

Andrea Foschiatti

selected projects

Intro

Ciao!

I'm a passionate and resourceful industrial designer, appreciated for
deep listening and fertile questions.

I help companies clarify their strategies and
launch usable and **elegant products.**

I'm very curious and versatile, with greater
experience in **electronics and**
sustainability.

In my career I traded comfort and stability
for the freedom to explore, gaining **diverse**
skills and knowledge from various fields.

This background allows me to bring a
valuable perspective to any project.



Educational robot

research | UX | concept |
development | prototyping | DFM

2023

[Alvik](#) is a mobile robot, the latest product of the [Arduino Education](#) portfolio.

Challenges

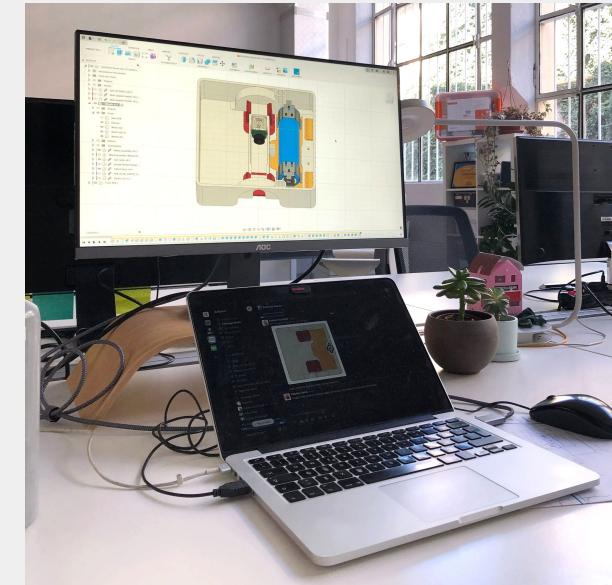
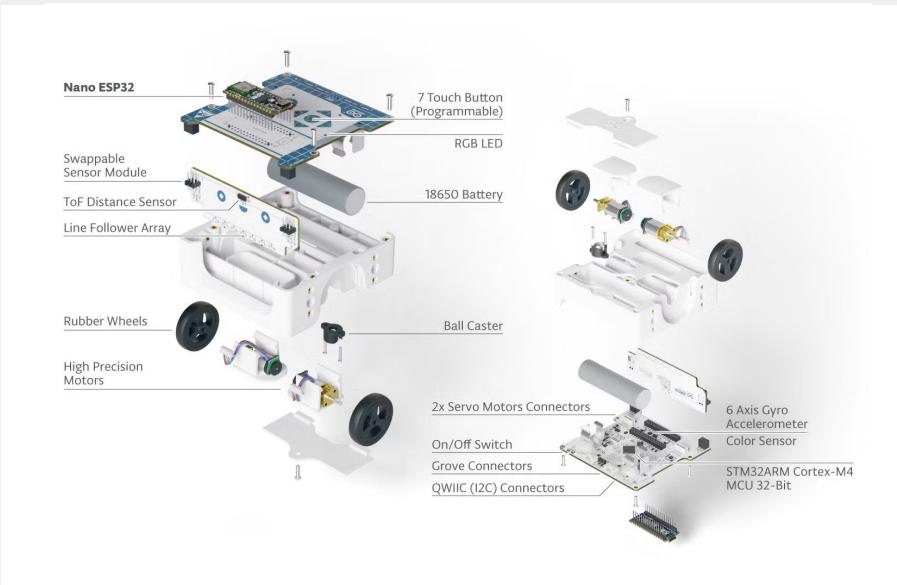
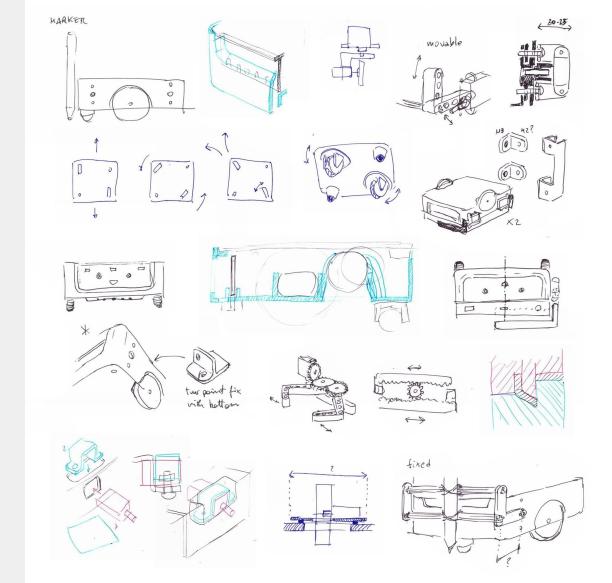
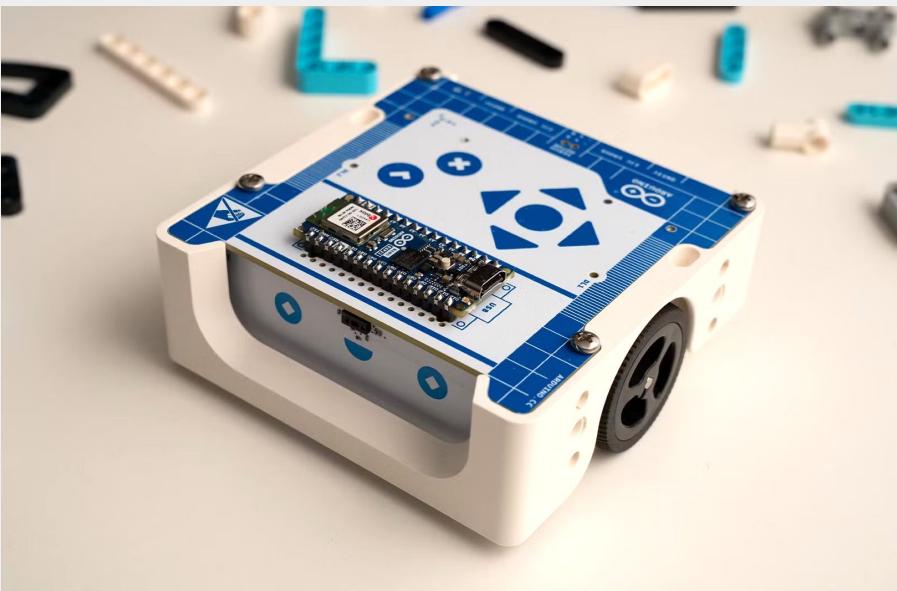
- Balance requirements of a versatile product.
- Manage frequent and major design changes.
- Get a clean look while keeping costs low.
- Fit in the Arduino products' language.

