

Guillon Alexandre
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www.alexandreguillon.com
born in 1982



professional experiences

Since 2015, designer in charge of accessories & body protection - Kipsta / Decathlon

-Creativity based on multi-process products : injection, sewing, bonding, knitting.

2010/2014, designer in charge of bags & electronic devices - Newfeel / Decathlon

turnover: 80 millions €, 19% annual growth for the last three years

-Designer & inventor of the *Backenger* for Newfeel.

-Workshops organisation

-Work closely with product manager to build an innovative and unique range of products.

-Design language on multi-products range: shoes & bags.

-Work daily with prototypists in a professional workshop equipped for soft goods developments (stitching machines, high-frequency machines for seamless, 3D printer, laser cut...)

-Autonomous on projects.

-Work closely to suppliers and external resources: design agencies, prototypists, school programs...

2007/2010, designer in charge of the bag's range - Geonaute / Decathlon

-Design of complete product's range (trends, product design, trims, colors, graphism) from the product manager briefs to the master samples.

-Project management: resources evaluation, planning, budget...

-Business trip in production areas.

-Team work in a multi-disciplinary office: electronics, glasses & bags.

2006/2007 : product designer - Quechua

-Work based on innovative products designed for climbing and hiking.

-Benchmarks, users observation, market analysis.

-Work on the design language construction for the Quechua brand.

-Participation and organisation of creativity workshops.

2006 : Industrial Designer graduate with mention at l'Ecole de Design de Nantes-Atlantique.

personal experiences

July/August 2015, art installation designer and maker, Kaikai Kiki gallery, Tokyo

One month personal project with the french artists Zoer & Velvet. I have designed and produced an art installation made with fabric according to the artists wishes.

October/November 2014 & March 2015, design consulting for the brand Goel in Cambodia

-Work on the brand identity according to the social impacts of the brand

-Workshops with the khmer staff to improve their vision of the brand.

-Prototyping methods and improvement of the production process.

Since January 2014, «shared workshop» creation in Lille/France

-Multi-disciplinary creativity space based on prototyping experiences : wood, steel, fabric & leather

-The workshop is shared between 6 designers & engineers.

November 2012, training with a wood craftmen

-Design and production of furnitures in wood.

August 2005/february 2006, collaboration with craftsmens in Latin America

-Products ranges modernisation, according to the bolivian identity.

-Full organisation and financement of the trip via my association Ujamaa'Merica

skills

- Creativity
- Innovation methods : workshop, open innovation, trends studies, observations, analysis...
- Highly motivated by complexity in multi-process projects:plastic, steel, fabric...
- Excellent knowledge of heavy stitching process: mock-ups, conception, industrialisation & production.
- Pedagogy and human management.
- Eco-conception in industrial context methods
- Good level hand-drawing skills
- 2D softwares: *Photoshop, Illustrator, InDesign.*
- Web software: *Adobe Muse.*
- 3D software: *Rhino.*
- Languages : french (mother tongue), english (working knowledge), spanish (conversational), german (basic) and khmer (basic)

honors & awards

- Gold Oxyane Innovation Award in 2012 for the *Backenger by Newfeel*, a messenger which can become a backpack in one second.
- Label de l'Observateur du design for the *Backenger range.*
- Label de l'Observateur 2012 for the *OnDaily by Geonaute*
- If Award & RedDot Award 2009 for the *Symbium 4 by Quechua*
- Inventor of 4 international patents, two of them protect the Backenger.

Online portfolio : www.alexandreguillon.com

