

Contact

Heby, Uppsala - Sweden
+46760565935 (Mobile)
cristina@castiglioniuhuedesi
gn.com

www.linkedin.com/in/cristina-castiglioni (LinkedIn)

Top Skills

Design
Negoziazione
Management

Certifications

Innovation Through Design: Think, Make, Break, Repeat
Launch Your Online Business
Greening the Economy: Sustainable Cities

Honors-Awards

Best Interior & Industrial Design Studio 2022, Lugano
Best of Houzz (Servizi)
Best of Houzz (Service)

Publications

CRISTINA CASTIGLIONI, THE CREATIVE & CURIOUS FORCE BEHIND HER BRAND
Le regole dell'Hotellerie - The rules of Hotellerie
MoodBook - Maison & Objet 2026

Patents

Tower
Tower

Cristina Castiglioni

Founder of CHD - Design Consultant
Sweden

Summary

Sono Design Consultant e lavoro all'intersezione tra design, cultura del progetto e visione strategica. Metto a disposizione la mia esperienza nella selezione di prodotti e brand, individuando soluzioni coerenti con i linguaggi dell'interior design e creando nuove opportunità di integrazione all'interno di progetti e spazi. Il mio percorso si inserisce nella visione di CHD, un ecosistema multidisciplinare del design fondato su una filosofia unitaria che integra progettazione, vendita di prodotto, formazione e un laboratorio dedicato allo sviluppo di nuove collezioni e collaborazioni. Mi occupo di consulenza di prodotto trasversale, supportando la selezione e l'inserimento di collezioni e aziende in progetti e showroom in diversi ambiti. Svolgo attività di consulenza strategica per il mondo dell'hospitality, affiancando strutture e operatori nei processi di posizionamento, rinnovamento e valorizzazione degli spazi, con un approccio curatoriale e una visione internazionale. I am a Design Consultant working at the intersection of design, project culture, and strategic vision. I bring my experience in product and brand selection, identifying solutions aligned with interior design languages and creating new opportunities for integration within projects and spaces. My work is part of the vision of CHD, a multidisciplinary design ecosystem rooted in a unified philosophy that brings together design, product distribution, education, and a laboratory dedicated to the development of new collections and collaborations. I provide cross-sector product consultancy, supporting the selection and integration of collections and brands within projects and showrooms across different environments. I offer strategic consulting for the hospitality sector, supporting operators and properties in positioning, renovation, and spatial enhancement processes, with a curatorial approach and an international perspective.

Experience

Castiglioni Hue Design

7 years 4 months

Founder

February 2019 - Present (7 years 4 months)

Lake of Garda (Italia) - Lugano (Switzerland) - Stockholm & Uppsala (Sweden)

CHD – Castiglioni Hue Design is a multidisciplinary design hub integrating project design, product development, strategic consultancy, sales, and training.

Its mission is to provide a complete and vertical approach to design, supporting companies, brands, and professionals through every stage of the process.

With a network of international collaborators and partners, CHD operates as an integrated ecosystem, where each area — consultancy, design, sales, and training — works in synergy within a shared vision of design: empathetic, strategic, and international.

CHD – Castiglioni Hue Design è un design hub multidisciplinare che integra progettazione, product design, consulenza strategica, vendita e formazione.

L'obiettivo è offrire un approccio completo e verticale al design, capace di accompagnare aziende, brand e professionisti in ogni fase del percorso.

Grazie a una rete di collaboratori e partner internazionali, CHD opera come un ecosistema integrato, dove competenze e visioni diverse convergono in un unico metodo di lavoro.

Ogni ambito — consulenza, progettazione, vendita e formazione — dialoga con gli altri in modo sinergico, contribuendo a una visione condivisa del design: empatica, strategica e internazionale.

CHD GALLERY

April 2023 - Present (3 years 2 months)

CHD Gallery is a selection of furniture and accessories created by HUB Design: Castiglioni Hue Design.

All brands and products are sought after at the most important design fairs such as the Salone del Mobile in Milan, Maison & Object in Paris, and the Stockholm Furniture Fair.