Results

A compact and powerful robot, with replaceable battery and motors, LEGO compatibility and an iconic look.

It is designed to allow future upgrades and kit expansion.

The device has been shortlisted for [BETT Awards 2025](#) in the AR/VR/Robotics category.



Eco-gadgets

project management | research |
concept | development | prototyping
| manufacturing | supply chain

2024

The [EWV Local Action Group](#) needs sustainable gadgets, but wants to involve its own community in the development.

Challenges

- Find artisans in the region, and check materials and technologies available to them.
- Introduce design and sustainability to high school students and generate relevant concepts.
- Evaluate feasibility and select winning ideas.
- Develop concepts and manage production.
- Represent the mountainous region of the LAG.

Results

Four gadgets made it into production, artisans got hundreds of orders, local or recovered materials have been used, and connections among actors were built.



Robot restyling

research | concept

2023

[Pipeln](#) is a startup working to improve maintenance of industrial pipes.

With a video shooting around the corner and investors to convince, they needed to improve their robot appearance quickly.

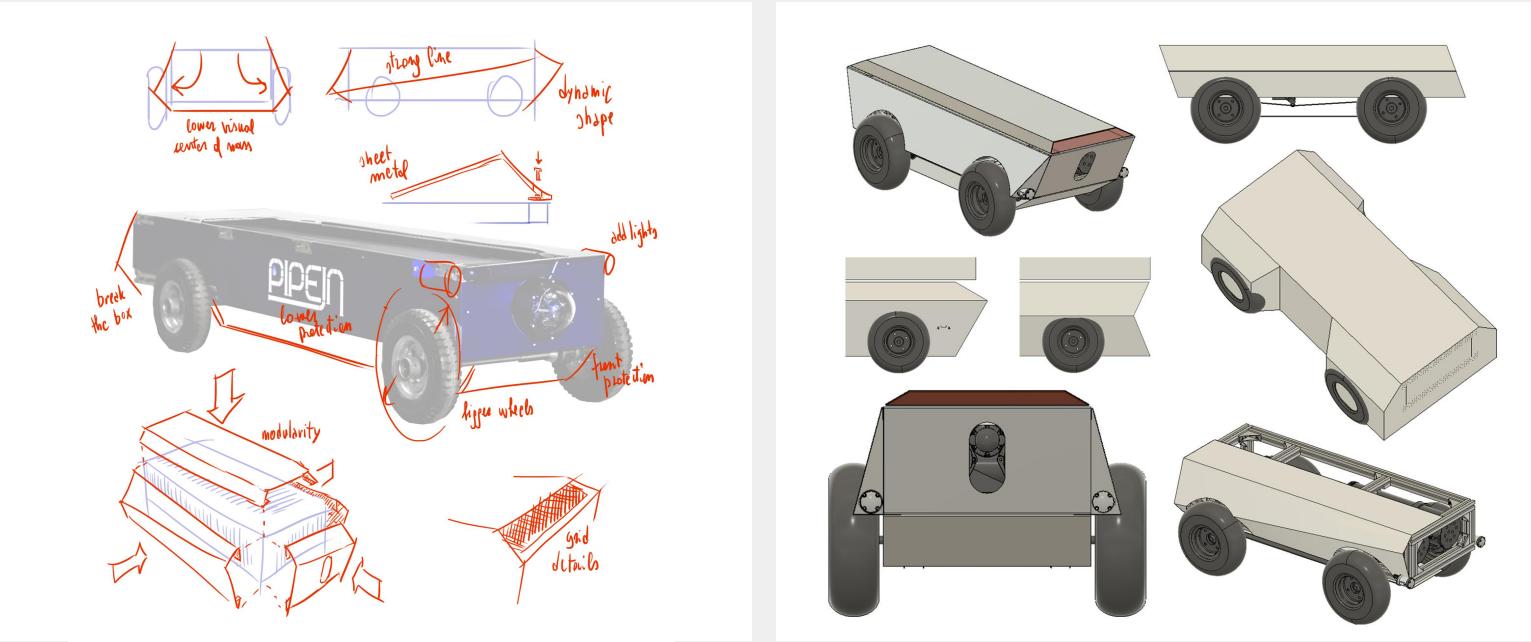
Challenges

- Work with current product structure.
- Find a quick and cheap solution.
- Allow for future improvements.

Results

In few sprints emerged chassis concepts with clean and strong lines.

Manufacturing costs and timing are kept low, going for laser-cut and bent sheet metal. Modularity allows for multiple setups and accessibility.



Soldering kit

concept | development | prototyping

2022

The [Arduino Make Your UNO](#) kit allows anyone to learn how to solder and debug a board. The resulting device is a synthesizer for electronic music.

Challenges

- Design a kit with a sustainable approach.
- Hint to wooden retro radios.
- Manage the parametric design of a cardboard box.

Results

PCB scraps are used as structural frames, while the cardboard box becomes a customizable case.

The self-assembled UNO board can be detached for other projects.



Modular furniture

project management | research |
concept | development | prototyping

2022

A startup making Montessori toys dreams of making sustainable furniture evolving with children's growth.

