



# TINA BREIDI

PRODUCT & FOOD DESIGNER

## CONTACT

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- 📍 Cape Town, South Africa

## EDUCATION

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### **Bonbons de Chocolat Perfectionnement**

*Ecole VALRHONA, France.*  
2019

### **MA Food Design**

*SPD (Scuola Politecnica di Design), Milan, Italy.*  
2016 - 2017

### **MA Product Design**

*ALBA (Académie Libanaise des Beaux-Arts), Beirut, Lebanon.*  
Ranked 1st.  
2008 - 2013

## AWARDS

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1st price Design for Change.  
*Deauville, France.*  
2010

## ACTIVITIES

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Stand-up paddle, camping, baking, swing dance, planting, running.

## EXPERIENCE

### **Design Project Manager** | Jun 2017- present

*Design Indaba, Cape Town, South Africa*

- Antenna conference (part of *Dutch Design week*) 2017-2018-2019: curation of 20 top international design graduates. Coaching & mentoring the speakers.
- Design Indaba conference 2018-2019-2020: curation of 12 top international design graduates. Coaching & mentoring the speakers.

### **Correspondent** | Jan 2018 - present

*The Dutch Institute of Food & Design, The Netherlands*

Reporting design projects that put forward sensible social issues.

### **Food & Design Internship** | Jan 2016 - May 2017

*Studio Marije Vogelzang, Eindhoven, The Netherlands*

Ideation to production of *Volume*, a food project related to eating behaviors and mindless consumption.

### **Spier Secret Festival** | Nov 2016

*Studio-H team, Johannesburg, SA*

Preparation of food experiences, cooperation with the speakers for their talks & tasting sessions. Managing the conference room.

### **Product & Industrial Designer** | 2012-2015

*Spockdesign (Karim Chaya), Beirut, Lebanon*

Conceptual design and production process. Communication with clients, conveying the design to craftsmen and suppliers.

- Ligh my fire | *Beirut Design week 2015*
- A show about chillin' & grillin' by spockdesign.
- Happy pastures | *Beirut Design week 2014*
- Design meets Food at Centrale, curated by MARIAGROUP.

## SKILLS

- Fluent French, English and Arabic, elementary Italian and Spanish.
- Advanced Autocad, Rhinoceros, Keyshot, Illustrator, Indesign, Photoshop.
- Excellent sketching, prototyping, watercolor.
- Advanced knowledge in web design, graphic design, layouts, typography and packaging design.
- Experience in food photography and styling.
- Experience with various prototyping materials such as silicone, wood, metal, foam, and ceramic.