

Experience

seymourpowell

Oct 2004 - Present

Senior Industrial Designer @ Seymourpowell
 In my current role, I work in a variety of ways, sometimes helping to develop concepts from sketch to production, sometimes just creating production surfaces but also managing and having creative control for clients such as MysteryVibe, Durex and Cloudtag. This will involve delegating tasks to other parts of the business (Branding, Packaging, Digital) as well as directing and being involved in the industrial design work.

mistrydesign

June 2004 - Oct 2004

Industrial Designer @ Various
 I worked with various companies helping to deliver products from sketch to production data. Companies included Samsung (consumer electronic), Forpeople (consumer electronics & transport), Fitch (consumer products, retail & FMCG), The Brewery (FMCG) and Wood & Wood Design (Environments).

FITCH

Jan 2003 - June 2004

Senior Industrial Designer @ Fitch
 While at Fitch I continued to work on Industrial design projects for Britania cookers, Roche Pharmaceutical, Dymo and TFL but was also involved with retail design for Jaguar Cars and Vodafone, taking concepts from early sketch idea to final production.

PSD

Jan 2001 - Jan 2003

Senior Industrial Designer @ PSD Associates
 My work at PSD began with the design and visualisation of environments and way finding systems for city councils (Liverpool, Bristol etc). I also first began working on FMCG and domestic appliances for companies such as Allied Domec, P&G, Teba, Whirlpool (fridges & washing machines) and Dymo.

RENFREW GROUP INTERNATIONAL

Jan 1998 - Jan 2001

Industrial Designer @ Renfrew Associates
 My role at Renfrew was to take initial concepts through a cycle of development to a state where the product could be mass produced, this involved sketchwork, surfacing in Alias as well as animation and visualisation. I worked on projects for a variety of clients from Ford, Triumph, CCM Bikes, Retinal Displays, Fisco, Mattel Toys & Flymo.

PDD

July 1997 - Jan 1998

Junior Industrial Designer @ PDD
 At PDD I was involved with front end design of consumer products. Sketching concepts and taking them to an early CAD stage in Alias for visualisation and animation. Clients included, V-tech, Statoil and Tetley tea.

CIL Systems

Nov 1996 - June 1996

Junior Designer @ CIL
 My roles included developing new shopfitting systems and products as well as designing the layouts of new stores. CIL's clients included Stena Sea-link, Monsoon, Lee Jeans and Rigby & Pella.

Personal + Contact Info



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Mobile

+44 (0) 7779577051



D.O.B

19th September 1973



Status

Single, Male



Place of Birth

Leicester, England



Website

www.mistrydesign.com

References

I am happy to provide written references or contact details for referees upon request

Digital Tools + Skills



Alias Design Studio

My primary tool for 3d surface modelling, animation & visualisation.



Adobe Creative Suite

I have been using Adobe products from the start of my professional career.



Using Photoshop for image creation and manipulation. Illustrator for vector drawings, textures and charts.



InDesign for creating presentations and documents.



Premiere & AfterEffects for movie and animation compositing and special effects.



Keyshot & Bunkspeed

I've used both Keyshot and Bunkspeed to create photo-realistic images and animation, with Keyshot being my favoured tool.



Mudbox

A 3d poly modelling tool I sometimes use for texturing complex patterns



Maya

I've dipped in and out of Maya over the years using it for animation & visualisation but have recently been learning to use it for Poly modelling

As part of my role as a designer, I am also involved in hand sketching and concept generation, developing design themes, CMF, project management, proposal writing and liaising with clients & suppliers.

Education

June 1996 -
June 1997



MA (Distinction) in Industrial Design & Multimedia Design

Sept 1992 -
June 1995



BSc (Hons) 2:1 in Industrial Product Design

Sept 1990 -
June 1992



A'levels in Pure & Applied Mathematics, Computer Science & Design

Sept 1985 -
June 1990



8 GCSE's including Maths, English, Physics, Chemistry & Design

I hold an Alias Wavefront Level 2 in Modelling and Animation as well 15+ years using Alias, a Silver IDSA award for the APT and World Star, Star pack and silver IF awards for work on the Axe Deo can.