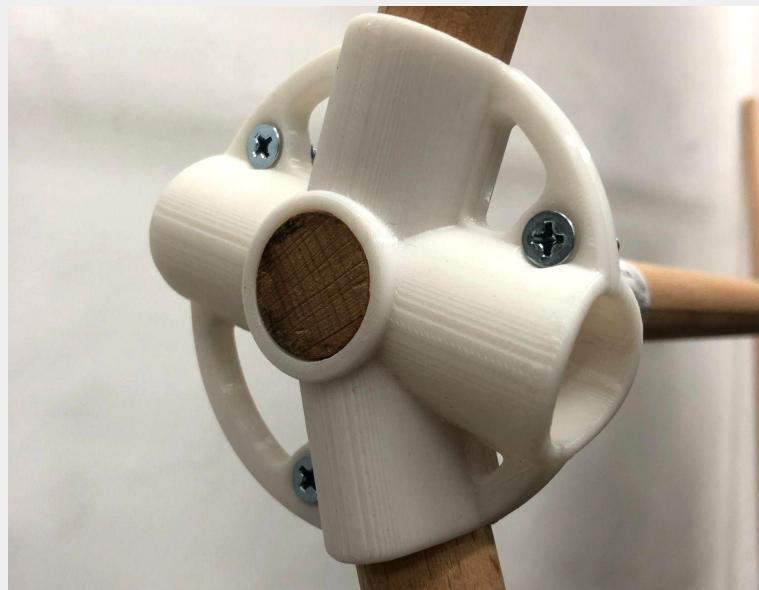
Challenges

- Define versatile and easy-to-use elements.
- Use safe and sustainable materials.
- Keep production costs low.

Results

The kit allows to build three structures: a base for cradle mobiles, a play gym and a coat hanger.

However, nodes and bars can be combined freely to build much more, with a simple setup and playful look.



Interactive portrait

concept | development | prototyping
| production

2022

[Coesa](#) is a fast growing ESCo, focused on providing sustainable energy services.