CHD Gallery è una selezione di arredi e complementi creato dall'HUB Design: Castiglioni Hue Design.

Tutti i brand e prodotti sono ricercati nelle fiere più importanti del settore del design come il Salone del Mobile di Milano, Maison & Object di Parigi e Stockholm Furniture Fair di Stoccolma.

CHD ACADEMY

January 2025 - Present (1 year 5 months)

CHD Academy was founded with the idea of becoming a guide for young talents and clients passionate about the world of design.

We offer dedicated support to young talents to achieve constructive career goals, thanks to an exclusive HUB where they can grow and develop their career.

For design enthusiasts, we have created our ROOM to offer dedicated courses to identify their needs, understand a floor plan, study styles and materials, and develop their project independently or with the assistance of a professional.

CHD Academy, nasce con l'idea di diventare una guida per giovani talenti e clienti appassionati del mondo del design.

Per giovani talenti offriamo un supporto dedicato per raggiungere traguardi costruttivi nella carriera, grazie a un esclusivo HUB dove crescere e sviluppare il proprio percorso.

Per gli appassionati di design, abbiamo ideato la nostra ROOM per offrire percorsi dedicati a riconoscere le proprie necessità, comprendere una planimetria, studiare stili e materiali e sviluppare autonomamente il proprio progetto, o con l'assistenza di un professionista.

Design Consultant

January 2025 - Present (1 year 5 months)

I offer strategic and creative design consulting:

1. Product Consultant: I support showrooms, businesses, architecture firms, and private individuals in selecting exclusive products that enhance spaces and express their identity and style.
2. Hospitality and Restaurant Consultant: Through consulting for the hospitality and restaurant sector, I support owners, chefs, and architects in defining brand-consistent environments through analysis and reporting.

Offro consulenza strategica e creativa nel settore del design:

1. Product consultant: Supporto showroom, attività commerciali, studi di architettura e privati nella selezione di prodotti esclusivi, capaci di valorizzare gli spazi e di esprimere identità e stile.
2. Hospitality e Restaurant Consultant: Attraverso la consulenza per il settore hospitality e ristorazione, accompagno proprietari, chef e architetti nella definizione di ambienti coerenti con il brand, attraverso analisi e report.

ICC Luxury Design

3 years 7 months

Experience Strategist

January 2025 - Present (1 year 5 months)

ICC Teach was established to export ICC background across the Countries, to raise Awareness about Made in Italy and Swiss, to Raise Competence about design techniques, to Experience the complete supply chain about Design and Build. ICC represents flexibility and internationality, with Partners in many Countries and continuously growing. Today in cooperation also with the major Milan's Universities.

Design Ambassador

November 2023 - Present (2 years 7 months)

Sweden

Relationship builder and promoter of the ICC world and its Community. Belonging to ICC Connect means access to design services including project management and "Made in Italy" luxury supplies. It means working together, having greater visibility, expanding the business and contaminating it with many international cultures to share the design of the future.

Creatore di relazioni e promotore del mondo ICC e della sua Community. Appartenere a ICC Connect vuol dire accedere a servizi di progettazione compreso la gestione del progetto e le forniture di lusso "Made in Italy". Vuol dire lavorare a 4 mani, aver visibilità maggiore, ampliare il business e contaminarlo con molte culture internazionali per condividere il design del futuro.

Design Partner

November 2022 - Present (3 years 7 months)

Lugano

ICC - Insubriae Contract Couture, designs in Italy and builds luxury residences and hotel in the world.

ICC - Insubriae Contract Couture, progetta in Italia e realizza nel mondo residenze e hotel di lusso.

Planimetrie.net

Executive Svezia

October 2022 - Present (3 years 8 months)

Stoccolma, Svezia

Partnership with Planimetrie.net, a brand specialized in services related to the world of Real Estate.

Leader in Italy, Germany, Spain, Belgium and France for the creation of plans painted in ink and watercolor, for real estate agents, builders, accommodation facilities, individuals and architectural firms.

