

RAFAEL PRAT MENACHO

Personal Information	Phone	+34 617096670	Languages	Spanish	Native
	Email	rafa@rafaelpratmenacho.com		Catalan	Native
	Portfolio	www.rafaelpratmenacho.com		English	B2/C1
	Password	rpm2026			

About	Object Developer	Industrial designer with a background in product design and design engineering, focused on objects, accessories and primary packaging development. Experienced in translating concepts into production-ready solutions through prototyping, CMF definition, supplier coordination and production follow-up. Currently working across cosmetics and fragrance projects in prestige and masstige segments, with sensitivity to premium and luxury brand codes.
-------	------------------	--

Experience	Jun 2024 Present	<u>Primary Packaging Developer</u> Tailored Perfumes, Barcelona & Gavà End-to-end development of primary packaging for cosmetics and fragrance projects, from concept definition and prototyping to supplier coordination and production follow-up. Development of production-ready technical specifications, materials, colors and finishes aligned with brand DNA. Coordination with marketing, design, engineering and supply chain teams across different product lines. Direct follow-up with European and Asian suppliers to ensure quality standards, timelines and technical feasibility. Participation in collection launches across prestige and masstige segments, ensuring consistency between creative intent and industrial execution.
	Apr 2023 Apr 2024	<u>Engineer and Product Designer</u> ALOS Ideas, Barcelona Ideation and conceptualization of new products, objects and accessories. Development of prototypes and mock-ups for design validation. 3D modelling and ergonomics validation using CAD tools. Collaboration with clients and manufacturers to move from concept to final product. Design of user-related objects with attention to use, tactile experience and portability.
	Apr 2022 Apr 2023	<u>Innovation & Strategy Consultant</u> SDLI, Sociedad de la Innovación, Barcelona Design and facilitation of innovation programs for public and private companies. Application of design thinking and agile methodologies. Definition of value propositions based on consumer insights and market trends. Participation in creative strategy workshops focused on user experience, brand differentiation and new business opportunities.
		<u>Academic Experience</u> ELISAVA Escuela superior de diseño e ingeniería, Barcelona
	Course 2025-2026	<u>Food Design Lecturer</u> Guided international students through a food design course focused on sensory experience, material exploration and collective participation. Designed and developed an immersive food design experience for 80 participants, working with limited resources and a constrained production budget.
	Course 2023-2024	<u>Course Lecturer - Advanced Principles of Design</u> Guided international students in advanced design courses. Fostered creativity and collaboration through workshops and discussions. Provided individual mentoring to enhance conceptual and technical design skills.

Education	2026	<u>Inside LVMH Certificate</u> Creation & Branding · Retail & Client Experience · Luxury Industry Fundamentals
	2015-2021	<u>Dual Degree in Industrial Design Engineering and Product Design (mention in Product Development)</u> ELISAVA Escuela superior de diseño e ingeniería, Barcelona Cataluña (UPF) Nominated to the Eil prize for excellence in final degree project

Expertise & Tools	Object & packaging development · CMF · Prototyping · Technical specifications · Supplier coordination · Production follow-up · Product validation · Rhino 3D · SolidWorks · KeyShot · Adobe Illustrator · Photoshop · InDesign · Generative AI tools
-------------------	--