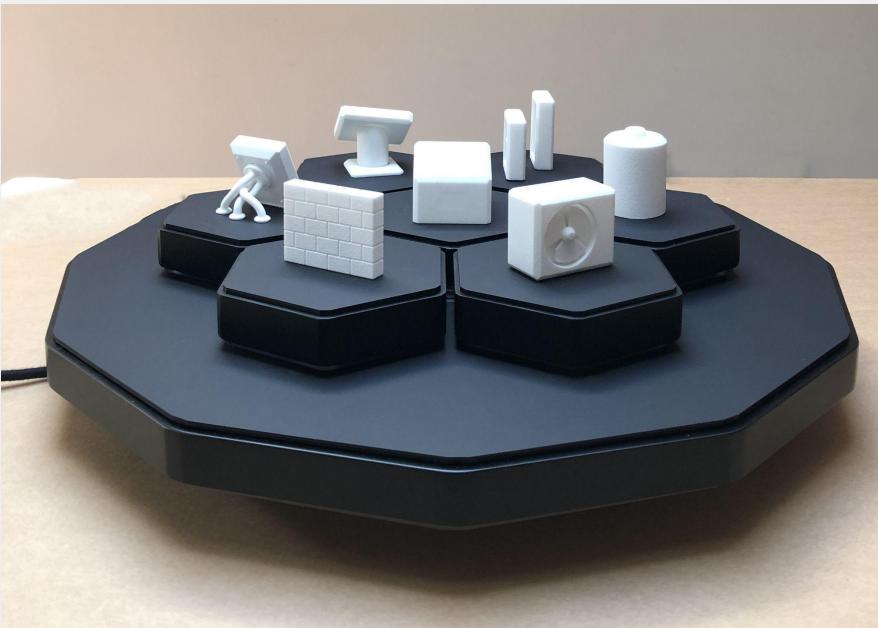
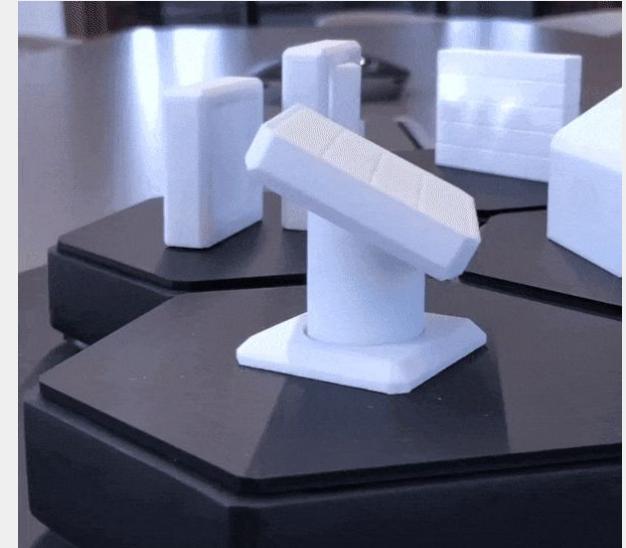
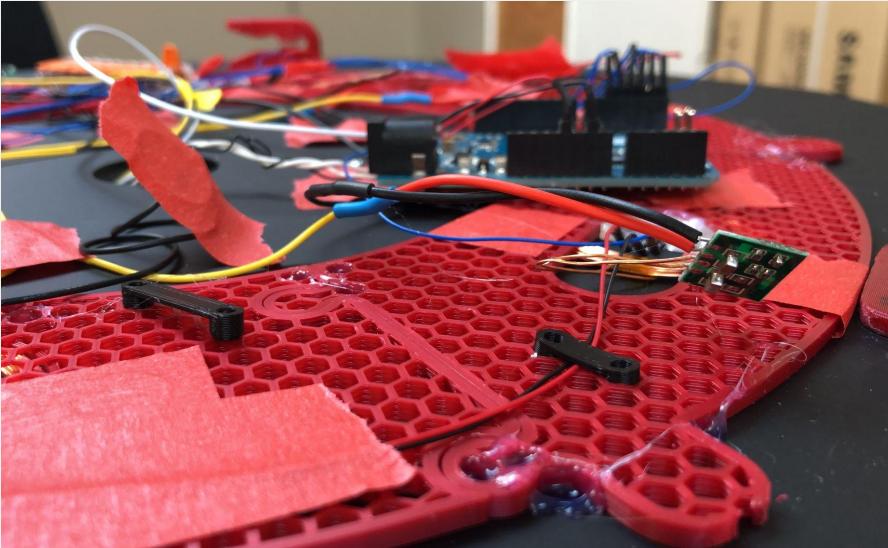
Challenges

- Surprise guests with a compact interactive installation.
- Represent complex services with 3D icons.
- Be visually striking yet elegant to fit the meeting room.

Results

An octagonal platform, where each tile represents a company service and animates when positioned on the board.

When all tiles are set, the whole platform lights up from the bottom.



Tactile book

project management | research |
concept | development | prototyping
| manufacturing

2021

The little panda with a blind eye is a book for children, both seeing and blind.

It is sponsored by [Hackability](#), a non-profit connecting people with disabilities and designers.