Partnership con Planimetrie.net, brand specializzato nei servizi legati al mondo del Real Estate.

Leader in Italia, Germania, Spagna, Belgio e Francia per la realizzazione di planimetrie dipinte a china e acquerello, per agenti immobiliari, costruttori, strutture ricettive, privati e studi di architettura.

Cristina Castiglioni

Strategic Consultant

September 2016 - Present (9 years 9 months)

Supporting industrial organizations in purchasing, sales, and strategic planning, with a focus on optimizing profitability and strengthening competitive positioning. Example of activity 2016: Given Electrolux's new strategic positioning, external support was needed to optimize the supplier base, maximize company profitability, and consolidate the supplier network. The areas of intervention focused on the indirect sourcing of raw materials, harmonizing market dynamics, and leveraging European value globally. In addition to monitoring, identifying, and understanding different business models, the tasks included defining a standardized process to address global dynamics impacting the industry.

SIDERALLOYS INTL SA

Business Partner for Serint brand By Sideralloys Int

January 2019 - March 2021 (2 years 3 months)

Lugano, Canton Ticino, Svizzera

SERINT SA

Direttore generale

December 2014 - January 2019 (4 years 2 months)

Lugano, Canton Ticino, Svizzera

Management and development of the following three areas:

Exchange commodity trading;

Industrial solution;

Procurement Service.

In particular:

Trading of raw materials and semi-finished iron and the like;

Trade of scrap, ferroalloys and metals in general;

Buying advice for industry;
Components for the home appliance industry;
Components of plastics and derivatives, raw and semi-finished materials.
Components for systems of water treatment.

ALD Automotive

Sales Representative

July 2010 - November 2014 (4 years 5 months)

Milano, Italy

Management and Development area Trentino Alto Adige, Veneto, and Mantova province.

Commercial responsible: contract negotiation

Aftermarket follow-up and problem solving for customer

Commercial development of the area

Customer support for car policy creation

Responsibility of presentation of the auctions and proposal of commercial offer.

Responsibility of the back office support.

UBI Banca

Buyer - Fleet, travel, mobility manager

February 2004 - July 2010 (6 years 6 months)

Brescia Area, Italy

Procurement responsible for Bank car pool and Italian corporate travel

Budget responsible

Supplier base strategy and implementation owner

Responsibility of travel department: operational and executive (responsibility of all logistic for mobility of employees)

Creation, development, implementation of purchasing process for fleet and travel division

Creation, implementation and responsibility of software base process for fleet and travel division

Before:

Project responsible for bank subsidiary development and implementation at real-estate level.

Gabetti Property Solutions

Specialist Finanziario

January 2003 - February 2004 (1 year 2 months)

Area Veneto - Friuli - Trentino a/d

Financial responsible for 28 offices in franchising.

Responsibility of the 56 persons (2-3 persons by office) at law level in indirect reporting.

Financial development for external clients to the group.

Campionato italiano, italiano terra e mondiale rally

Co-driver in Rally

April 1996 - November 2003 (7 years 8 months)

FinecoBank

Financial Broker

January 2001 - January 2003 (2 years 1 month)

Veneto - Verona

SF Divisione Mutui - Financial Broker product Fineco Bank.

Development and management of sales network

Credit analysis and decision for acceptance

Studio tecnico Castiglioni geom. Cristina

Owner - Geometra

January 1998 - January 2001 (3 years 1 month)

Technical designer

Building/Estate project development for tier

Evaluation of investment and project cost

Follow-up of ground development

Internal design and consultancy for external sources

3D software expertise

Education

NAD - Nuova Accademia del design

Master interior design, Interior Design · (2019 - 2021)

RAH Colour Consulting

Consulente colore, RAH Colour Test · (November 2021 - November 2021)

Matteo Rivolta

Luxury Masterclass · (July 2020 - December 2020)

Istituto tecnico Cangrande della Scala

Geometra

The University of Sydney

Corso, Innovation Through Design: Think, Make, Break, Repeat · (December 2021 - January 2022)