



# Felipe José Rey Barberi

3D Modeler  
Automotive / Graphic Designer

## Personal Data

Place of birth: Lima, Peru  
Nationality: Italian / Peruvian  
Date of birth: 31 / 01 / 1985  
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## Soft Skills

Organized  
Team worker  
Problem solver  
Entrepreneur

## Hard Skills

Clay modeling  
Blender  
Autodesk Alias  
Vizcom / AI  
Sketching  
Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe Premier  
Adobe XD / Figma  
Wordpress  
Microsoft Office

## Languages

Spanish - Native  
English - Advanced  
Italian - Advanced  
French - Basic

## About me

Professional with over 16 years of experience in design, graphic design, and web management. My career as an independent designer has allowed me to handle complex projects autonomously, coordinating technical roles such as developers and creatives. During my studies at IED Turin, I entered the automotive world, deepening my skills in areas such as clay modeling, Alias modeling, 3D modeling, exterior and interior design, and taking part in advanced projects including a thesis collaboration with Italdesign and the CNH-winning project for Martini.

## Education

**Istituto Europeo di Design "IED" - Torino, Italy**

// **Master in Transportation Design** 2023-2024

Thesis collaboration with Italdesign - "Rapida"  
CNH x Martini Project Winner for Harvester innovative design.  
Exterior design / Interior design / Clay modeling / Alias Modeler /  
3D Modeling / Photoshop / UX/UI / Sketching / CMF.

// **Transportation Design** - Summer course 2022

**Universidad Creativa de America Latina "UCAL" - Lima, Peru**

// **Master in Digital Marketing** 2013

**Toulouse Lautrec - Lima, Peru**

// **Direction and Graphic Design** 2005-2009

Graduation with Excellence.

**Universidad Peruana de Ciencias "UPC" - Lima, Peru**

// **Systems Engineering** 2003-2004

## Work Experience

**FRB Design // CEO** 2009-PRESENT



Graphic designer, digital marketing, web developer for over 50 brands in diverse industries.

Project manager for ATL, TTL and BTL campaigns.

**ArTé Blend // CEO** 2018-2022



Project manager, brand conception, brand image, product development, product placement, packaging design, e-commerce developer, photography and social media.

## Complementary

**Inchcape Motors Perú //**

Test Driver & Product Genius - MINI

**Toyota del Perú //**

Test Driver - Toyota, Lexus and Mitsubishi

**Offroad Course //** Suzuki Vitara Club Lima

**Offroad Course //** AltaRuta

**International Congress on Relationship Marketing**

**XIII Latin American Design Congress - ALADI**

## Hobbies

4x4 adventure travel

Speed inline skating

Mountain biking

Running

Rowing

Photography