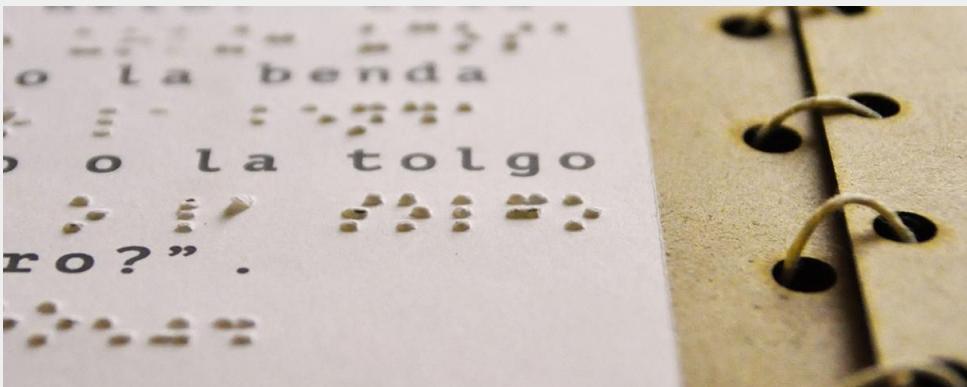
Challenges

- Easy and cheap manufacturing to allow self-production in any fablab.
- Convey the message of the story.
- Interesting and warm tactile and visual appearance, to reach any child in the class.

Results

A simple and sturdy book, made of lasercut wood-based materials and cotton strings.

The project won the jury prize of a contest for tactile books in Rome.



