# PROFESSIONAL PROFILE

Award-winning Industrial Designer with a proven track record of creating innovative and user-centered products. I am proficient in various design tools and software, including CAD, sketching, and 3D printing, and have strong skills in graphic design and video

editing. These abilities enable me to contribute effectively to marketing and visual content creation. My passion for design drives my commitment to personal growth, pushing me to seek new challenges and learning opportunities. My greatest strength is adaptability; I learn quickly and can adjust to any problem.

# EMPLOYMENT HISTORY INDUSTRIAL DESIGNER

## Dalebrook Supplies - August 2021 - Present - London

In my current role, I’ve broadened my responsibilities to encompass graphic design and animation, adapting to the needs of a smaller creative team. Drawing on my industrial design expertise, I’ve developed modern, aesthetically pleasing melamine dinnerware and crafted metal afternoon tea stands and buffet ranges for the hospitality and food industries, including award-winning displays for the Culinary Olympics and World Cup. My experience with Inventor and Keyshot has advanced to the point where I can create designs that are both unique and efficient, rapidly translating ideas into visuals. Additionally, my proficiency with Procreate enables me to sketch and create mood boards that further enhance the design process..

* + With the ability to lead projects and handle time-sensitive tasks, paired with three years of proficient CAD skills using AutoCAD Inventor, and Keyshot, I produce a variety of designs and create stunning visuals for artwork, presentations and technical drawings.
	+ Using a 3D printer or cardboard models for prototyping helps me test and refine designs, ensuring they fit well with existing products. I also account for manufacturing constraints to reduce revisions and material waste, while aligning with the company’s design principles
	+ With a strong foundation in design thinking and research, I thrive on new challenges and opportunities. I continuously seek to refine and enhance my process by exploring new design inspirations and engaging with the latest tutorials.
	+ I’m skilled at organizing and leading meetings to thoroughly understand client requirements. I encourage discussions to collaboratively identify and refine essential features, ensuring a seamless balance between form and function in product design.

## GRAPHIC DESIGN

* + Adding graphic design to my skill set enables me to create detailed, visually impactful presentations and unique packaging

designs tailored to each product. I apply colour theory, carefully manage spacing, and choose appropriate fonts to enhance visual appeal and coherence. By developing customized packaging layouts and dielines, I ensure each product is presented with a personalized touch that stands out.

* + By collaborating with my team, I help develop cohesive products and graphics, ensuring we achieve exceptional results that align with the company’s vision. I use my skills in Adobe Illustrator and InDesign to create cohesive printed graphics, leaflets, and digital content, delivering visually striking and impactful materials.

## 3D ANIMATION & VIDEO CREATION

* + By Creating 3D animation videos for marketing, I use Keyshot, Adobe Premiere Pro, and After Effects to craft dynamic content that captivates and informs audiences, particularly for product launches.

# SUPERVISOR

## JD Sports - November 2016 - August 2021 - London

I efficiently manage stockroom staff, reducing customer wait times by strategically assigning roles and breaks. On the shop floor, I organize tasks to enhance teamwork and balance workloads, leveraging each team member’s strengths for optimal results. Through my experience as a sales assistant, I’ve developed strong product knowledge, enabling me to better understand customer needs and deliver excellent service.

# SKILLS 04 EDUCATION

## Technical Skills

**Aaron Newman**

**Industrial Designer**

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Autodesk Inventor Auto CAD

Creo

Adobe Create Suite (Including Premier Pro & After Effects)

Keyshot

3D modelling Rendering Prototyping

Figma

## Soft Skills

Communication skills Problem-solving skills Teamwork skills Leadership skills Adaptability

Design thinking Sketching Content Creation

## Business Skills

Market research Customer research Project management Budgeting

Risk management Negotiation Presentation skills

# Portsmouth University

**Bachelor Degree of Science in Product Design and Innovation** Final grade: 2:1

**Engineering and Technology with Foundation Year BEng (Hons)** (This includes the basics of

Mechanical and Electrical Engineering) Final grade: Pass