

PIERRE COHENDET

Industrial Designer specialized in Design Strategy

US-mobile: (+1) 626 787 5590
Address: Altadena, 91001, CA, USA, Earth
Email: contact@pierrecohendet.com
Website: <https://pierrecohendet.com/>

PROFESSIONAL EXPERIENCE

Design Strategist

Venture Studio Project, GLOBAL 500 STEALTH, LA, CA

03/2022 - PRESENT

- **Lead Design Strategy** research & communicate a plan to rapidly accelerate strategic DTC growth opportunities for a consumer portfolio, including identifying sleeping assets to defend Global 500 against insurgent brands, to improve performance despite declining category.
- Identify Opportunity Spaces for Innovation in-line with a defined U.S. go-to-market strategy by collaborating with a diverse team from finance to sports marketing, as well as **high profile athletes & public figures**. Opportunity Spaces: female & maternity activewear, postpartum **recovery products, sustainable footwear** strategy, in time for the 2024 Paris Olympics.
- **Develop 2D & 3D materials to communicate progress to partners** & meet rapid pitch deadlines and influence through persuasive storytelling. Drive future visioning through market analysis, **curate relevant trends, insights & commercial opportunities** that challenge the status quo of the declining category.

Automotive Design Analyst, Junior

The Carlab, Orange, CA, USA

09/2015 - 12/2019

- Automotive Design Consulting & Product Planning Strategy: *Honda, Subaru, Toyota UX/UI, Karma Automotive* new electric modular platforms, *Mahindra* UTV product pivot and go-to market strategy for the US market. Visually communicated insights from customer research, market analysis and future visioning of vehicle architecture for the US consumer.
- Market research & benchmarking interior/exterior: SUV & Sedan segments, US & EU markets through focus groups. Researched, analysed & compiled automotive interior/exterior CMF future trends. *Toyota, Continental*. Freelance missions in 2019.

Footwear Design Innovation Intern

Under Armour, Portland Studio OR, USA

04/2019 - 08/2019

- Led Design Research on athletic recovery of below the knee amputations and orthopedic phantom pain relief techniques, and applied the research into commercial products for able-bodied athletes. Designed a training prosthetic and **recovery footwear concept based on the Microsoft Inclusive Design process**, for the "focused-performer" archetype.
- Future-envisioned an athleisure running shoe concept for Gen-Z demographic, tackling long term motivation issues, by nudging a successful running habit and fostering the growth of the athlete.

EDUCATION

Art Center College of Design, Pasadena CA, USA, Bachelor of Science in Transportation Design 2021

Graduated with honors - Bachelor of Sciences degree in Industrial Design - Transportation focused on Athletic Footwear Design

- 14-weeks innovation project for **Arby's**: Supervised a collaboration between 16 designers to create *Arby's* workers utility footwear in line with brand DNA.
- 14-weeks innovation project for **Adidas** Test Lab Berlin: Creating friendships through team sports to reverse negative social media impact on Gen-Z population.
- 14-weeks innovation project for **BMW DesignWorks**: Driving Sensations in a driverless future, the mastery of driving experience.
- Six collaborations of 2-week-long flash sports innovation projects to open new opportunities of brand expansion with **Nike, Jordan Brand (Mark Smith), Nike Incubator (Valiant Lab), Adidas Future Team (PDX Maker Labs), Under Armour, Columbia Sportswear**.

Université Paul Sabatier de Toulouse III, France DUT Aeronautical Mechanical Engineering 2010

Certified aerospace technician in fabrication of high performance aeronautical composite prototypes for civilian & military applications

SKILLS

- Hand sketching • Storytelling • Graphic Design • Video editing • Digital painting & photo-bashing • Empathetic listener & creative
- Softwares: Adobe Photoshop • Illustrator • XD • InDesign • Premiere Rush • Excel • Pitch app • Procreate • Alias Automotive • **VR Modeling in Gravity Sketch** • Blender 3D + Maya • **Adobe Substance Painters & Stager** • KeyShot 11.2 Rendering + Animation
- Model making skills: composite prototyping, metalwork, woodwork, 3D printing, laser cutting, sewing, taping,
- **Languages:** French-Native • English-Fluent • Spanish-Fluent • German-Basic