



# ALEXANDRE BALDISSERA accessories designer

- Research, Creation and Development of accessories collections.
- Vast knowledge of materials - Illustration (Hand; digital / technical)
- Advanced knowledge with Adobe Softwares - Creation of Prints



Portfolio:

[www.alexandrebaldissera.com](http://www.alexandrebaldissera.com)

LinkedIn:  
[www.linkedin.com/in/alexandre-baldissera](http://www.linkedin.com/in/alexandre-baldissera)

Email:  
[hello@alexandrebaldissera.com](mailto:hello@alexandrebaldissera.com)

Address:  
Firenze, FI, Italia

Phone:  
379 178 4158

Date of Birth:  
14/09/1990

Nationality:  
Italian-Brasilian (Double)

INFORMATION

LANGUAGES

- Portuguese  
Native Language
- English  
Advanced/Proficient
- Italian  
Intermediate
- Spanish  
Elementary

INTERESTS

- SHOES DESIGN
- HANDBAG DESIGN
- PRODUCT CREATION
- COLLECTION CREATION
- CONCEPTUALIZATION
- PRODUCT DEVELOPMENT

With a strong aesthetic sense, i'm very driven by uniqueness, originality, inovation, style and quality. Begin my professional career in 2014 as a graphic designer and in 2016 i started my career as an accessories designer, creating accessories, bags and backpacks at the company that is the leader at the segment in Brazil - Imaginarium. With time, I then became responsible for the creation and development of collections and of more than 170 products, among them, the product that is the biggest success in sales in the history of the company. Also with large knowledge in Material Sourcing and relationship with suppliers, I travelled to China for business for 7 times to develop collections. With a vast knowledge in graphic design and background in jewelry design and making as well, i'm very passionate about the creation and conception of products and collections.

## EDUCATION

- **Istituto Marangoni School of Fashion, Art & Design** - Firenze, IT  
M.A. Luxury Accessories Design and Management  
Oct 2020 - Present ..... *With Scholarship*
- **IFSC - Federal Institute of Science, Technology and Education** - Florianopolis, SC, Brasil  
Bachelor in Product Design  
Aug 2008 - December 2015 ..... *With Scholarship; Internship and Scientific research*
- **NBCCD - New Brunswick College of Craft and Design** - Fredericton, NB, Canada  
Graduate Studies in Visual Arts, Jewelry and Metal Arts  
Aug 2012 - Aug 2013 ..... *One year course with an international scholarship, post graduation in Metal Arts, with a presentation of the final collection at the college's museum. With Scholarship and Internship*

## PROFESSIONAL EXPERIENCE

- **Senior Product Designer**  
Uni.Co Group - Visto Imaginarium - Florianopolis, SC, Brasil  
March 2016 - December 2019  
Creation, development and curation of the products of personal use of the Uni.Co Imaginarium Group - Visto Imaginarium: Backpacks, bags, cases and necessaires, among other accessories like bijoux, pins and bottons. Main Activities: Creation and development of projects, collectionson and prints onf Backpacks and bags mainly; Technical projects; Locally development of products in China; Sourcing and selection of supplies and materials in markets in China; Negotiation and adjustment of the cost of the product in the factory with suppliers; Visit to fairs; Research and prospection of new suppliers; Creation and development of textile printing; Research and trends trips to NY and visit to group's stores around Brazil. With 7 work trips to China, I spent more than 7 months in the country. *Imaginarium is the top selling company and leader in the category of gifts and backpacks in Brazil, and backpacks are the most profitable products of the company.*
- **Communication Annalyst**  
Uni.Co Group - Imaginarium - Florianopolis, SC, Brasil  
September 2014 - March 2016  
Graphic Designer: Creation of internal and external communication pieces as catalogs, trend books, flyers and newsletters; also responsible at moments for marketing actions, social media, partnerships and visual merchandising pieces, as for branding application and different identities for the brand.

THANK YOU :)