (AUS)

Head of Design / Product Manager - 2006 / 2017

Main tasks/responsibilities: Project manager, concept designer, design strategist, CAD modeler/visualizer, conceptual engineer.

- Decathlon - Oxylane Group (FRA)

Advanced Design Intern - 2008 (6months)

Main tasks/responsibilities: Creative Workshop assistant, project manager, concept designer, CAD modeler/visualizer.

- Piks Design (FRA)

Freelance consultant - 2008 (6months)

Main tasks/responsibilities: Concept designer, CAD modeler/visualizer.

- Astro Studios (San Francisco - CA)

Junior Industrial Designer - 2007 (6 months)

Main tasks/responsibilities: Concept designer, model builder, CAD modeler/visualizer.

- Tatil Design (BRA)

Industrial Designer - 2006

Main tasks/responsibilities: Project manager, concept designer, CAD modeler/visualizer.

- Indio da Costa Design (BRA)

Industrial Designer - 2003 / 2005

Main tasks/responsibilities: Concept designer, model/prototype builder, CAD modeler/visualizer.

## **EDUCATION:**

-Masters of Fine Arts - Advanced Product Design

Umeå Institute of Design - Umeå, Sweden

2006 to 2009

- Bachelor of Industrial Design

PUC -RJ - Rio de Janeiro, Brazil

2000 to 2004

## **HONORS AND AWARDS:**

2012.....red dot design award - Snikers Flexi Tool Bags / Backpacks

2012.....red dot design award - Ergon SM3 Pro MTB saddle

2012.....IF product design award - minMe portable health monitor

2011.....Eurobike design award - Ergon SM3 Pro MTB saddle

2008.....MCB design award - Movement E-610 cross trainer