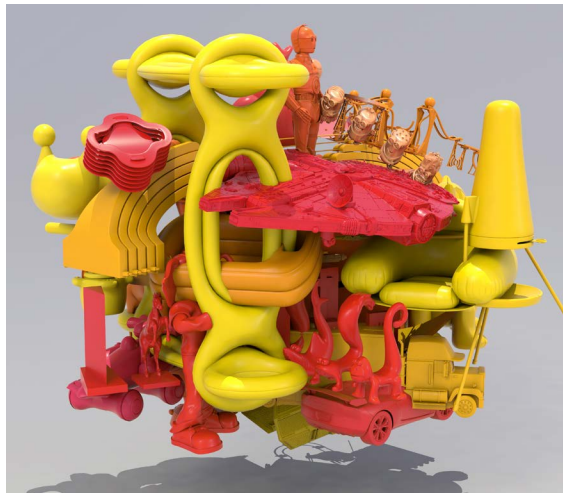




Cristián Bredée

INDUSTRIAL DESIGNER / TOY CREATION / PROJECT INTEGRATOR





INDUSTRIAL DESIGNER / TOY CREATION / PROJECT INTEGRATOR

CONTACT

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 Campeche 234-D, Col. Hipodromo, Del. Cuauhtemoc, Mexico City
 Mexico, zip code: 06100



WORK TRAJECTORY



EDUCATION



- Bachelor in Industrial Design.** CIDI. UNAM. 1998-2003.
- Design III,** Philadelphia College of Science.* USA. 2000
- Montessori,** Primary & high School. CEMAC Mexico.
- Raised during infancy in **Manchester, UK.**

*Now named Philadelphia University.

AWARDS



- 2012. "Reymono Brand", Wikia Design Prize winner for **best brand** evolution.
- 2009. Two **World Records** with the "Conectón", Acapulco, Mexico.
- 2008. "Spoonable". Architectural Digest. **Best Industrial Design.**
- 2008. "Rodobolos Toy" **Bronze mention.** Quórum Prize. Consumer Products.
- 2002. "**Inflatable** device for pregnant women". **Winner,** Industrias KAY.
- 2002. "**Multitool** design". **Winner.** Klein Tools Mexico.
- 2001. "Book **Display**" **Finalist.** Difusión Cultural UNAM.
- 2000. "Baby **Bath Tub**". **Finalist.** Prinsel Toys.

PROFESSIONAL CREDITS



- 2012. Selected to be part of the **Book: "From Creativity to Innovation, 200 Mexican Designers"**.
- 2010. Selected designer to represent Mexico at **Shanghai Expo 2010.**
- 2009. **First** premium supplier to achieve a score of **10** in **Bimbo-Barcel Group.**
- 2007. **Selected** by the **Mexican Chamber of Commerce** to enter the new entrepreneur program.
- 2005. Plush toy design "Muerdesiliscus" **selected** to be part of the **MUMEDI exhibition.**
- 2003. **Merit Diploma.** Professional Thesis. "Multitool".
- 2003. **ISO-9000** system. Innovation department. **Martin's Toys.**
- 2003. Advantage Diploma **UNAM.** (**Top 3 students** in Industrial design)
- 2001. Advantage Diploma. **UNAM.** (**Top 3 students** in Industrial design)
- 2001. **Bombardier** Transportation design contest. **Diploma.**
- 2001. **Rotoplas** design contest. **Diploma.**
- 2001. **Eumex** design contest. **Diploma.**
- 2001. **Omir Pweter** design contest. **Diploma.**
- 2000. **El Oso** design contest. **Diploma.**

TEACHING TRAJECTORY



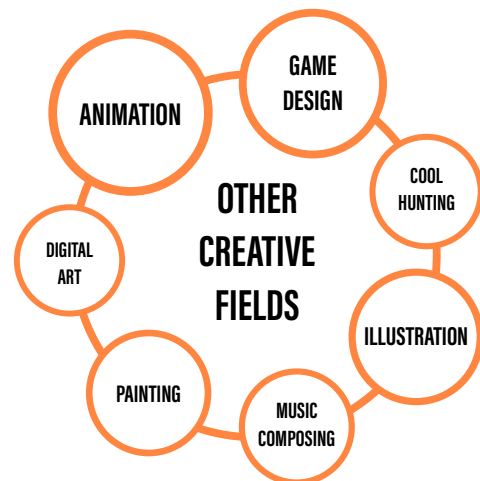
PERSONAL INFORMATION

Age: 39
Birth Date: 31 December 1977
Hobbies: Kadampa meditation, scotish bag pipes, painting, scuba diving, cooking, mountain biking...
Marital Status: Single
Nationality: Mexican



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SKILLS



further descriptions and references at www.cristianbredée.com

LANGUAGES



Spanish: 100% first native language.



