



Career Summary

Senior design manager with proven expertise for directing and delivering successful strategies and products to market. International recognition gained in Europe, Asia and the US - working in multi-disciplinary teams across a wide range of industries and design functions. Key areas of skill include research, analysis, design innovation and blending business objectives with sound engineering and manufacturing technology. Focused on creating value added and richer customer experiences, that can achieve greater customer brand loyalty, longer product lifecycles and sustain future investments. Excellent communication and interpersonal skills, compliment a vast established network of industry associates worldwide.

Design Leader • International • Global Brands • Multi-Disciplinary • Innovator • Visionary • Technologist



HPD 2003 - Present *Founder/Creative Director*

Founded HPD as a freelance consulting business to explore my own ideas and innovations, and also maintain my interests in other fields of industry or design. Clients include: JBL, Duomatte, M-Audio, Alesis, Gibson, Stanton Group and more. Projects include: consumer electronics, professional audio equipment, medical products, military devices and automotive. Launches include: M-Audio Axiom MIDI controller keyboards, Gibson Wurlitzer Jukebox, KRK VXT & Expose Studio Monitors.



Nike 2008 - 2009 *Golf Equipment Designer*

Supported and led the development of Nike Golf club equipment, working in tandem with sales, marketing and engineering. Created and drove new design procedures to reduce leadtimes using 3D CAD expertise and Rapid Prototyping knowledge. Delivered solutions that connected with the consumer, incorporating a level of innovation, consistent to the Nike brand. Accomplishments included the design and successful launch of the new Nike Slingshot irons months ahead of schedule.



Cleveland Golf 2007 - 2008 *CAD Designer*

Proficiently utilised Siemens NX parametric 3D modeling software to develop robust golf club designs for mass production. Coordinated with sales, marketing, engineering, testing and overseas manufacturing - as well as US supplier network. Responsible for the successful development of the VP series putters, and patented innovation of its visual alignment system. Excelled in a fast paced R&D environment while managing multiple projects. Gained new insight into advanced rapid prototyping techniques.


Gibson Guitars 2001 - 2003 *Design Director*

Responsible for team leadership of industrial design programs at Gibson Labs - Gibson's musical instrument R&D technology division. Directed both internal and external design teams, while providing hands-on day-to-day involvement and project supervision. Assisted forward planning, and product strategy decisions while coordinating development timelines and design processes. Accountable for annual design budgets in excess of \$1 million, and delivering innovations according to specifications and strategy. Developed and managed strategic partner relationships for research and industry insight.


Alesis Studio Electronics 1999 - 2001 *Design Director*

Managed and directed industrial design department. Created a new corporate visual brand DNA across all new product lines. Hired and coordinated external resources including overseeing budgetary control. Assisted the launch of 15 new products in one year. Won prestigious IDSA Business Week Design Award


BMW 1993 - 1997 *Design Manager / Product Manager*

Developed design philosophy and program management of Rover MGF vehicle options and aftermarket accessories. Liaison with OEM suppliers for the design and development of accessory alloy wheel programs for MG, Mini & BMW brands. Designed and produced full scale clay models and fiberglass aerodynamic bodywork for wind tunnel and track testing. Created a design philosophy and product planning guide for the BMW Z3 Roadster accessory program. Participated in market research, focus groups and internal BMW design presentations. Played a key role in diplomatic relations and information sharing between Rover and BMW. Responsible for re-introducing TWR back to Rover as a viable external design resource. Introduced Swift Engineering scale model wind tunnel to BMW through my SCCA affiliations. Developed the MGF Cup and Rover 200 BRM magnesium racing wheels. Increased sales over projected targets and completed projects on time.

Education 1977 - 1980 *BA (hons). Degree in Industrial Design Engineering* - Central St. Martin's School of Art & Design. London

Affiliations 1988 - 2009 *IDSA Industrial Design Society of America* - International & US Member

Awards 1982 - 2009 *Business Week IDEA Winner (2001)* - Alesis AirFX (full listing of other design awards available)

Patents 1982 - 2009 *25 Patents* - Full list available for UK, EU, US

Lectures 2004 - Fall Semester *Visiting Professor at AAC San Francisco* - Graduating Class Finals Project Supervision

Previous Ashcraft Design 1988 - 1992, Howard Marlboro Group (Saatchi) 1987 - 1988, Shelton Fleming Associates 1986 - 1987, Crayonne (Airfix) 1982 - 1985, MD Lighting 1981 - 1982, Visual Communication GMBH (Post-Grad Summer Internship) 1980.

'01 INDUSTRIAL DESIGN EXCELLENCE AWARDS

