

## Senior Designer

Taipei, Taiwan  
French, 32 y. old

+886 9 72 12 27 94

[matthieugg@gmail.com](mailto:matthieugg@gmail.com)

Portfolio – Work Samples  
[www.coroflot.com/matthieugg](http://www.coroflot.com/matthieugg)

## Matthieu Gérard-Goddet

### Professional Experience

*Sept. 2007 to current*

#### **Senior Designer - MiTAC Technology Corporation - Taipei, Taiwan**

GPS Electronic Consumer Products (Mio/Navman/ Magellan), Advanced Design team

- Magellan, outdoor geocaching device (IF award).
- Created and developed Magellan outdoor product range new identity.
- Cyclop, GPS bike computer. Elaborated Mio's 1<sup>st</sup>. sport GPS product range identity.
- Realize strategic design studies to detect new product opportunities and support business development (Innovation camp ,ACP: In car Children recreation, Mio Green Design Thinking)
- Participate in new product category development (mobile internet devices initial researches)
- Co-work with Legal Dpt. to patent ideas and concepts to reinforce Mio's innovation capital.
- Prepared 2009 Mio GPS navigation range identity to support branding program.
- Weekender Crossover Personal Navigation Device (IF China Award). Conducted user research and elaborated marketing design strategy. Designed product, accessories, packaging, graphic identity.
- Led design workshops with Tatung University (大同大學).
- Mentor digital design team

*Sept. 2004 to Aug. 2008*

#### **Junior Designer - Team Leader - Era Design Technology - Taipei, Taiwan**

Design Consulting & Product Development - Consumer Electronic Products

- Led ideations studies for local and international customers (Logitech, 3M Plantsense, Asus, Mobia, Promise ...)
- Reinforced user thinking in product development (introduction to user researches, scenarii, user experience)
- Developed 2.5 years partnership with *Logitech* (innovative & successful Chillstream product Line )
- Used design as a successful trigger for desire and positive users' perception (*Plantsense* – easy bloom)
- Led Chinese/Taiwanese Design Team to attend public design competition (Taiwan National Palace Museum)

#### *Previous Valuable Professional Experience:*

PICK'UP project (2004, Paris, sailing boat design project. users scenarii, partnership with naval architect)

Plan Créatif (Jul. 2002 to Sept. 2002, Paris, Design consulting, Intern)

Faurecia (Jul.2001 to Jan.2002, Automotive supply industry, Montbéliard, Part time Intern)

IDEO (Sept.2000 to Dec.2000, Boston, MA, USA. Product development, intern)

Franck Roy Shipbuilding (May 1999 to jun.1999, La Rochelle, labor intern)

### Communication Skills

- Languages: French (native speaker). English (Fluent). Chinese Mandarin (daily conversation). German (Basic)
- Sketching: Hand sketching (ideation, illustrations, detailed views)
- Modeling: Traditional hand and numeric modeling (PU, clay & Rhinoceros (hypershot)
- Visual communication: Photoshop, Illustrator, Xpress, In design + MS Office suite, proficient MS PowerPoint
- Good presentations skills (internal company presentations, design school workshops, presentations to clients)

### Education

-2003 ID degree **Strate Collège Designers** (industrial design school - Paris, France)

Senior project: Off-season Littoral Discovery (graduated with honors)

- 1996 CESEM Reims (business school, Reims, France) - introduction to Business Basics

- 1996 A-Levels

### Personal Interests

**Volunteering** for Youth recreational training and management:

- 15 years member of Boy Scouts Association (4 years member of lead team)
- 4 years sailing instructor experience (holidays breaks)

Others: sailing, swimming, cooking, picnicking, hiking, back packing, off-road motorcycling, photography, guitar.