

## BIOGRAPHY

Who is behind Joslutam Designs? Yes, me. Jose Luis Tihista Mateo.

Born and raised in Spain. Currently I am world citizen. Influenced by different cultures, travels, passions and hobbies. I work in ideas that become products.

Extreme sports passionate since child. The mixture of aesthetic side with the use of technical materials and innovation to improve the athletes-nature interactions, makes me drive my career in high performance product design and management.

Always open to any challenge that will encourage the creativity!

**2001** **Graphic Design Course.**

**2001 - 2005** **Industrial Design Bachelor.**

**2006 - 2007** **FRENCO S.A.** Design & Management

Automotive engineering research, development and equipment in Brembo multinational company. Quality, validation and test structure certification.

**2007 - 2012** **TRANGOWORLD S.A.** Design & Management

Researching, identifying and defining world market Trends.

Building & Designing collections or products and briefing designers on direction, line plan, product features and price positioning.

Responsible in prototypes development , tracking and checking from process starting to salesmen sample. Travelling abroad or domestic to check product in factories.

Responsible in daily communication with suppliers and manufacturers.

Maintaining all product administration files and ensuring prompt and accurate communication of all changes and updates to relevant departments and sales team.

Working with Marketing department on workbooks, hangtags and product information to communicate features, technologies & benefits to generate consumer appeal.

Assisting in merchandising at sales meetings and trade shows and provides additional support to sales teams when needed.

Working closely with Sales, Retail and Marketing to effectively manage the design, development, distribution and net margin goals of the European product line from concept to product launch into the market.

**2012** **JOSLUTAM DESIGNS.** Design & Management

Design and product management for ONDA wetsuits range.

Working closely with the Product Development team during internal prototype reviews and vendor visits.

Data sheet creation. Monitoring and testing prototypes.

**2012 - 2015** **STON S.L.** Design & Management

Starting and managing product feedback and inputs to the Asian and European market to ensure Brands has innovative, premium, technical products that drive sales to meet corporate goals.

Designing and managing different products (garments and complements) for European and Asian brands in ski, Outdoor, motorcycling markets.

Responsible in prototypes development , tracking, and checking from process beginning to salesmen sample.

Travelling abroad or domestic to check product in factories or product development meetings in headquarters.

Partners with RD&D, Forecasting, Sales, Retail and Marketing to effectively manage the design, development, distribution and net margin goals of the European product line from concept to product launch into the market

**2015 - PRESENT** **JOSLUTAM DESIGNS.** Design & Management