

Rafael Feliciano

Global Systems Engineering Leader | Consumer Electronics | Embedded Systems | Hardware + Firmware

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PROFILE

Engineering executive with 18+ years leading system architecture, hardware, firmware, manufacturing, and cross-functional product development for consumer electronics and connected devices. Proven success building teams, maturing technology platforms, and translating innovation into manufacturable products.

EXPERIENCE

L'Oréal | AVP, Head of Engineering

May 2026 - Present | Clark, NJ

- Promoted to lead L'Oréal's U.S. consumer electronics engineering organization (team of 5 engineers), reporting to the division VP, while retaining global systems engineering scope across U.S. and China.
- Own the end-to-end product development roadmap, sequencing priority programs with innovation, marketing, and commercial partners to accelerate time-to-market.
- Review incoming innovation concepts for technical feasibility and scalability, steering the strongest candidates into development and filtering out high-risk initiatives before significant investment.
- Shape a balanced build/partner/buy strategy—identifying products best suited for off-the-shelf adoption, co-development with external vendors, or full in-house development—to expand the portfolio efficiently.
- Cultivate the vendor and co-development partner ecosystem, qualifying and managing outside engineering firms to extend delivery capacity without sacrificing technical rigor.
- Build, mentor, and structure the U.S. engineering team, defining engineering practices, hiring plans, and career pathing aligned to the broader roadmap.
- Continue ownership of system architecture, cross-regional engineering collaboration, technology readiness, platform development, technical-debt reduction, and IP strategy across priority programs.

L'Oréal | AVP, Global Systems Engineering Lead

Oct 2024 - May 2026 | Clark, NJ

- Owned system architecture and technical strategy for L'Oréal's global consumer electronics portfolio.
- Led cross-regional engineering collaboration across the U.S. and China spanning systems, electrical, firmware, and consumables.
- Drove technology readiness, platform development, technical debt reduction, and IP strategy across priority programs.

L'Oréal | Director, Hardware

Jul 2021 - Oct 2024 | Jersey City, NJ

- Led hardware architecture for the consumer electronics division and managed a multidisciplinary engineering team.
- Overhauled development practices to target an 18-month product cycle while blending consumer electronics, medical-device, and beauty-product rigor.

Raffeli Labs, LLC | Contractor / Freelancer

2012 - Present

- Provide end-to-end hardware engineering services including architecture, schematic capture, PCB layout, prototyping, firmware, and manufacturing support.

Feelmore Labs | Senior Electrical Engineer

Apr 2021 - Jul 2021 | New York, NY

- Led all electrical design, PCB layout, and validation for the company's core product platform.

- Reduced version 1 PCB footprint by 53% and improved eBOM cost by 22% while supporting EVT/PVT, quality, and reliability improvements.

Intersection | *Senior Hardware Engineering Manager*

Mar 2017 - Mar 2021 | New York, NY

- Led architecture, sourcing, prototyping, testing, manufacturing, and lifecycle evolution of hardware for the urban technology platform.
- Defined standards for modularity, compatibility, reuse, and customer experience while driving vendor selection and manufacturing execution.

Skybuds | *VP of Engineering*

Feb 2016 - Mar 2017 | New York, NY

- System architect and project manager for truly wireless earbuds, leading U.S. and overseas software and firmware teams.
- Owned EE and hardware development including an 8-layer rigid-flex earbud PCB and 4-layer dock charging PCB.

EGW Technologies | *Hardware / Firmware Engineer Consultant*

Nov 2014 - Jan 2016 | Woodbridge, NJ

- Delivered portable consumer electronics systems with emphasis on BLE, compact multilayer PCB design, and low-power architectures.

Siemens Building Technologies | *Hardware / Software Engineer III*

Jul 2011 - Feb 2015 | Florham Park, NJ

- Led systems engineering for the Desigo CC Mass Notification platform, including hardware interfaces and low-level device integration.
- Designed networked embedded hardware including TCP/IP to RS232/485 converter hardware and web-enabled LED signage.

Crayola | *Staff Design Engineer, Electrical Engineering*

Jun 2010 - Jul 2011 | Easton, PA

- Led development of future electronic products using light, LED, capacitive touch, and persistence-of-vision technologies.
- Designed a patented drawing stylus using high-frequency signals (US Patent Publication #US20130113763 A1).

Claddagh Electronics | *Electrical Engineer, Staff*

Jan 2010 - Jun 2010 | Long Island City, NY

- Designed custom multi-board electronics for elevator control systems, including redundancy hardware and industrial communications.

Fisher-Price Brands | *Electronics Engineer*

Nov 2006 - Jan 2010 | New York, NY

- Developed electronic toy platforms using 8- and 16-bit microcontrollers, USB interfaces, wireless links, and capacitive touch systems.

EDUCATION

Rutgers University - B.S., Electrical and Computer Engineering, May 2006

GPA: 3.7 / 4.0

TECHNICAL SKILLS

Engineering Tools: Altium Designer, LTSpice, PSoC Creator, Atmel Studio 7, Visual Studio, JIRA, Git, IBM Rational DOORS/ClearCase

Programming: C, C++, Python, Shell scripting, C#/.NET, Visual Basic, FORTRAN

Platforms: STM32, ARM Cortex-M0/M3/M4, Cypress PSoC, Nordic nRF51/nRF52, Atmel AVR, Qualcomm Snapdragon 600/800, CSR8670/8675, Microchip PIC, Rabbit RCM3000, Arduino, mbed

Processes: Agile/Scrum, ISO 9000, LEAN

Regulatory: FCC, CE, IEC, UL