

## Mario Fedriga

- **Working experience**
    - Actual:
      - **Industrial Design Manager in Technogym (2001 – now)**
        - Activities and responsibilities in the Industrial Design department
          - Manage the industrial design (product design, interface design) of the product portfolio according to the product plan
          - Define the Technogym design language
          - User Experience design and User Research process in order to deliver new defined user experiences, new ideas and new concepts
          - Define product identity and positioning of the existing product lines and the new concepts
          - Study and reporting of new trends and market needs
          - Member of the innovation board of the company
          - Manage relations between the company and external agencies
          - Manage the industrial design department in terms of budget, business goals, human resources and consistency with the company strategic plan
    - Other experiences:
      - senior designer: 2000-2001
        - Celli Dispensing Equipment in Rimini, dispensing equipments (heineken, stella, amstel, nastro azzurro, coca cola, red bull, autogrill, ...)
      - Adjunct Professor: 2019-2020
        - Integrated Design Process – IULM, Milano
      - collaborations
        - art direction, brand identity and product design for many companies and startups
      - Vice-President of ADI Emilia Romagna
      - Member of the ADI Business coordination committee
      - Member of the ADI National Council
- **Others**
  - 51 international design awards including Red Dot, Good Design Award, If Design Award and 3 “Compasso d’Oro”
  - several patents word wide
  - chairman and president of the jury – international design award DPPI Eindhoven, in collaboration with Philips (2005)
  - member of the Consumer Electronics Innovation Movement (CEA)
  - chairman of the Global Industrial Design forum in Ekaterinburg
  - publications
    - HOW BIOFEEDBACK INTERFACE TYPOLOGY CAN AFFECT GYM EXERCISE QUALITY: A CHEST PRESS CASE STUDY (Giuseppe Fedele, Mario Fedriga, Francesco Di Nocera, Simon Mastrangelo, Francesco Cuzzolin)
    - Can User Experience affect buying intention? A case study on the evaluation of exercise equipment (Giuseppe Fedele, Mario Fedriga, Francesco Di Nocera, Simon Mastrangelo, Francesco Cuzzolin)
    - Gymnastic equipment (Mario Fedriga)
- **Humanitarian service organizations:**
  - member, director and past president of Rotary Club of Forlì
  - member of Panathlon International
  - member of Accademia Italiana della Cucina