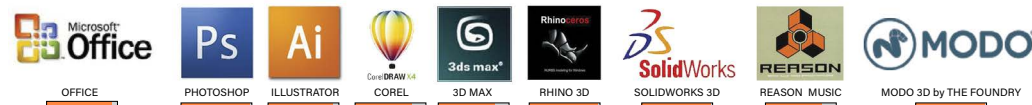
English: 100% second native language.



Mandarin Chinese: Basic Level.

SOFTWARE

Advanced level:



Medium level:



LICENSE EXPERIENCE

© 1td.

Star Wars, Pocoyo, Sponge Bob, Nemo, Chamoy Distroller, Shrek, X-Men, Minions, Miffy, How To Train Your Dragon, Chicken Little, Selección Nacional de Futbol, Cars, America, Chivas, Monterrey, Club BK Burger King, Despicable Me, Superman, Kids Next Door, Spiderman, Transformers, Pandilla Telmex, CMLL, Avengers, Escudería Telmex, Angry Birds, Hulk, Captain America, Heroes Verdaderos, Green Lantern, Super Campeones, Hamtaro, Ice Age, Bay Blade, Pokemon, Special licenses developed for: Olocoons (Bimbo), Colados (Bimbo), Galacteos (Lala), Rodos (Reymono), Sweet Beauties (Kay) and Auto Kids (Kay).

SPECIAL TRAINING

2012. "Plastic Recycling", IMPI.
2007. "Retail Sales". Morgan & Moore Global Consulting de México.
2006-2017. "Meditation training" NTK - IKBU.
2001 "1st Latin American Design Congress". Havana, Cuba.
2000. "Swedish ceramics". Post graduate school CIDI, UNAM.
1995-1997. "Painting". Talleres de Coyoacán.

PUBLICATIONS

Nickelodeon, Cartoon Network, Promoimagics, Architectural Digest, Eres, Revista Seven, Podio MX, El Universal, Prodigy, Sol de Acapulco, Hecho en México, La Cuchara, Emprendiendo en México, los 40 principales, Olocoons cartoon Channel 5 XHGC. El Financiero, book "De la creatividad a la innovación, 200 diseñadores Mexicanos." ("From Creativity to Innovation, 200 Mexican Designers").

EXHIBITIONS

2016. Franz Mayer Museum, Mexico City.
2005. MUMEDI design musuem, Mexico City.



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INTERESTING FACTS & FAILS

2010. **Every mexican kid** (ages 6-12) played in **average** with **20** of my **toy creations**.
Up to 2010 I reached my peak rate of toy production. 1,200,000,000 total.

2015. Invited to **LEGO HQ** in Billund, **Denmark**, for **Design Manager in Product Technology** position.
"After a tuff decision another person got the job". LEGO HR

2012. Invited to be **INTEX** toys **Global Design Manager** in **Xiamen, China**.
Project failed due to contract settlement.

2004. With a team of **4 designers** and **one month** work, I coordinated and helped design the **Olocoons**, a project for Grupo Bimbo. Charts from 2004 say it turned to be **kids favourite toy brand** in Latin America.
A TV show was created with the characters of the toys.

2009. Signed a contract for 12 MM with **Grupo Bimbo** to sell for the next 5 years **1.2 billion** of my patented **toys**.
Contract got cancelled in the 4th year due to new Mexican government regulations that avoid in-pack toys in kid's food.

2002. Selected by **Fundacion Telmex** to do a master degree at **MIT, Media LAB** in Boston, Mass, **USA**.
Project failed due to adjustments on scholarship agreement.

2017. Considered to be one of Mexico's **most experienced Toy Designers**.
Due to diversity and complexity of projects.

2012. **Invested** in new and "old" toy products for my company **Reymono**.
Two of my major suppliers ran out of business. Despite contracts, pieces were never delivered, investment capital was not refunded, and my company Reymono was pushed to close.

2005. Invited to be **Creative Leader** for **Maxx Marketing** in Los Angeles, California, **USA**.
Project failed due to new company migration policies.

2006. I was developing my **Reymono start-up** business, had a full time job in **Design Vision** and had **chinese lessons** at the same time.
Yes... I was young and did not sleep much.

2006. **Invented** worlds first reusable die-cut **foldable spoon**.
Project won best industrial design in 2008 by Arch Digest.

2008. Ronnen Harary, **Spin Master** Co-Founder & Chairman was interested in **buying** my newly released toy **Rodobolos**.
Due to my expectations with my start-up Reymono I did not sell.

2009. **Acapulco** Bay. While trying to break a Guinness World Record ("longest floating human chain") with my **inflatable toy** named **Conecton**, without notice broke **two other world records** instead.
"longest inflatable structure" (1.6 miles) and "most amount of people on inflatable device" (560 people)... easy.

2012-2016. After **4+ years** of **research** and **work**, I **reinvented** the **street traffic-light** design and function for the SEMEX-INMER alliance.
The first place in the world to use this new system will be Mexico City in the year 2019.