Anti-theft tracker

UX | concept | development |
prototyping | DFM

2016

Sherlock is a GPS anti-theft tracker for bikes, the flagship product of the homonymous startup, sold in US and EU in thousands of units.

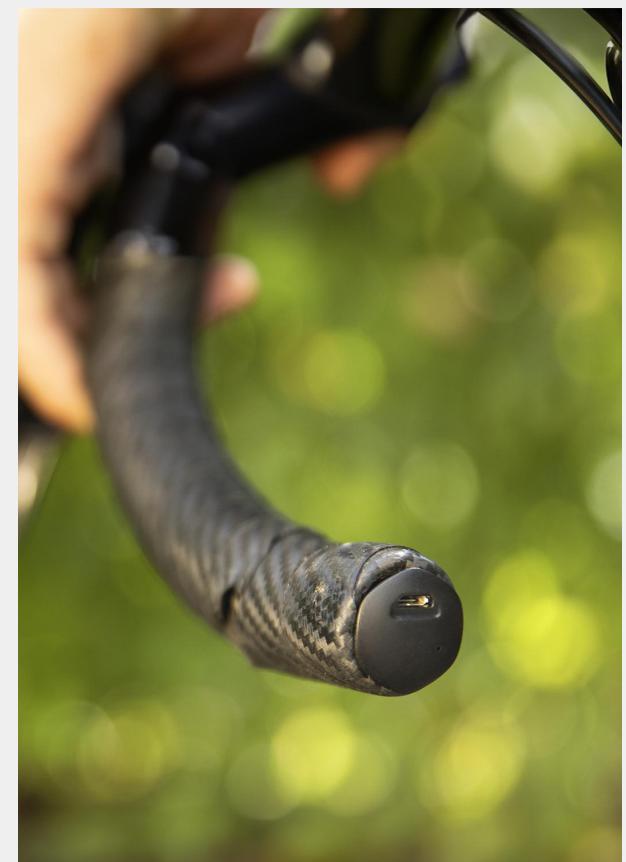
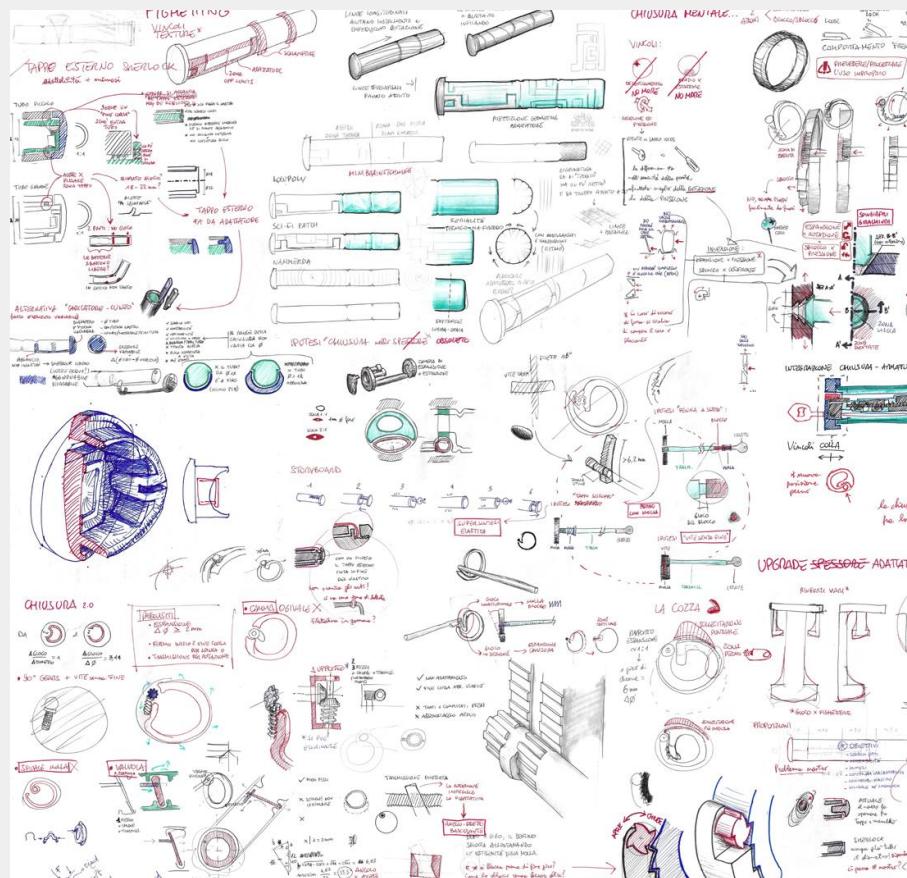
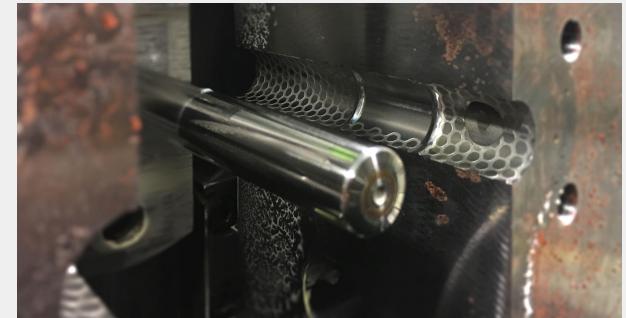
Challenges

