

curriculum vitae

Florian Hopp

Diploma Designer (FH)

geboren in Erlangen
am 06/01/1977

Bürstergasse 14
Germany - 88131 Lindau
+49 (0)179 49 47 888
florian@lesjeunes.de
www.studiolesjeunes.eu



As a creative designer, I am a source of inspiration and an experienced team player with many years of leading responsibility in international teams, and I have extensive knowledge of building brand identity, product management and design. My way of working is based on an enthusiasm for formal-ethical design and a passion for technical solutions.

This includes a feel for market and trend development, as well as the visualisation of colour and form concepts. With a clear focus and sporting ambition, I have the will to give my best and I value mutual respect, fair, interdisciplinary discourse and working in a team with a strong character.

Professional experience:

07/2025 - bis dato	Hobby Wohnwagenwerk GmbH Head of Sales & Head of Product Management	Leader of an international team (disc.+ technical: 22 MA). Responsibility for budgets and products. Change Management.
04/2025 - 06/2025	Me Personally	
02/2024 - 03/2025	Atera GmbH Head of Portfolio Management	Leader of an international team (disc.: 17 employees, technical: 3 employees): Product Development, Testing & Validation, Prototype Shop, Manufacturing Engineering, Product Management, Project Management, Media Design. Responsibility for budgets and product roadmap. Development and implementation of strategies for new sales channels, sectors and markets. Networking with key accounts to strengthen business relationships. Process optimization to increase efficiency.
08/2022 - 01/2024	Atera GmbH Head of Engineering	Time-out, orientation, relocation.
05/2022 - 07/2022	Me Personally	
02/2015 - 04/2022	Knaus Tabbert AG Brand-/ Productmanager	Head of brand and product management for 'WEINSBERG motorhomes and caravans' and 'T@B caravans', as the main contact partner for the press, trade and customers. Taking responsibility for budgets, product lifecycles and strategic portfolio management. Development and presentation of effective UX/UserJourney concepts, as well as conducting market studies. Responsible for managing the training academy with a broadcast studio and media centre.
05/2012 - 12/2014	Studio SYN Designmanager, Productdesigner	Project leader design for the concept car 'CARAVISIO' and professional management of interdisciplinary teams. Designer for well-known customers such as RIVA Yachts, Knaus Tabbert AG, EVAC-Train, Niesmann+Bischoff.
05/2012 - 05/2012	Klüber Design Productdesigner	
08/2010 - 04/2012	ARTEFAKT industriekultur Projectleader, Designer	Management of the 'Speedmax CF' project for Canyon Bicycles with innovative design solutions. Realisation of further successful projects in the sanitary sector, such as Viega, Ideal Standard and KERMI.
04/2010 - 07/2010	Storck Bicycle GmbH PR, Marketing, Designer	Responsible for projects and sponsoring initiatives in professional cycling. Realisation of graphic projects and press review maintenance.
01/2009 - 03/2010	studio les jeunes für Gestaltung Designer	Product and graphic design and photography.
01/2007 - 12/2008	RW-Fahrzeugbau GmbH Head of R&D, Designer	Head of R&D and product design with personnel responsibility. Brand management and photography for the startup 'SpaceCamper'.
01/2007 - 12/2008	Radsport Continental Team ista Creative Director	Action and style photography, as well as graphic design of websites and business stationery. Comprehensive team support.

curriculum vitae

Florian Hopp
continue page

Professional experience:

05/2005 - 01/2006 **Bikehouse Frankenstein**
Owner / Mechanic / Sports Consultant

Service station for Bicycles and distribution of cycling and sports products. Organisation of sports events. Coaching of athletes.

01/2004 - 04/2005 **studio les jeunes für Gestaltung** Designer

Founding of "studio les jeunes" for freelance work in the areas of product design, graphic design and photography.

Internship:

04/2003 - 10/2003 **greutmannbolzern ag für gestaltung** Design

Project development from scratch to realisation with responsibility and direct customer communication., such as Lista AG, UNO

09/2002 - 03/2003 **Neumeister + Partner** Productdesign

Design of a sports equipment series in conception and graphic design. Independent project management and presentation too.

03/2000 - 08/2000 **melzermueller + partner** Industrialdesign

Pre-study and specific internship. Collaboration in various projects. Prototype shop. Graphic design. Final artwork.

Education:

09/2000 - 02/2005 **University of applied science Darmstadt - Department Design** Industrial Design studies
Diploma Industrial Designer

Industrial Design studies affected by Bauhaus doctrine. Team play through the initiation of workshops and successful participation in competitions.

09/1999 - 07/2000 **School of arts Bodenseekreis Meersburg**
Preliminary studies design

Study preparation in all relevant disciplines: painting, figure drawing, art history, drawing, graphic design, typography, photography.

08/1983 - 05/1997 **School education Biberach/ Riß**
Prep school + grammar school
General qualification for university entrance

Science orientation at school. Involvement in the student council and as class representative, participation in study groups and team events.

Knowledge:

Language ability

German native tongue
English fluent in spoken and written

Skills

Creativity, analysis, strategy, problem solving, responsibility, network, leadership, key figures, presentation, market analysis, life cycle, road-map, sustainability, stakeholder management

Tools

Sketching, photography mit Canon EOS System, Mac + PC, A-Plan, Webtools, administrative software, SolidWorks, Rhino3D, MaxwellRender, Edudip Next, MS Office, Adobe CS

Personal Interests

Sports
Hunt
Enjoyment
Bicycles
Automobile

From 1993 to 2004 athlete in international road and track cycling, national league, national track team. After that, coach, mechanic, sports director for professional cycling teams such as 'Team ista', 'Team Specialized'. Co-founder and manager of the successful cycling team 'Elite Team Halanke Öschelbronn' from 03/2010 to 10/2011.

I love being out in nature doing sports or hunting and am enthusiastic about preparing culinary delights.
I also have a passion for beautiful interiors, interesting architecture and unusual vehicles.