



## OBJECTIVES

Match professional and personal interests  
in order to carry out projects  
with passion and fun,  
essential elements for a successful result.

## SKILLS

Team working  
Creative problem solving  
Curiosity and observation attitude  
Fast learner  
Time-management  
Graphics presentation  
Material knowledge  
Model Making.



**Roberto Siena**  
CURRICULUM VITAE

**RSD**

### Roberto Siena Design

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## QUALIFICATIONS

2000

**Politecnico of Milan - Milan - Italy.**

**Industrial Design degree.** Focus of thesis: Transportation design.  
Title: "New strategy of mobility. B-Board, a new concept for walking".  
Project and prototype realization of an electric scooter.

1997 - 1998

**Fachhochschule für Gestaltung - Schwäbisch Gmünd (Stuttgart) - Germany.**

Two semesters on an Erasmus exchange program.

1993

**Istituto Rizzoli - Milan - Italy.**

Graphic arts diploma.



## COMPUTER SKILLS

**Systems**

Macintosh (expert) - Windows (expert)

**Applications**

Expert in 2D and 3D softwares such as: Adobe Photoshop, Illustrator, InDesign, Flash - Macromedia FreeHand  
QuarkXPress - SketchUp - Autodesk AutoCAD - MicroSoft Office



## WORK EXPERIENCE

2007 - TODAY **Freelance job as RSD** - [www.rsd-it.com](http://www.rsd-it.com)

**Freelance consultant designer.** Development and implementation of several projects coming into direct contact with clients such as Studio Mussapi, RCS sport, Nestlé Waters, X-Cape jeans, Cober.

2010 - TODAY **Palindroma** - [www.palindroma.it](http://www.palindroma.it)

**Owner and designer.** Design and self-production of furnitures and accessories for the home, better defined as: "sustainable design solutions for living in their own space and their own live."

2014 - TODAY **IED - Milan - Italy** - [www.ied.it](http://www.ied.it)

**Profesor.** Collaborates with IED for the Foreign Product Design course.

2009 - 2012 **The Hub** - [www.the-hub.net](http://www.the-hub.net)

**Art-director.** Founding member and art-director of Milan branch.

2004 - 2010 **Design Innovation - Milan / Las Palmas, Canarias - Italy / Spain** - [www.designinnovation.net](http://www.designinnovation.net)

**Project Manager.** Coordination of strategic and integrated projects.  
Development of concept and product design, visual design and communication.  
Main clients: Fiat Auto, Piaggio, 3M Italy, CRF Fiat Research Center, Indesit Company, Intercast, CESI, Mancomunidad del Sureste de Gran.Canaria, Municipality of Telde – Gran Canaria.

**Tutor** of Advanced Design University Stage - Fiat Auto.

2003 **ADUS, Fiat Advanced Design - Turin - Italy**

**Selected** for a 1 year on-the-field program to be part of an international team dedicated to the development of concept ideas for new vehicles of the Fiat, Lancia and Alfa Romeo brands.

2002 **iAgora - Barcelona - Spain**

**Freelance consultant** for graphic and image.

2000 - 2002 **Migliore&Servetto and partners - Milan - Italy** - [www.miglioreservetto.com](http://www.miglioreservetto.com)

**Designer and coordinator** of exhibit and store design, design products for interiors, graphic and multimedia.  
Main clients: Armani, Tod's, Hogan, Krizia, Iceberg, Bticino, Cesana Showers, Wallpaper magazine, Cesana Media.

1999 **Ricupito Design - Milan - Italy** - [www.ricupitodesign.it](http://www.ricupitodesign.it)

**Visual and product designer** of sports equipment: motorcycle clothes for Clover, accessories for Fila, bicycle helmets, clothes and sunglasses for Briko.

1997 - 2000 **PRT - Milan - Italy** - [www.pierreti.com](http://www.pierreti.com)

**Technician** for Apple software and hardware, and computer-net installation.

1994 - 1999 **Aspen Media Italy - Milan - Italy** - [www.aspenmedia.it](http://www.aspenmedia.it)

**Team-lead** for a communication agency organizing events and promotions.  
Main clients: Gazzetta dello Sport, Vodafone, Ferrero, CocaCola, Barilla, Martini, Nestle'.



## LANGUAGES

**Italian**

native

**English**

proficient

**Spanish**

proficient



## INTERESTS

**Sports**

Enduro-Motocross (agonistic level), sailing (ship's passport), spinning (instructor), snowboarding, skiing, diving (Padi rescue diver), mountain biking, free climbing, judo, surfing and windsurfing.

**Hobbies**

Travelling, mechanics, computer, cooking, cinema, bricolage.

