



Creative, functional and user centred product design. From personal electronics and utilities, to furniture and homeware, 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.

## Essentials

### Key Skills

Concept generation  
Design development  
CAD & Technical diagrams  
Modelling & Prototypes  
Visual rendering  
Graphic design  
Web design

### Key Programs

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

### Contact Info

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## Employment

### Block Design - September 2010 > present

Product designer / Graphic designer  
- Research > Conception > Costing / Sourcing  
> Prototypes / Testing > Feedback  
- Existing product refinement & Improvement  
- Graphic design / Packaging design  
- CAD: Visual rendering / Technical drawing  
for production (Liaising with manufacturers)  
- Web design / Maintenance & Analytics  
- Product photography (web & print)

### The Omni dot com (OMMnee.com)

- March 2010 > present  
Graphic design > Web design > Branding  
> Promotion - Recent clients:  
*guineapigmagazine.com* - Logo > Brand  
> Graphics & Animation (Fl, Ps, Ai CS5)  
*nevilsmithart.co.uk* - Online gallery (Dw, Ps)  
*toularouge.com* - Design & Layouts (Ai)  
*scree.tv* (Will Halfacree) - Logo > Brand  
> Designed for web, print & media (Dw, Ai)

### Tickbox Marketing - August 2009 (placement)

Graphic design > Web design & Development  
> Branding > Operations & Administration  
- Design team & Studio experience  
> Self organisation > Strict deadlines

### The Shepton Mallet Digital Arts Festival

- August 2009 (placement)  
- Promotional product design > PR  
> Photography > Graphics  
- Conception of ideas & design development  
- Prototypes / Testing > Installation

### Freelance work (mascdesign) - 2009 / 2010

*Raves from the Graves* (Richard Churchyard)  
- Promo products > Brand identity (Ps, Ai)  
*MCH* (*mch.org.uk*) - 3D modelling > Renders  
> Animation for web (Cinema 4D, Ps, Fl)  
*Simon Williams*, Saxophone / Guitar tutor  
- Personal branding & Visual Identity  
> Promotional graphics & Products (Ai, Ps)

## Portfolio

My digital portfolio and more information can be found at:  
[mascdesign.co.uk](http://mascdesign.co.uk)

## Education

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

University College Falmouth - 2006 > 2009  
- Full design cycle: Concept > Research  
> Development > Visualisation > Prototyping  
- Manufacturing processes (with case studies)  
- Specialism in product life cycle analysis  
- Technical drawing > Graphic & Web design  
- CAM: Rapid prototyping > CNC routing  
> laser cutting > Wire bending  
- CAD: Adobe CS > AutoCAD > 3DMax > C4D  
- Practical skills: Wood / Metal working  
> Casting > Blow moulding > Vacuum forming

### Foundation Degree in Art & 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)  
- Systems & control > Graphics & sketching  
> Development of practical skills  
10 GCSEs grades A to C (inc: English > Math  
> Science > Design & Technology > Art > ICT)