Interests

I lead an active life, enjoying the outdoors and sporting activities. I like to exercise at least 6 times a week either running, swimming, cycling, weight training or taking crossfit classes. As well as some of the long distance endurance events shown below I have also hiked up mountains, sky-dived solo and kayaked at sea. Over the years, taking part in these activities has increased my knowledge and understanding of nutrition, performance and physical training, this knowledge has been utilised on projects developing products for companies such as Cloudtag (sports heart rate monitoring) & Gatorade (sports nutrition & packaging).



Marathon Des Sable
2010



Ironman UK
2012



Ironman Zurich
2013



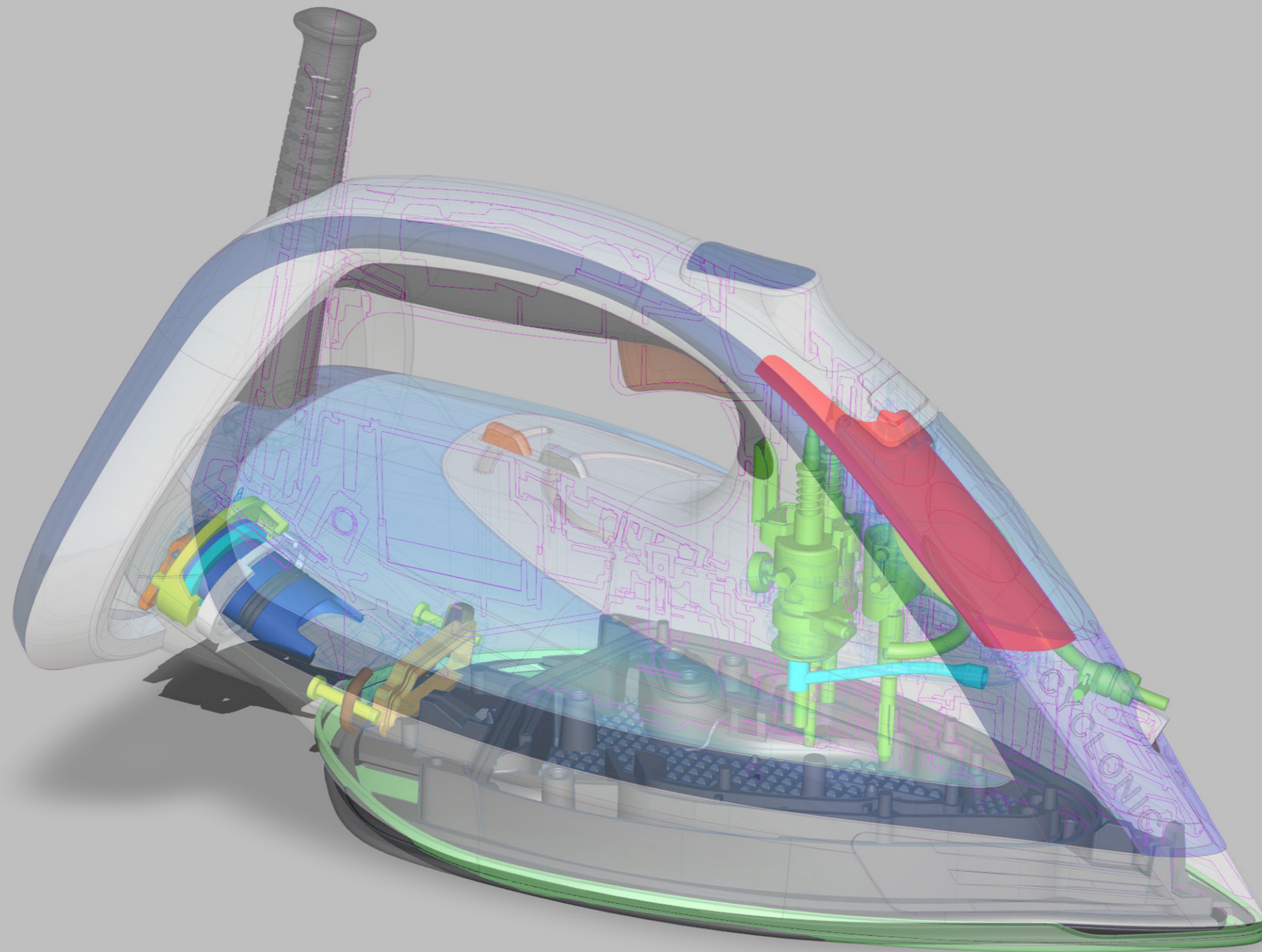
Challenge Almere
2015



Ironman Barcelona
2016



Thames Trot Double Marathon
2010



Alias 3d model over a technical package

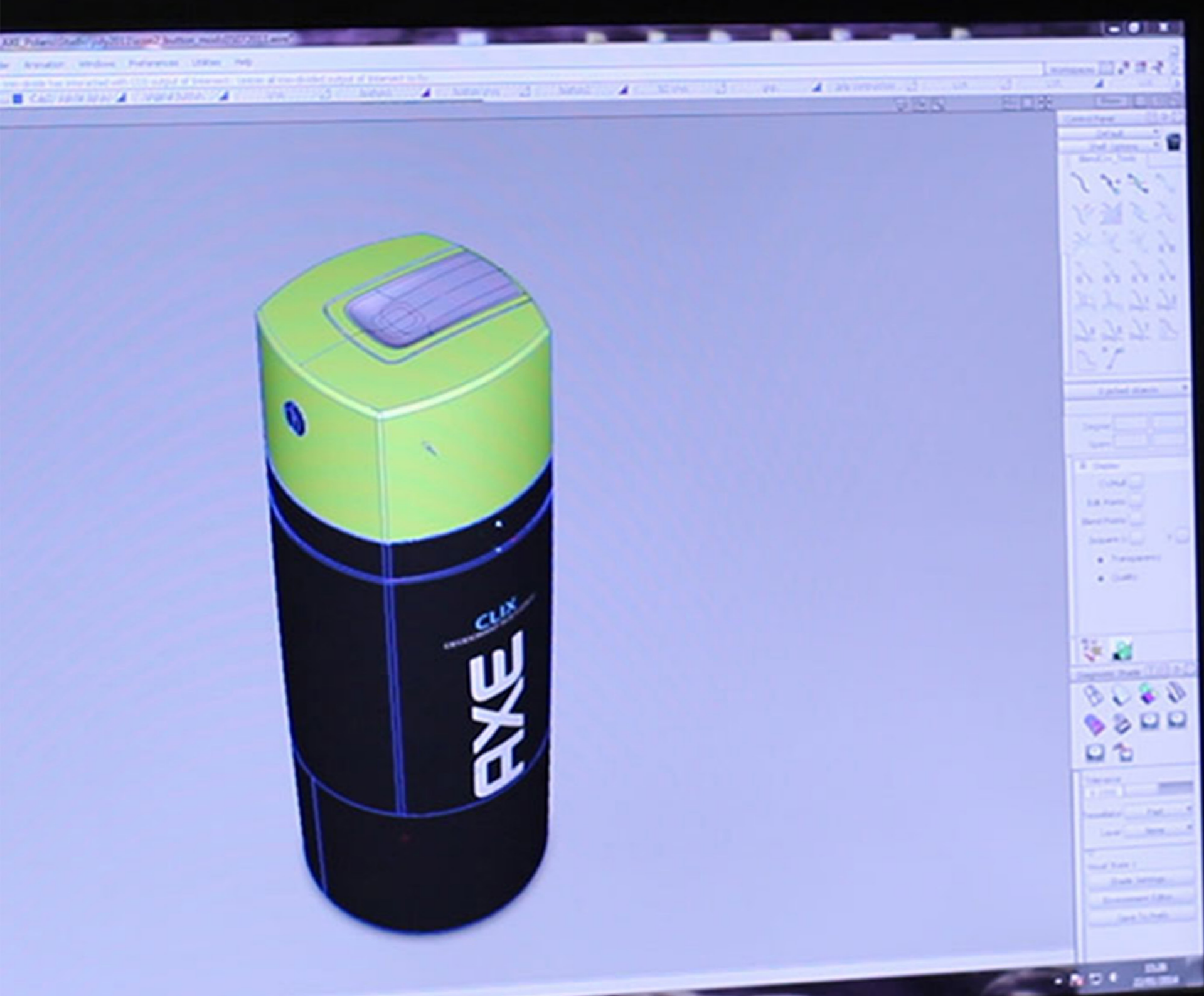


Keyshot visualisation of the final design





Lynx/Axe Deo can for Unilever



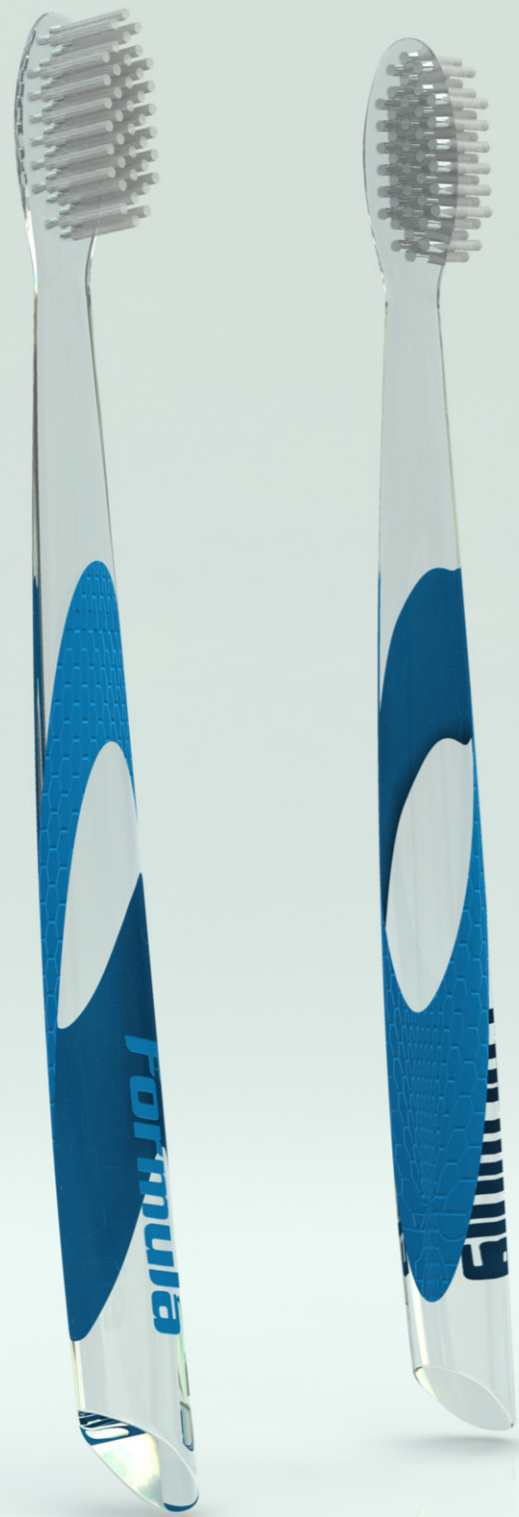
3d development of the Lynx/Axe Deo can for Unilever



