

Profile

A creative, technical, self-motivated, problem-solver who enjoys handling numerous tasks simultaneously and works well under pressure. I have always been interested in projects that enable me to utilise my wide-range of unique skills, creative outlook and informed approach to Product Development. A well-qualified and experienced Senior Product Designer and resourceful Team Leader with a focussed eye for 3D detail. I have worked in the design industry at a variety of levels, honing my skills to work closely with worldwide manufacturers to achieve what is required both technically and visually for a successful final product launch.

Employment, Experience, Freelance & Projects

Senior Product Designer - **Matki Showering PLC & Swadling Brassware** 02/2005 to Present
I manage the entire design process and the teams within it from concept design to final product launch. This includes design, R&D, specification, material and component sourcing, form and function testing, chemical analysis (ICP Spectroscopy), failure analysis, product fatigue and design iteration thereof. Tasks includes verifying all products are CE/UKCA compliant through impact, wear & water testing via BS EN 14428+A1. EN1111 & WRAS approved, and more recently NSF/ANSI 61 & ASME A112.18.1/CSA B125.1 compliant as we prepare for new markets; ensuring conformity is achieved on all nonmetallic as well as metallic materials. My personal highlights include;

- **Swadling Brassware**: An in-depth two year project - the complete design & development of this luxury brand product portfolio. Adding and extending this quality range with exciting new additions, colours and surface finishes; includes commissioning a new plant to process all new finishes in-house.
- Production of two of Matki's most financially successful product ranges to date - **Illusion & Radiance**.
- Implemented a range of products to complement Matki's largest growing area of the business - a semi-bespoke wet-room system named **Fauzone**. This has cemented a new direction for Matki Showering taking us confidently into the 'Bespoke' arena and complemented with all matching colours and finishes available from our sister company, Swadling Brassware - for the complete luxury spa experience.

Creative Designer - **The Bradley Collection Ltd** 04/2003 to 02/2005
In-house concept design, development & prototyping in a range of materials including stainless & mild steel, aluminium, wood, glass, resins and ceramics for both traditional and contemporary drapery systems, decorative accessories & lighting - most memorably, I was integral in an exciting project where Matthew Hilton and I worked closely together on a decorative lighting collaboration between Matthew & Bradley. As John Lewis's major supplier of curtain poles and accessories I was closely involved in retail strategy meetings taking the design of JL's product ranges forward. I designed & helped project manage a variety of exhibitions spaces that Bradley utilised; 100% Design, Decorex and Design Interiors.

Product Designer (Freelance) - **Habitat Design Ltd** 06/2001 to 04/2003
Working tightly to 'Design Orientations' - for both Prime and Seasonal products - I was involved in Habitat's NPD process including concept design, CAD visualisation and production of specification drawings for manufacture. As well as ongoing product development communication with worldwide manufacturers for a diverse variety of products - including Furniture, Lighting, Tableware & Accessories. And involved in developing and presenting fresh 'Design Orientations' and new product lines within the business.

CAD Visualiser (Freelance) - **Matthew Hilton** 07/2002 to 12/2002
I have produced both visualisations of his Designs for manufacture and ideas for development - both within Habitat and externally.

Designer and Project Manager - **Orange's** Brand within the home 10/2001 to 06/2002
Project Management & Concept Design of this international research project 'The Intelligent Table'. This included negotiating contracts with Orange Telecom/Orange Imagineering, Brian Smith (PDD/Newlands Scientific/Feonic) & Ambient Devices. As well as the research and implementation of innovative technologies and materials within the design and the production of a working prototype. The conclusion of this project earned me a Distinction for my MSc degree.

Design & Model-Making (Freelance) - **Tom Dixon** 09/2001 to 11/2001
Design and Model-Making during a Sotheby's & LOSA collaboration - these high end products were sold internationally in retail outlets such as The Conran Shop and The V&A Shop.

Employment, Experience, Freelance & Projects: Cont'd

Model & Mould Making (Freelance) - **Felicity Aylieff** 07/2000 to 09/2000
Production of several large plaster moulds; the ceramic casts of which now sit in a variety of respected galleries and museums around the world including the V&A.

Product Designer (Freelance) - **ECP Design (UK Retail Supplier)** 05/1998 to 09/1998

Education

MSc Integrated Industrial Design, Brunel University (2000-02): Distinction
PGCE Design & Technology, Bath Spa University (1999-00): Pass
BA (Hons) 3D Design: Ceramics, Bath Spa University (1996-99): 2:1

Skills

Design for Manufacture: I have a broad palette and experience with manufacturing processes and manufacturers around the world in a huge range of materials - polymers, alloys, advanced ceramics & glass. Experienced in specifying parts for injection moulding in rigid & soft polymers. Die casting, forging, pressing, spinning, stock and blank machined alloys. Extrusions in aluminium, brass, plastics (rigid, soft and co-extruded) and compression moulded silicone, EPDM, nitrile & TPE. Mechanical water sealing solutions large and small - at low and high pressures. I also have excellent hands-on experience with most workshop machinery for wood, metals, plastics & resins. Valuable for kit bashing, jig making and testing ideas quickly.

Design Management: My ability to directly manage the complexities of the new, existing and re-design product development process is critical in my daily work; ensuring a teams deadlines are met on time, in budget and importantly with the desired design intent is my forte.

Team Management and Team Work: A keen team player, realising the achievements possible if a dedicated, resourceful team are put together to push ideas to the limit. I pride myself on leading, coaching and developing designers to deliver exceptional products - mentoring, supporting & nurturing a teams and it's ideas is my speciality.

Design Toolkits: An ever growing range of design toolkits enables me to get the most out of the design process in a structured way - these have become second nature to my unique and informed design direction. I firmly believe in the opportunities a well thought out new product development process can bring to an organisation and the teams within it, vital for the design and retail market.

Cognitive and Physical Ergonomics: I have studied these two principles under a leading Ergonomist in the UK. I use Physical Ergonomics in my daily work, but my Cognitive Ergonomic appreciation has given me a deep insight into how we live and leads to more successful human-centred products.

Computer Aided Design: Competent in most product design & development standard suites across windows and mac platforms in both 2D & 3D.

Patents & Cited Research

Patent - Manufacture of sanitary ware; Issued 24/01/2007
GB20050015210 20050723.

Cited Research - European Academy of Design Annual Conference 2005
Mapping design strategy in complex organisational systems. **David Townson** - School of Design, University of Dundee

Me, Myself and I

I enjoy a rich and extensive variety of interests but growing, cooking & sharing good quality food is of upmost importance to me and my family. I love Ceramic Design and the presentation of food on this medium. In my free time I like to get away from the computer screen and back to basics making tableware on the potters wheel or wildly slip-decorating vessels in my workshop (www.designcraftandtechnology.com). I also enjoy photography, design history & 20th century design, automata & toy design, VW Transporters, comedy, home brewing and quality within all of the above. I have an extensive music library, but must admit to being a bit of a Vinyl geek. I love the outdoors; walking, cycling and water. My wife Emma and I got married in 2015 and our young son was my best man. As a family we always seem to be knee-deep in home renovation projects - the latest being the designer/architect of a complete remodeling and two-story extension of our family home in Corsham; growing my interest and insight into designer hardware and products for the home!