



Mar 2002 – Present; i2i Europe Ltd
Senior Designer

Cannock, STAFFS

Senior Structural & Visual designer offering both retail ready and packaging solutions to Major Retailers and Blue Chip Companies throughout the UK and Worldwide.

Responsibilities:

Senior designer supporting a 7 strong design team, organizing and planning department work load as well as offering design knowledge and technical support within the team

Integrate and deliver new packaging value engineering initiatives for largest UK importer of goods helping to reduce container shipping; packaging and environmental impact within their business.

To formulate new environmental friendly designs to conform to retailer guidelines, global distribution network restrictions and all manufacturing techniques within our global group.

Conceptualize ideas in front of customers or from design briefs, showing an understanding of Brand identity and product promotion.

Visualize solutions in 2D and 3D, generating detailed graphical and structural designs within very short time scales.

Design and supply structural style guides for all Tesco Ranges within our global network, to help control consistency of manufacture and visual presence on shelf in store.

Achievements:

Progressing to Senior Designer, heading up a 7 strong retailer focused design team

Developed and designed the Carbonlite© range; a one piece range consisting of 4 designs which conformed to the 5 easy's of Retail ready packaging, focusing on environmental impact and distribution network issues. These designs became the leading examples of RRP within ASDA and TESCO retailers

Successfully winning new business through the introduction of Maya 3D visualization and illustrator artwork techniques

Helping to save an annual average of 2 containers and 2000kg of packaging per SKU for a Major Retailer through the detailed process of packaging value engineering and distribution knowledge

Developing my creative skills to become a successful POS designer for major UK retailers and large blue chip clients

Creating a new process to offer a better design service using new media and presentation ideas

Implementing a new detailed project management system which increased efficiency within the business and proved beneficial to both the client and user

Working 89 hours overtime within one calendar month to successfully complete a packaging value engineering trial to obtain a 2 year, 4000 SKU deal.



skills

Fully trained and highly Proficient on AG CAD v8.5 packaging software
Excellent understanding of packaging materials, manufacturing techniques, costs and customer requirements
Maya M100 training Qualification for Maya 3D software; specializing in areas of modeling and rendering techniques
Efficient and self taught in Adobe illustrator CS3, Adobe Photoshop CS3 and Corel Draw X3
Self taught Website Designer using Dreamweaver, Fireworks and Flash software
Self taught in basic areas of SEO, CSS, PHP and MYSQL database design
High ability to understand brand identity and reflect this within my designs
Organized, Professional, Highly Motivated and committed
Advantageous Product, market and trend understandings
Strong ability to work under pressure to tight deadlines within teams and as an individual
Excellent team member who thoroughly enjoys working within a creative team

education

Sep 1998 – Aug 2001 Staffordshire University Stoke-On-Trent
BA Hons Product Design (2:1)



University project images

Sep 1991 – Jun 1998 Kingsmead high School Cannock, STAFFS
A Level Design and Technology
A Level Art
10 GCSE passes, including Math's, Science, English Language and English Literature.

interests

Creatively speaking my interests are product design; website design techniques; automotive design; animation and photography.

I'm a very active person and enjoy taking part in different activities to help me keep fit; these include road cycling; kickboxing; playing football; mountain biking; running; scuba diving; squash and aikido.

My general interests and passions including traveling, movies, music, good food, socializing, art, and the good old outdoors.

extras

Below are some extra images which illustrate other areas of my design work.

