

**Thomas Mascall**  
Product Designer

mascdesign.co.uk

**Key Skills**

Product Design  
CAD & Technical Diagrams  
Modelling & Prototypes  
Graphic design  
Web Design

**Key Programs**

2D - Adobe Creative Suite (Ps, Ai, Fl, Id, Dw)  
3D - Rhinoceros / Cinema 4D / 3DMax

**Education**

**2:1 BA (Hons) 3D Design for Sustainability**

University College Falmouth - 2006 > 2009  
- Full design cycle: concept, research, development, visualisation and prototyping.  
- Product life cycle analysis.  
- Technical drawing, graphic & web design.  
- CAM: rapid prototyping, CNC, laser cutting.  
- CAD: Ps, Ai, Fl, AutoCAD, 3DMax, C4D.

**Foundation Degree in Art and Design**

Wiltshire College Trowbridge - 2005 > 2006  
- Sketching, graphics, print, 3D, digital media, specialisation within product design. (research, theory & practice)

**Frome Community College - 2002 > 2005**

3 A levels (inc: design & technology, art & design)  
- Systems & control, graphics and sketching  
10 GCSEs grades A to C (Eng, Math, Sci)

**Contact**

No. 6 Pearson Road  
Plymouth, Devon  
PL4 7DH

+44 (0) 7801 880 118

tmascall@mascdesign.co.uk

**Employment**

**Block Design** - September 2010 > Present

- Product design & Development  
- Research > Conception > Costing / Sourcing > Prototypes / Testing  
- Existing product refinement & streamlining  
- Graphic design  
- Packaging design  
- CAD / Technical drawing for production  
- Web / Product photography

**The Omni dot com** - March 2010 > Present

- Graphic design / Web design / Brand / Promotion  
- Recent clients:  
> guineapigmagazine.com - Logo, brand, graphics & animation (Fl, Ps, Ai CS5).  
> nevillesmithart.co.uk - Online gallery (Dw, Ps).  
> toularouge.com - Design, vectors & layouts (Ai).  
> willhalfacree.co.uk - Brand & design (Dw, Ai).

**Tickbox Marketing** - August 2009 (placement)

- Graphic design, web design and development, branding, updates and admin.  
- Design team/studio experience, self organisation.

**Shepton Mallet Digital Arts Festival** - August 2009

- Promotional product design and production, PR, photography and graphics.  
- Concept & design, prototype/testing, installation.

**Freelance work** (Masc Design) 2009/2010

> Richard Churchyard, Raves from the Graves  
- Promotional products, brand identity (Ps, Ai).  
> MCH (mch.org.uk)  
- 3D modelling, renders & animation for web (Rhino, Cinema 4D, Ps, Fl).  
> Simon Williams, saxophone / guitar tutor  
- Personal branding & promotional graphics (Ai).

**Design Approach**

Creative, functional and user centred product design. From personal electronics and utilities, to furniture and packaging, each with an underlying ethos and distinctive style. I strive to think a little differently; to look for a unique approach, system or solution to a problem. The products I design must always be in some way unique, even if only in the detail, and in no way mundane.

I work in whole systems; from conception, to end of product life, through choices on material selection, disassembly and embodied energy. I am not afraid of criticism, actively seeking out feedback, enabling ongoing improvement in my design.

I strongly believe in truth to materials, design for longevity and above all; user experience. I specialise in user interaction; tactile products that offer an engaging experience in addition to their function and form.

**Interests**

I have a keen interest in collaborations, communal projects and design collectives, as well as open competitions. I believe in the power of global communication; for networking between disciplines and showcasing the original ideas of unique designers. Also in the instant feedback it has offer, and the quality and evolution of design it enables.

**Experience**

I am experienced in actively engaging in the entirety of a project; from basic ideas on the drawing board, to research, development and discussion, through prototypes and testing, and the eventual project completion. I have seen my ideas through from simple sketches, to the final product in the hands of the end user, and have always made use of feedback. I learn from failures and build upon successes. I am always looking to develop, personally and professionally. Through each project, and product designed, I have obtained new skills, opening up new avenues and opportunities for design.

I understand the importance of analysing, critiquing and discussing in peer groups, and I appreciate collaboration. I am used to working closely with clients and liaising with manufacturers, making use of their abilities and knowledge in addition to my own, to deliver a successful and desired solution.

**Ethos**

A simple function enables a simple solution, without contributing to a complex problem...

A products ability to adapt to certain requirements means not only more use, but less demand for other products...

Incorporating user customisation allows for exponential development, far greater than its initial envisioning...