

Venia Giota

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Professional Experience

Jan. 2015 – present

Founder Venia Giota Design Studio - Shanghai, China

Multidisciplinary design studio

Key projects:

- First and Business class Dining accessories, Xiamen Airlines - China
- First, Business and Economy class comfort accessories, Xiamen Airlines - China
- Kids creative and educational kit, Xiamen Airlines – China
- China Kitchen, Kohler - APAC (Asia, Pacific)
- China Bathroom and accessories, Kohler - APAC

Jun. 2012 – Jan. 2015

Design Director – Industrial Designer
Pinvita (CBD Group)- Beijing, China

Responsibilities and Achievements

- Brand strategy and product development
- Leading and managing the design team
- Design direction for the product portfolio of Pinvita
- Overseeing all the process from research and conceptualization to production
- Direct communication with marketing and sales departments
- Achieved many prestigious Design Awards including Red Dot and Red Star Design Awards

Key projects:

- Hulu collection
- 1001 nights collection
- Kitchen cabinet organization system
- Bamboo smart box

Jan. 2012 – Jan. 2015

Senior Industrial Designer – Project Manager
CBD Group Industrial Design - Beijing, China

Responsibilities and Achievements

- Follow a wide scope of projects including kitchen appliances, furniture, kitchen accessories, lighting and consumer electronics
- Creative Director for Pivinta (a new brand of kitchen accessories developed by CBD Group)
- Leading and managing a team of product designers (3 – 10)
- Product patent for floating gas cook top with integrated downdraft range hood
- Achieved 2 RED DOT Design Awards

Key projects:

- Brand strategy and products development, Pinvita - China
- Welcoming indoor station, ABB – China, Germany
- Floating cook top with range hood, Vatti – China
- Multi door refrigerator, surface decoration, Meiling – China

Clients: Samsung, ABB, Vatti, Haier, Meiling, Pinvita

Feb. 2010 – Jan. 2012

Industrial Designer – Project Manager
Claudio Bellini Design+Design L.L.C. - Milano, Italy

Responsibilities and Achievements

- Project leader for the design of products and furniture for major international companies
- Achieved many prestigious awards (IF design award, RED DOT design award, Good Design award, Interior Innovation Award - Best of the Best, Gold best of NeoCon)
- Liaison with manufacturers
- Internship management-recruiting and mentoring

Key projects:

- Liz chair, Walter Knoll - Germany
- EGA chair range, Sidiz – Korea
- Saturn bath bathroom furniture – Korea
- V.I.A. (Vertical Intelligent Architecture), Steelcase – US, Germany
- HD Managerial office system, Ersa - Turkey

Clients: Walter Knoll, Steelcase, Sidiz, Poltrona Frau, Natuzzi, Samsung, Thonet, Ersa, Wipro, etc

Sept. 2009 – Feb. 2010

Design Consultant

Gino Finizio Design Management L.L.C. - Milano, Italy

Research for the composition of the book *Minimo e Sostenibile – La città ha raggiunto la montagna* (Minimal and Sustainable, the City arrived to the mountain), *umanesimo disegnativo*, Skyra editions - Milano, Italy

Jan. 2008 – Jul. 2008

Junior Designer

3M Italia – Global Design Lab – Europe - Milano, Italy

Responsibilities and Achievements

- Responsible for research, aesthetic design concept, functional and usability concepts generation, styling, CMF design, green design
- Worked for all divisions of Consumer and Office Business and Industrial and Transportation Business
- Achieved the Good Design Award for Scotch Pop-Up tape dispenser

Key projects:

- Pet bowls and pet care products extension – 3M Pet Care
- Pop-up Tape dispenser (desk grip vacuum and hand band dispenser) – Scotch®
- Scotch Crystal Clear graphics - Scotch®
- Cero Rayas color therapy sponges - Scotch Brite™
- Bamboo Kitchen Cloth graphics - Scotch Brite™
- Graphic applications with STP technology for FIAT 500, Piaggio scooters, Ducati Monster

Aug. 2007 – present

Freelance Design Consultant

Venia Giota Design Studio, Milano, Italy

Multidisciplinary design firm focused in creative solutions based in clients needs (product design, branding, study and design of corporate identity, interior design)

Key projects:

- Portable wi-fi speaker and accessories, Industrial design – Beijing, China (2014)
- InLAB, Branding – Genoa, Italy (2014)
- KarditsaLEAKS on-line newspaper, art direction and design - Karditsa, Greece (2013)
- Cherry on the top, Branding and retail design - Karditsa, Greece (2012)
- Zeina Oil, Brand identity and packaging design - Beirut, Lebanon (2008)
- Ghidini Cipriano L.L.C., wine accessories, Industrial design - Brescia, Italy (2008)

Oct. 2005 – Apr. 2006

Junior Designer

June 2004 – Sept. 2004

Design Internship

CHD Industrial & Product design studio - Athens, Greece

Responsibilities and Achievements

- Research, concept generation and product development for furniture

Key projects: Furniture design for kid's room, Modeco – Greece

July 2005 – Oct. 2005

Junior Designer

BIC Violex s.a. European R&D dept. in shaving products - Athens, Greece

Responsibilities and Achievements

- Design research and concept development for shaver systems using smart materials (Technology scoping - research on consumers' perception - brand equity - concept design)

Key projects: Bionic, smart razors - Athens, Greece

Education

- Jan. 2007 – Dec. 2007 Domus Academy, Milan, Italy
MA in Industrial Design (validated and awarded by the University of Wales, U.K)
- Sept. 2000 – Jun. 2005 University of the Aegean, Dept. of Product & Systems Design Engineering, Hermoupolis, Greece
BSc/MSc in Industrial Design Engineering (5-year course - 300 ECTS)

Awards – Exhibitions

- 2014 **Red Star Design Award** - 1001 nights Collection for Pinvita, China | CBD Group
- 2014 **Red Dot Design Award** - Hulu Collection for Pinvita, China | CBD Group
Good Design Award - V.I.A (Vertical Intelligence Architecture) for Steelcase, US | Claudio Bellini Design+Design
- 2013 **Red Dot Design Award** - Liz chair for Walter Knoll, Germany | Claudio Bellini Design+Design
Interior Innovation Award, Best of the Best - Liz chair, Walter Knoll, Germany | Claudio Bellini Design+Design
Red Dot Design Award - Meiling French door fridge BCD-537WIPB | CBD Group
Best of NeoCon, Gold - V.I.A (Vertical Intelligence Architecture) for Steelcase, US | Claudio Bellini Design+Design
TAD: Tucano Advanced Design workshop - Finalist
- 2012 **IF Design Award** - My White, bathroom series, Saturn Bath Co, Ltd, Korea | Claudio Bellini Design+Design
Red Dot Design Award - EGA, task chair, Sidiz, Korea | Claudio Bellini Design+Design
- 2011 **IF Design Award** - EGA, task chair, Sidiz, Korea | Claudio Bellini Design+Design
- 2009 **Changing with Beauty, exhibition** - That's Design 2009, Salone del Mobile – Milan Design Week, Milano, Italy
- 2004 **Coffee & Café, exhibition** - 4th Biennale International Design, Saint Etienne, France
- 2003 **2nd Prize Award & Distinction** - Executive office desk and operative workstation, 2nd National Industrial Design Competition (under the initiative of DROMEAS S.A. and the shield of the Greek Ministry of Development, Athens, Greece 2003)

Languages

- Greek – Native
English - Cambridge English: Certificate in Advanced English (CAE)
Italian - Full Professional Proficiency