

## Profile

A creative and self-motivated individual who enjoys handling numerous tasks simultaneously and works well under pressure. Whilst designing for the UK and International markets has been my goal - 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, skilled and experienced Senior Product Designer and resourceful Team Leader - I have worked in the design industry within the UK at a variety of levels since 1998.

## 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 the design, development & sourcing of all products whether entirely new, a range extension or product re-design. Tasks includes ensuring all products meet in accordance with the correct level of CE testing & BS EN 14428:2008+A1 (Shower Enclosures) or WRAS certification (Brassware) - ensuring conformity is achieved on all components. My personal highlights include;

- **Swadling Brassware**: An in-depth two year project - the complete development of the entire Swadling Brassware product catalogue - adding and extending this quality range with exciting new additions.
- 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 **Eauzone Plus & Ultra Bespoke**. This has cemented a new direction for Matki Showering - taking them confidently into the 'Bespoke' arena.

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 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 (continued)

- 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 Management:** My ability to directly manage the complexities of the new, existing and re-design product development process is critical in my daily work.

**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 opportunity a well thought out new product development process can bring to an organisation, vital for the design and retail market.

**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 for Manufacture:** I have a broad palette and experience with manufacturing processes and manufacturers around the world in a range of materials. I also have excellent hands-on experience with most traditional workshop machinery for Wood, Metals, Plastics and Ceramics.

**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 knowledge has given me a deep insight into how we live. This leads to more successful products for the home.

**Computer Aided Design:** Competent in all of the product design standards across all platforms.

## 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 utmost importance to me and my family. I love Ceramic Design - and also the presentation of food on this medium. In my free time I like to get away from the 3D computer screen and back to basics making Tableware on the potters wheel or wildly slip-decorating vessels in my workshop. I also enjoy photography, design history & 20th century 'antiques', 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!