

## 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 all design, R&D, specification, material and component sourcing, form and function testing, chemical and 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 et al compliant as we prepare for new markets. My personal highlights include;

- Implemented a range of products to complement Matki's largest growing area of the business - a semi-bespoke wet-room system named **Eauzone**. This has cemented a new direction for Matki Showering taking us confidently into the 'Bespoke' bathroom furniture arena, complemented with matching colours and finishes available from our sister company, Swadling Brassware. The latest addition to this range is to be exhibited at [ARCHITECT@WORK London 2023](#).

- **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**.

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 - wood, plastics, alloys, 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 and compression moulded rubbers. 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;  
**GB20050015210 20050723.**

Issued 24/01/2007

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](http://www.designcraftandtechnology.com) & [@dominic\\_warwood\\_smith\\_ceramics](https://twitter.com/dominic_warwood_smith_ceramics)). 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 ([@renovation\\_warts\\_and\\_all](https://twitter.com/renovation_warts_and_all)).