

# Hello!



**Filippo Testa**  
Creative Services Manager

+39 3286019513

filippo.testa.it@gmail.com

Madrid, Spain

## WORK EXPERIENCE

**Cultura** | January 2019 - March 2022 - Shanghai, China  
**CREATIVE SERVICES MANAGER**

- Responsible for the development of Cultura's private labels packaging and products (6 brands);
- Managed the development of Cultura's artworks, web photos, illustrations and products design;
- Managed a team of packaging designers driving the implementation of Cultura private labels graphic charters (launching 2,000 new packages per year);
- Developed graphic charters following briefs given by headquarter;
- Provided art direction and technical management through project completion;
- Managed creative agencies and suppliers, costs and project timelines to ensure on time production and delivery;
- Coordinated products, packaging and photos production with clear documentation of details, actions, owners, and timelines;
- Drove a continuous process review to enable improvements and/or transformational changes in packaging/products performance and operational excellence;
- Attended weekly factory visits to ensure quality control; production according to brief; validated the packaging (material, graphics and printing); validated the golden sample;
- Identified packaging/product solutions and processes that comply with Cultura's CSR policies;
- Maintained expert knowledge of current market trends and briefed the development team (buyers, product managers, packaging designers);
- Communicated and presented weekly to internal stakeholders in both France & China offices;

**Cultura** | January 2019 - August 2021 - Shanghai, China  
**BUYING MANAGER**

- Responsible for Shiver musical instruments and kids departments (toys & games, creative support & tools);
- Expanded the existing supplier pool and established robust relationships;
- Visited prospective suppliers and validated their production quality, social and environmental conformities
- Negotiated buying terms with suppliers (selection, price, quantity, and delivery terms);
- Tracked and monitored daily performance of the team to ensure development and timelines;
- Collaborated with various cross-functional teams (quality, logistic and marketing etc);
- Identified new business opportunities and set up strategies;
- Organised frequent product range reviews to optimise costs and product top & flops;

- Managed Auchan & RT-Mart Private label products and packaging;
- Responsible for 14 different brands (both food and non-food products);
- Tailored Auchan private labels to the Chinese market and explored new development opportunities in collaboration with product managers;
- Managed a team of product designers, packaging designers and stylists;
- Managed creative agencies, costs and project timelines to assure ontime production and delivery;
- Managed the development of Auchan and Rt-Mart artworks and products;
- Managed collections of textile, household products and stationery (selection and/or design);
- Created trend books and kept development teams updated (product managers and designers);
- Designed store display and posters (POS);
- Developed graphic charters;
- Developed internal company newsletter;

- Designed products for Airport, the Auchan private label specialized in travel items;
- Responsible for product design, graphics, product shooting, store display design, packaging and design newsletter;
- Designed the line "Vintech", 3 different backpacks for different kind of travel/users;
- Designed a line for kids consist of suitcases, travel pillows and backpacks;
- Designed a suitcase set produced by Roncato for Airport ;
- Designed a range for kids licensed Nintendo (suitcase, backpacks, dufflebags, amenity bags);
- Designed a range of duffle bags for 3 different users (9 products);
- Refreshed and optimised the travel accessories collection;

# EDUCATION



**POLITECNICO**  
MILANO 1863

2012 - 2015 - Milan, Italy  
**DESIGN & ENGINEERING** (Masters Degree)



**POLITECNICO**  
MILANO 1863

2008 - 2011 - Como, Italy  
**INDUSTRIAL & PRODUCT DESIGN** (Bachelors Degree)

## LANGUAGES

- ITALIAN (Native) ●●●●●
- ENGLISH ●●●●●
- FRENCH ●●●●●
- SPANISH ●●●○○
- CHINESE ●○○○○

## INFORMATIC

- OS Mac and Microsoft
- Office suite
- Illustrator, Photoshop, InDesign
- Rhinoceros, Keyshot, AutoCad