- Protect the HW from water and falls.
- Fit in a curved bicycle handlebar ($\varnothing 19\text{mm}$).
- Optimize parts for assembly line.
- Improve app UX and UI.

Result

A rubber casing with two bendable joints, textured surface to reduce friction and a plastic cap to conceal completely.

Thousands of units have been shipped across US and Europe.



Breadsticks stand

concept | prototyping

2025

[Grissinificio Feyles](#) needs a smart gift for people attending their relocation event. Design and production must be done in 10 days.

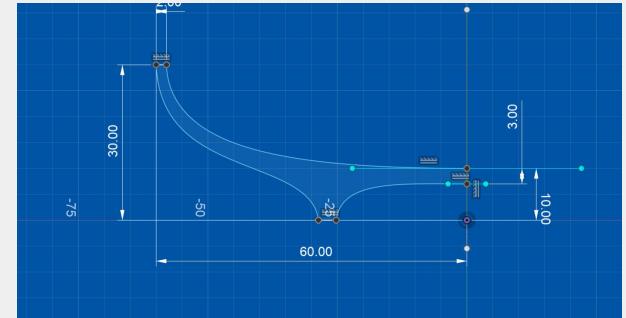
Challenges

- Useful gadget related to main market.
- Cheap and small.
- Fast manufacturing of 500+ units.

Result

A 3D printable *grissini stand* to dignify a humble product, raising it from the table.

Can become a serious product in terracotta or wood.



Thanks for your time!

Check [my website](#),
[Linkedin](#) profile,
or drop an [email](#).

