



MAZDA MOTOR EUROPE – BIOGRAPHY

ALENA GERSONDE

SENIOR COLOUR & MATERIAL DESIGNER
MAZDA DESIGN EUROPE, R&D CENTRE

2022 - Present	Senior Colour & Material Designer at Mazda Motor Europe
Jul 2022 - Nov 2022	Konzepthaus Design at Colour & Material Designer for Mazda Motor Europe
2020 - 2022	CMF Expert at Magna International
2019 - 2020	CMF Designer (for Magna Steyr) at SEGULA Technologies
Aug 2018 - Sep 2018	Colour and Trim Intern at Volkswagen AG
2017 - 2018	Colour and Trim Workshop at Volkswagen AG
2014 - 2016	Social Media & Journalism (Motorsport) at The Inside Line (Blog) · Freelance
Education	Bachelor Professional, Colour & Material / Graphic Design / Product Design from the Fachschule für Product Design, Selb, Germany
Languages	German, Italian and English - fluent
Nationality	German and Italian

Status: July 2025