

EDUCATION

2010

IIT Institute of Design . Chicago, IL
Master of Design Methods

1999

Rhode Island School of Design . Providence, RI
BFA in Industrial Design

PROFESSIONAL EXPERIENCE

2026 - 2019

PepsiCo . New York, NY
Design Director . Beyond the Bottle / SodaStream

Focused on SodaStream product innovation, responsible for creative direction on short term initiatives in parallel to developing strategic thinking and visions on long term plans. Impacted structural packaging, flavor innovation, appliance strategy and design, bottles, and accessories.

2019 - 2015

PepsiCo . New York, NY
Senior Design Manager . Product Design & Innovation

Worked on various innovation initiatives exploring PepsiCo's opportunity beyond bottled beverages - including filtration, vessel and flavor systems, and food service. My responsibilities included conducting and guiding user research, framing insights and visualizing opportunities, generating concepts, and collaborating with cross-functional partners to deliver innovations to market.

2014 - 2011

Telefónica Digital . Madrid, Spain
Interaction & Service Designer . UX team

Worked within a team of researchers, designers and product managers responsible for the concept and interaction design of digital services, including physical touchpoints of the experience.

2010 - 2007

Continuum . Milan, Italy
Associate Designer

Worked in a team of designers, researchers and strategists. Responsible for product and furniture design projects starting from field research, analysis and design direction to implementation. Responsible for screening intern, freelance and fulltime job candidates, and conducting initial interviews.

2006 - 2003

Michael Graves Design . Princeton, NJ
Senior Designer

Managed a small team of designers. Responsible for the product design process from conception through presentation to final production. Worked with various clients and manufacturers to maintain product quality and ensure conformance with design intent.

2002 - 1999

Michael Graves Design . Princeton, NJ
Junior Designer

Responsible for the ideation, presentation and development of product concepts. Gained project management experience by frequent client contact, and travel to factories in Europe and Asia.

ADDITIONAL EXPERIENCES

2025

Rebrand Reuse . PR3 Global Standards Panel
Jury Member for Design Competition

2011

CEMEX Foundation . Monterrey, Mexico
Design Researcher in rural Guatemala and Mexico

2010

DesignWeek Monterrey . Monterrey, Mexico
Workshop Coordinator

2010

IIT Design Summer Camp . Chicago, IL
Workshop Facilitator

1999

Dansk . White Plains, NY
Summer Internship

1998

Isao Hosoe Design . Milan, Italy
Summer Internship

TEACHING EXPERIENCE

2026

Rhode Island School of Design . Providence, RI
Visiting Instructor . Industrial Design
Responsible for teaching and syllabus creation for a Wintersession graduate-level Introduction to Industrial Design course

2011

IED Istituto Europeo di Design . Milan, Italy
Course Instructor . Masters in Innovation, Strategy & Product
Responsible for co-teaching a graduate level course guiding students through phases of problem framing, research, concept development and prototyping. Developed lecture materials and curriculum together with other professors and industry sponsors (3M).

2011

CEDIM . Monterrey, Mexico
Visiting Professor, Industrial Design
Responsible for teaching research, analysis & synthesis phases for 3 levels of study. Developed curriculum and lectures, integrating industry sponsored projects into coursework (PepsiCo, Gruppo Alen Moda in Casa).

2010

CEDIM . Monterrey, Mexico
Visiting Professor, Industrial Design
Responsible for creating and teaching curriculum to university students in 4 different levels of study and advising thesis students. Curriculum included lectures and activities in research, analysis, concept development, prototyping, presentation and close collaboration with industry sponsors (PepsiCo, Helvex, Tecate, Arca/Walmart).

AWARDS & RECOGNITION

2021

Hermes Awards . **Platinum** / SodaStream Professional
NYC x Design Awards . **Honoree** / SodaStream Professional
Dieline Awards . **First Place** / SodaStream Professional
Smart Brief Innovation Awards / SodaStream Professional
Annual Communicators Awards / SodaStream Professional
Art Director's Club . **First Place** / SodaStream Professional
Graphis Design Annual . **Silver** / SodaStream Professional
World Beverage Innovation Awards . **Finalist** / SodaStream Professional

2020

Edison Awards . **Bronze** / Hydration Platform
A'Design Awards . **Gold** / Hydration Platform
BIG Innovation Awards / Hydration Platform
BIG Sustainability Award . **Product of the Year** / SodaStream Professional
Chicago Good Design Awards / Hydration Platform
DMI Design Value Awards . **Honorable Mention** / Hydration Platform
Edison Awards . **Silver** / Hydration Platform
Good Design Australia Beverage . **Winner** / Hydration Platform
IDSA IDEA Awards . **Finalist** / Hydration Platform
MarCom Awards . **Gold** / SodaStream Professional
NYDA Driven x Design Awards . **Gold** / SodaStream Professional
Spark International Design Awards . **Bronze** / SodaStream Professional

2019

FastCo Innovation by Design . **Best UX Honoree** / Hydration Platform
PepsiCo Annual Chairman's Design Excellence Award
- Winners exemplify being strategic design thinkers & outstanding Design ambassadors

2009

Spark Design Awards . **Bronze** / Easy Meal Plates & Cutlery for Chicco

2007

OPOS Vecchio/Old competition . **Finalist**
- Project exhibited in Milan FuoriSalone

2006

OPOS Transformer competition . **Finalist**
- Project exhibited in Milan FuoriSalone and Sydney DesignWeek

2005

ID Magazine Design Award . **Honorable Mention** / Prep Set for Dansk
Good Design Award / Palm Brush for Target Stores
Architecture for Humanity . **Finalist** / Siyathemba competition
- Project published in ID Magazine, March 2005 issue

2004

Good Design Award / Set of 3 Mixing Bowls for Dansk

2003

Good Design Award / Digital Bath Scale for Target Stores
Good Design Award / Kitchen Timer for Target Stores

LECTURES

2014

IE Business School . Madrid, Spain
Seeing Innovation Through a Designer's Lens

2013

h2i Institute, Fundación Diseño e Innovación . Madrid, Spain
Legos & Lenses: Analysis in Design Innovation

2011

Tecnológico de Monterrey, Campus Laguna . Torreon, Mexico
Using Intuition and Logic in Design

2011

CEDIM MBI Lecture Series . Monterrey, Mexico
Innovation in Practice

PUBLICATION

Cimatti, Marco. Abrahamson, Lawrence. "Writing On The Wall, Facilitating Organisational Change Through Model Co-Creation" Touchpoint 3, no. 2 (September 2011)

INTELLECTUAL PROPERTY

2024

Bottle / WIPO DM/237069
Bottle / WIPO DM/237067
Bottle / WIPO DM/236833
Dispenser / US Design Patent D1049734

2023

Base for Beverage Dispense / WIPO DM/230783

2022

Bottle / US Design Patent D1,079,384 / WIPO DM/224081

2019

Display Screen or Portion Thereof with
Animated Graphical User Interface / US Design Patent D929440,
D956078, D971960, D1009928, D1036473

2018

Dispenser / US Design Patent D893236, D972876