

// Skills

General

I have the ability to make people feel relaxed and bring energy to professional environments. I am skilled and confident in both verbal and graphic communication, with experience in working and meeting face to face with clients.

I have first hand practical knowledge of product development from ideation to production on my placement year at j-me.

I have gained time and project management skills by studying a demanding course at Brunel. I am a hard working individual and have the will to learn.

Software

Illustrator, Photoshop, Indesign, Solidworks, Rhino, AutoCAD, Dreamweaver, HTML/FTP, MS Office, Hiwire, Icepic, ACT!

// Education

Brunel University - BA Industrial Design & Technology

Sept'04 to May'08 - 1st Class Honours with professional development

Brunel is well-known for providing a comprehensive design education. Students are taught the broader concept of design, which covers not only traditional industrial design but engineering, communication, environment, contextual, manufacture, business, innovation and marketing.

The result of my final year mechatronics project "Digimech Clock" is a good example of how I was able to combine my creative thinking with knowledge of mechanics, electronics, programming and prototyping. The clock has received international press, been watched over 47, 000 times on youtube and been exhibited behind glass at the 2008 Paris motor show on the MINI stand.

Wiltshire College - Foundation Art & Design

Sept'03 to May'04 - Level 3 National Diploma

St. Laurence 6th Form - A level / AS level

Sept'01 to May'03 - Art & Design, Biology / Chemistry, Physics

// Experience

Kinneir Dufort - Designer

Sept'08 to Present

KD is an award-winning international design and innovation company, with a core client base in the medical and scientific industries.

I designed a touch screen graphic user interface for a continuous glucose monitoring device. Designing workflow and screen layout involved understanding complex data analysis tools and theory and translating them into a user focused interactive system for diabetics.

Developed packaging concepts for a 100 limited-edition, ultra-premium bottles of Scotch whisky, sold exclusively to the Japanese market. The final directions had to represent a specific brand attribute and the results prompted our client, the global brand controller, to describe them as "some of the best design work I've ever seen".

I explored methods of enhancing specialist medical dressings. The aim was to improve comfort and dignity for the patient and make them easier for the nurse to apply and monitor. Proposed designs were in line with current



Digimech Clock

manufacturing methods and I demonstrated how each concept compared in terms of use of materials.

I also designed the 2009 Mars Design awards, the logo for Japanese diabetes management software and a new dimension of in-house corporate identity. Last year I prepared the pitch presentation material which resulted in winning £300K of business from a new client.

LG electronics - Freelance research and ideation

Oct'07 to Dec'07

Worked with a small team of product planners, developers and marketing personnel on a washing machine project. Developed and visualised new concepts based on analysis of consumer insights observed and recorded in focus groups.

Penguin Books (DK 10+ dept.) - Designer

July '07

Two weeks graphic design placement working on live projects.

j-me - Designer

July'06 to July'07 (university work placement)

j-me is a small design business with an annual product development cycle. I designed the 2007 range from sketch to production data.

This experience was highlighted by conceptualising and developing through to production the "tape dispenser" - a dispenser for sticky tape in the form of the iconic tape cassette. Released in September 2007, it quickly became the most successful product of the year and was awarded 'gift of the year 2008 - highly commended'. Since, it has been featured in Stuff magazine, the Guardian gift guide and on designboom.com. It has been sold across the globe to major retailers including Selfridges and Paperchase.

The concept generation and market research was done as a team but otherwise the two owners were principally chasing clients. So my part in the team was to take products through prototyping, CAD development and production specification, graphic development and artwork for product labels, tags and structural packaging. My management of these projects involved communicating and liaising with manufacturers, printers and programmers.

Marketing activities included product photography, website maintenance, search engine optimisation and promotion animations. I designed and wrote copy for the product brochures and newsletters, preparing artwork for print and setting up email marketing campaigns. I also set up and ran stands at exhibitions.

Summit Chairs - Production line

June'05 to Sept'05

Dealt with all areas of manufacture enabling me to directly understand the importance of materials, assembly lines and the factory environment.

// Interests

Mechanisms and machinery, Detail, Robotics, The future, Graphics, Animation, Fashion, Computer games, Toys and character design, Sewing, Japan, Festivals, Dancing.



j-me tape dispenser