

I am a product designer with over **3 years'** industrial experience from user research to concept development & designing for manufacture. During my career I have worked on multiple products that have made it to the market.

I am passionate in developing products that focus on usability. I am proficient in developing concepts focused on user research, creating photo-realistic visuals and designing for manufacture.

## CAREER

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### **Design Coordinator** (*Nov 2015 to present*)

**The Hatchbag Company, Birkenhead UK**

The leading designer and creator of highly tailored boot covers and accessories. My position was to develop and improve the product which helped almost double sales during my employment.

- Created new designs using 3D scanning and CAD to create highly tailored covers.
- Applied research from customers to improve existing designs and develop their versatility.
- Improved internal communication between the design department and manufacturing by introducing clearer, more consistent manufacturing drawings and guides.
- Taught and migrated the design team to use Solidworks from various other CAD platforms.
- Improved brand identity, value & consistency by creating new stylish templates and stylesheets for customer documents.
- Implemented and led a graphics department within the design team to create higher quality marketing visuals and photoshoots, communicating directly with marketing agencies.
- Improved the management of product data by implementing naming conventions, an Access database and automated Excel sheets (using advanced syntax) to aid an expanding team.

### **ESL English Teacher** (*Aug 2013 – Sep 2015*)

**Chung-Buk Educational Office, South Korea**

The Educational Office is the body of all public schools from primary to high school, bringing in international teachers to improve the level of English education for students.

- Teaching English at elementary school, both as solo-led classes and team teaching with local teachers.
- Designed and developed interactive games (both digital & physical) as tools to engage students. These were shared with and used by a large English teaching community.
- Learned to work in an international environment, adapting to foreign work cultures and overcoming language barriers to develop an effective working partnership.

### **Design Researcher** (*Jul 2013 – Aug 2013*)

**University of Leeds, Leeds UK,**

Conducted primary and secondary research, visualised through infographics which effectively conveyed the results to the client.

### **Product Design Intern** (*May 2011 – Nov 2011*)

**Stuck Design Consultancy, Singapore,**

Stuck develops products and design languages, both in-house and for high profile clients such as Dell & World Kitchen. My role was to work on a design language for a client, as well as lead an in-house lighting project.

- Helped envision a client's new design language through extensive research and modelling.
- Led in-house design projects including creating a new lamp shade using an experimental material (portfolio reference: Tyvek lamp)
- Leased with manufacturers abroad providing them with manufacturing CAD files.

## SKILLS

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**Design Skills:** Research Methodologies, Concept Development, Problem Solving, Sketching, 3D contextual renders, Prototyping, 3D Scanning, Designing for Manufacture.

**Software Proficiencies:** Photoshop, Illustrator, InDesign, Solidworks, Rhino, Keyshot, Gemini Textiles, Excel (Inc. advanced Syntax), Access.

**Other Skills:** Bi-Lingual (English & German), HTML, CSS.

## EDUCATION

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**The University of Leeds** (Sep 2008 – Nov 2013)

MDes + BDes Product Design, First Class Honours,

**National University of Singapore** (Jul 2010 – May 2011)

Study abroad program, GPA 4.5

**Caldy Grange** (Sep 2001 – June 2008)

A-Levels, 4, A to C

GCSE, 12, A\* to C

## AWARDS & ACHIEVEMENTS

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**Winner: Best project**, World Kitchen Design Competition 2011

- Internal design competition for innovative kitchen product.

**Intercultural Ambassador**, the University of Leeds 2012 – 2013

- Gained experience in project management.
- Hosted an international food festival for over 10 University societies and more than 100 guests as part of an international team.

**Member of Staff/Student Council**, the University of Leeds 2012 – 2013

- Represented students throughout the University, voicing their concerns and opinions to the faculty in order to improve the student experience.