

RESUME

Asaf Yaacobi



Learning & Development Manager

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Overview

Academy Director, Learning & Development Manager, Konzepthaus Academy Co-Founder, who thrives on leading education for OEM's Design departments professionals, with "hands-on" up to date bespoke educational programs.

Passionate Senior Manager experience in academic product development within B2B or B2C structures.

Strength in identifying challenges and converting to business growth, developing new approaches, gaining buy-in from cross-functional teams & subsequently implementing new ways of working that deliver improved results.

Commercially orientated, that truly understands the customer & consumer needs & develops strong initiatives based on client insights to drive profitable ROI.

Expert in developing on-demand content and courses, implementing new knowledge with desired strategies to drive & leverage business in both local & international markets.

Proven abilities in motivating & developing highly engaged teams, focused on driving growth in competitive markets & challenging the status quo to develop innovative, new approaches.

Highly adaptable & able to work across multiple functions, from Talent recruitment, Content creation to Design Education, Process Strategies, Marketing to Sales.

Education



ENSCI – Les Ateliers,
2015 Paris, France.

Mastère (CTC) spécialisé Création
et Technologie Contemporaine



Shenkar College of Eng. and
Design,
2004-2007 Ramat-Gan, Israel

Bachelor in Design (BDes)
Industrial Design department,

Languages

- Hebrew *****
- English *****
- French **
- German **
- Spanish *

Employment Profile



From 2020
To current

Academy Director **Konzepthaus-Consulting GmbH, Munich, Germany.**

Reporting directly to KH General Manager, and part of KH Management Team.
Direct leadership to the Trainers and training Coordinator.

Role.

Developed a vision for the KH Academy and rolled this out through conceptualization, implementation, identification and sourcing of tutors, structuring of courses and realization to up-skill over 50 key design experts (B2B) in Year 1 (2020:Q3+Q4).
Education delivery types, both on-site and Online.

Developing business module strategy to reduce development costs up-to 50K/year.
Working with quantified KPI goals, both in product development, and sales. Sales average 250K-350K Euro, with USP, providing the Academy the foundation to future prosper. Courses NPS 40+. Coaching and motivating Tutors where/when necessary.

Responsible for best in class training expertise offered to any Automotive OEM.
Developing over 17 bespoke courses mixing skill set and digital pipeline workflow, enhancing automotive OEM in digital transformation.

B2B Role.

Responsible for the strategic development of a broad offering of Software courses to enact a step-change result in the adoption of digitization for automotive OEM's.
Educationally consulting OEM design leadership and developing unique academic programs to develop strategic internal missing skillsets
Negotiation program B2B program prices, while developing a strong educational partner. Courses delivery, coordination, deployment, student satisfactory survey and leadership success story.

Tutor. Parametric design tools. From time to time, acting as an expert within my design unique Grasshopper3d (visual scripting) specialization, teaching / technical consultancy.



From 2019
To 2020

Parametric Art Director - Consultant **Asafyaacobi, Paris, France.**

Multidisciplinary Design Research consultant developing parametric workflows and tools as well as Bio-mimicry design explorations (Biomimétisme), concepts, detailing for commercial production lines as well as special edition concept cars.

Employment Profile



From 2016
To 2019

Senior Parametric Design developer Estech - Innovation Platform, France.

Detailing parametric design expert. Developing complex and intricate design proposals for international OEM's.
Parametric design process and unique tools development addressing automating manual tasks for Alias/Icem-Surf users, shortening the CAS process using grasshopper3d and computational design methodologies.
Such process interventions is unique to each design briefing and thus requires a flexible problem-solving approach with creative solutions while designing and coding at the same time.



From 2016
To 2018

Senior Parametric Designer | External Consultant Group PSA. ADN Centre Technique, Vélizy, France.

Developing unique and complex texturing/ facades design strategy to strengthen the brands luxurious CMF and User experience feel, resulting a variety of PSA brands signature detailing, provoking current design thinking status-quo, integration of technologies and 3d printing (Additive manufacturing).

Automated design Preparation for production, reporting and presenting directly to Design VP, and top design leadership at PSA, sharing knowledge internally. influence and mutual design growth.
In this process, involved with design execution from early phase design loops, industrialized production constrains by engineers (style-Indus).
Research design trends and possibilities of complex 3d CMF hub for all brands.

Design proposition for commercial and concept cars, with a unique signature of organic design.

Contribution:

DS: **DS3 Dark-Side (2018)** titanium 3d printed patterns.

Peugeot : **2008 + 3008 (2019)** front grilles.

Employment Profile

2015

MA student

Educational leave. ENSCI – Les Ateliers,
Mastère (CTC) spécialisé Création et Technologie Contemporaine

2014

Relocation to France



Chief Designer, Design studio manager. KGH Jewelry , Tel-Aviv Area, Israel.

From 2010
To 2013

Design studio manager, Jewelry Chief designer, leading a team of modelers and artisans maximizing product development efficiency processes with 3d printing technologies. Translating craftsmanship and manual design process into CAD tools for the design team.

Design briefing. Concept jewelry design. Design proposals etc. combining both technical industrial design skills with luxurious design matching cost effectiveness and consumer satisfaction.

Product development with wide cost constrains:

Production costs, Raw materials, Gold, Gems, Loss and Manual labor. Strategically Digitizing manufacturing processes to reduce human error factor, while developing a 3d printing processes to reduce loss and precious metal costs, achieving up to 50% weight in casting material productions, turning the design studio immediately to a profit center.



2010

Chief Designer, Design manager. Dorest Furniture , Tel-Aviv Area, Israel.

Strategically developing new line of product, establishing an over-whole re-branding for the company. (Short-Term contract)



From 2009
To 2010

Universidad Autónoma de Querétaro (UAQ) Santiago de Querétaro, Mexico

Industrial design department.

Tutor: Rhino3d (3rd year students) Advanced modeling techniques.

Tutor: experimental design methodologies. (2nd year)



2008

Furniture Designer Esrawe Studio, Mexico City (DF), Mexico.

Furniture designer for a leading Mexican design studio and local brand. R&D, design exploration and iteration for new collections prospecting unconventional design strategy.

Employment Profile

From 2004
To 2007

Bdes Student

Bachelor in Design (Bdes), Industrial Design department, Shenkar College of Eng. and Design, Ramat-Gan, Israel.



From 2000
To 2001

Urban irrigation system designer Yavne, Israel

Sales and consulting



From 1997
To 2000

IDF, Sargent. Israeli Combat Engineering Corps

Team leader. Combat Administration Support.

Jury Member

2022 Creapole Paris.
2019 Rubika ISD.

Other Training

2022 A1, A2, B1 German intense course. Munich.
2017 A1, A2, B1 French course. Paris
2017 Robotic Rod Bending workshop Paris
2011 Parametric Design (Grasshopper) Mcneel Barcelona Spain.
2009 Parametric Design introduction (Grasshopper) Plataforma Arq, Mexico.

Hobbies

Travel (Hiking)
Motorcycle ride (F900R)
Pizza making (family activity)