

## Contact

info@martialgeudin.eu

www.linkedin.com/in/martialgeudin  
(LinkedIn)

www.martialgeudin.eu (Personal)

## Top Skills

Creative Problem Solving

Engineering Design

3D Modeling

## Languages

French (Native or Bilingual)

Dutch (Native or Bilingual)

English (Professional Working)

## Certifications

Design Expert BPI-France

Designer specialist for Export

Industrial & Product designer 3POD

TOPSOLID 7 DESIGN CAD licence

## Honors-Awards

Label de l'Observateur du design  
2015, Prix français de design

Finalist for the IFSEC International-  
security Award 2012

Trophée de l'innovation 2015  
catégorie habitat

# Martial Geudin

Industrial Designer @ V<sup>2</sup>MG - & - Martial Geudin bv - Designer @  
SMILESHIELD.EU

Wortegem-Petegem, Flemish Region, Belgium

## Summary

As kids we all played with Lego, Meccano, Fisher Price a. o. modular toys. With this logic we all wanted to create something different from others.

In this mind I want to take my clients to a next generation of product creation.

My passion is to create elements, parts and products that fits together and can be personalized by the builder himself. I make it just easier for them who wants to use their creativity and make something they had in mind.

Humans are the principal goal in my creations, the idea is to wake up the flame of creativity that is been pushed away so many years before by the mass consumption till today. I don't want to think in the place of the customer and give him a product that is finished and standard.

I give him the freedom of creating something he has imagined.

With a passion for materials and the way they can be transformed I am constant looking for new ones and learn there properties to be able to implement them. Also applied is design for disassembly, design to connect, design for recycling, design thinking, circular design, design to produce.

Projects in France, the Netherlands and Belgium, big projects with long term needs and coaching, project management, design management, industrial design, product design. Set up management for new products and services.

Architecture projects where industrial design is a part of.

Aluminium designs: profiles systems, sheetmetal, sheetbending, profile extrusions, construction systems.

Plastic constructions, extrusions, pulltrusions, moulding

Industrial productions, turn and milling on CNC-machines,

Innovation management, looking what can be done more with a companies machinery and tools. Thinking at new products with or made by adapting some machines or methods.

Specialties:

- > 1982 technician in mechanics,
- > 1987 freelance designer, publicity and marketing,
- > 1992 freelance industrial and product design,
- > 2005 freelance design management
- > 2005 freelance management
- > 2009 designer agréé 3pod
- > 2010 ambassadeur à la Créativallée Nord Pas de Calais
- > 2012 agréé AWEX: Design Produit
- > 2016 agréé BFI design expert

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## Experience

### V<sup>2</sup>MG

Industrial Designer

January 2021 - Present (3 years 9 months)

Ypres, Flemish Region, Belgium

Design & Engineering Experts

### SOFAM

Associate

January 2005 - Present (19 years 9 months)

Brussels Metropolitan Area

### Martial Geudin bvba

37 years 6 months

Owner - Freelance Industrial Designer

April 1987 - Present (37 years 6 months)

Wortegem-Petegem, Flemish Region, Belgium

worked for clients as:

Sunconfex, Alphantronics, Qugar, Depro-Profiles, Goodwin, Casalis, Europal, Creapack, Exterior Living, Vivandi, Moestik, Briconord France, Agriopale France, Brasserie Desseveaux, Fixat, Carpentier, Honda Europe, Schiesser International, Fytosan sarl France, La Drôme sarl France, Eko-Bio bv Netherlands, Nirvana chocolates ltd USA, Montserrat bvba, ID Phar, Stad Oudenaarde, Nationale Kamer v Gerechtsdeurwaarders van Belgie, Leifheit, Prosibel international, De Hobbit nv,...

Free-lance industrial designer on medium to long term projects

2010 - 2012 (2 years)

Belgium and France

Projects in architecture, in applied access control products for industry and customer, lighting,...

smile shield.eu

Product & Industrial designer

April 2020 - December 2022 (2 years 9 months)

Ypres, Flemish Region, Belgium

Qugar bvba

Design management-product designer

April 2007 - November 2010 (3 years 8 months)

The spirit of Qugar is Martial Geudin, also the philosophy, main goal is the total design implementation from the concept through all levels of realisation to get to the final product, based on experience of a whole team thinking in the same direction.

Foturis networking innovating companies

product design, marketing manager, pr

February 2005 - March 2008 (3 years 2 months)

Thanks to all people who worked with me, specially thanks to Tom Robeyn.

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## Education

FlandersInshape-FlandersDC

post, Fuzzy front-end of design · (2009 - 2009)

SyntraWest

post, Material properties and production processes · (2008 - 2008)

HOGENT

master, visual communications and applied arts · (1983 - 1987)

Technisch Instituut Sint Lucas

Technician, mechanics · (1975 - 1981)

Koninklijke Academie voor schone Kunsten Oudenaarde

fine arts, fine arts · (1968 - 1978)