Body wash bottle & Soap bar design for Lifebuoy

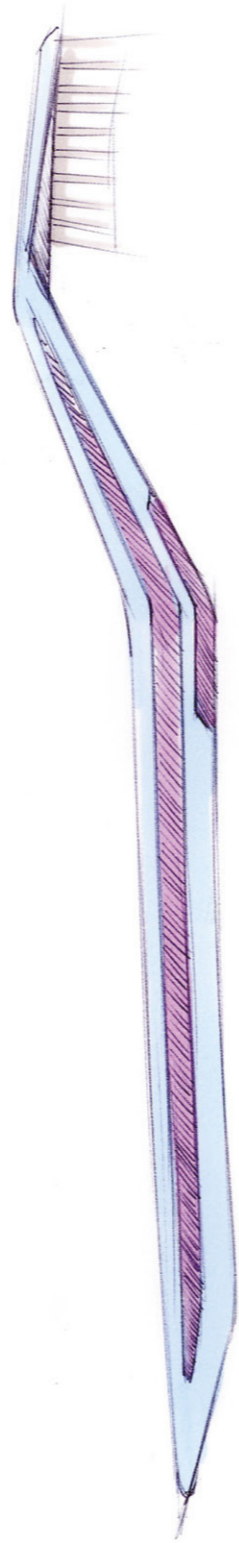


Bathroom ceramicware for Ideal Standard

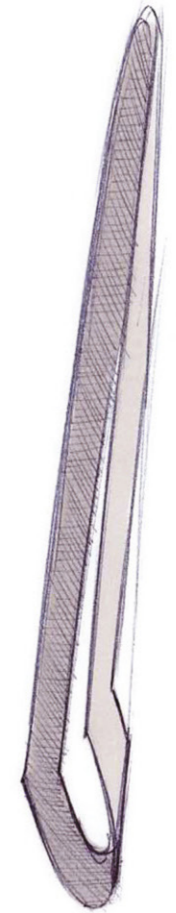
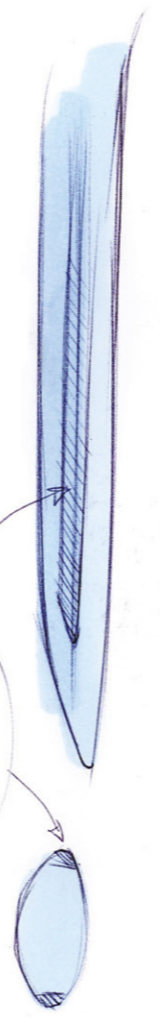


Toothbrush concepts for Formula

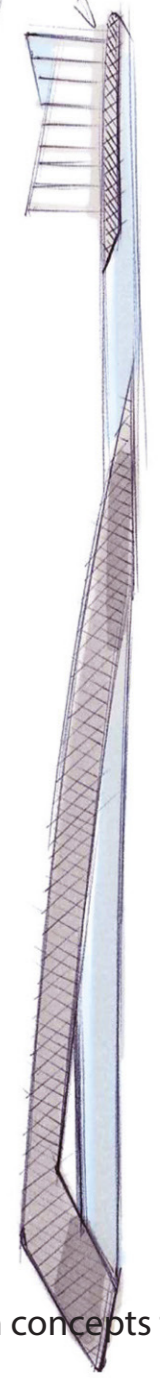
MASCULINE COVERS
WITH MASCULINE GEAR
PATTERN



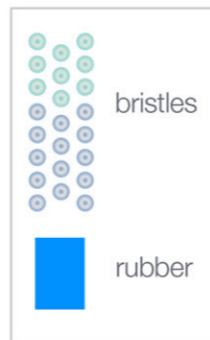
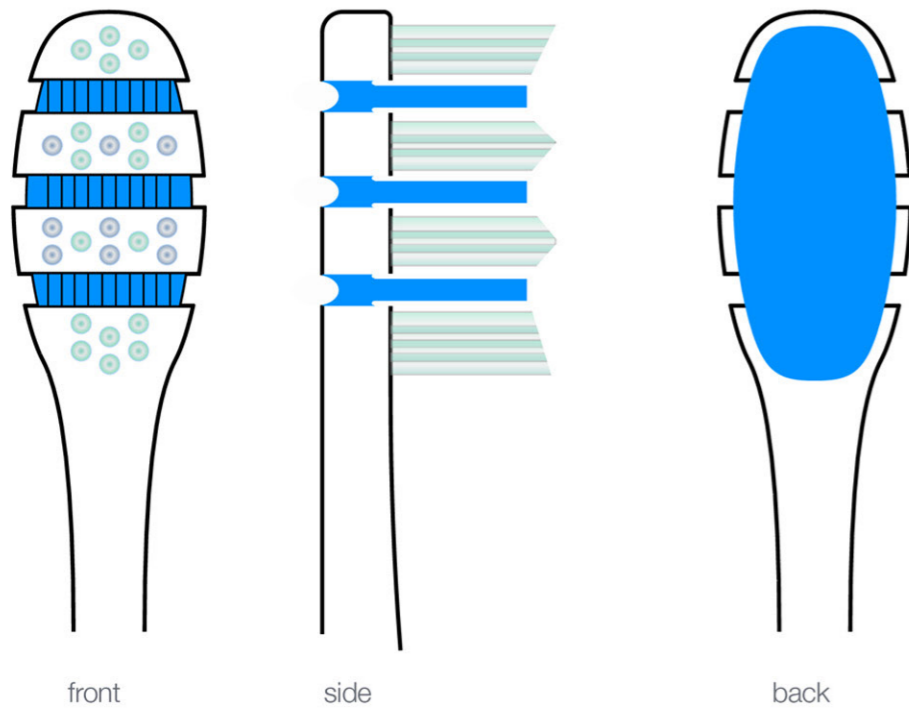
ABSTRACTED
HIGHLIGHT OF
SECTION



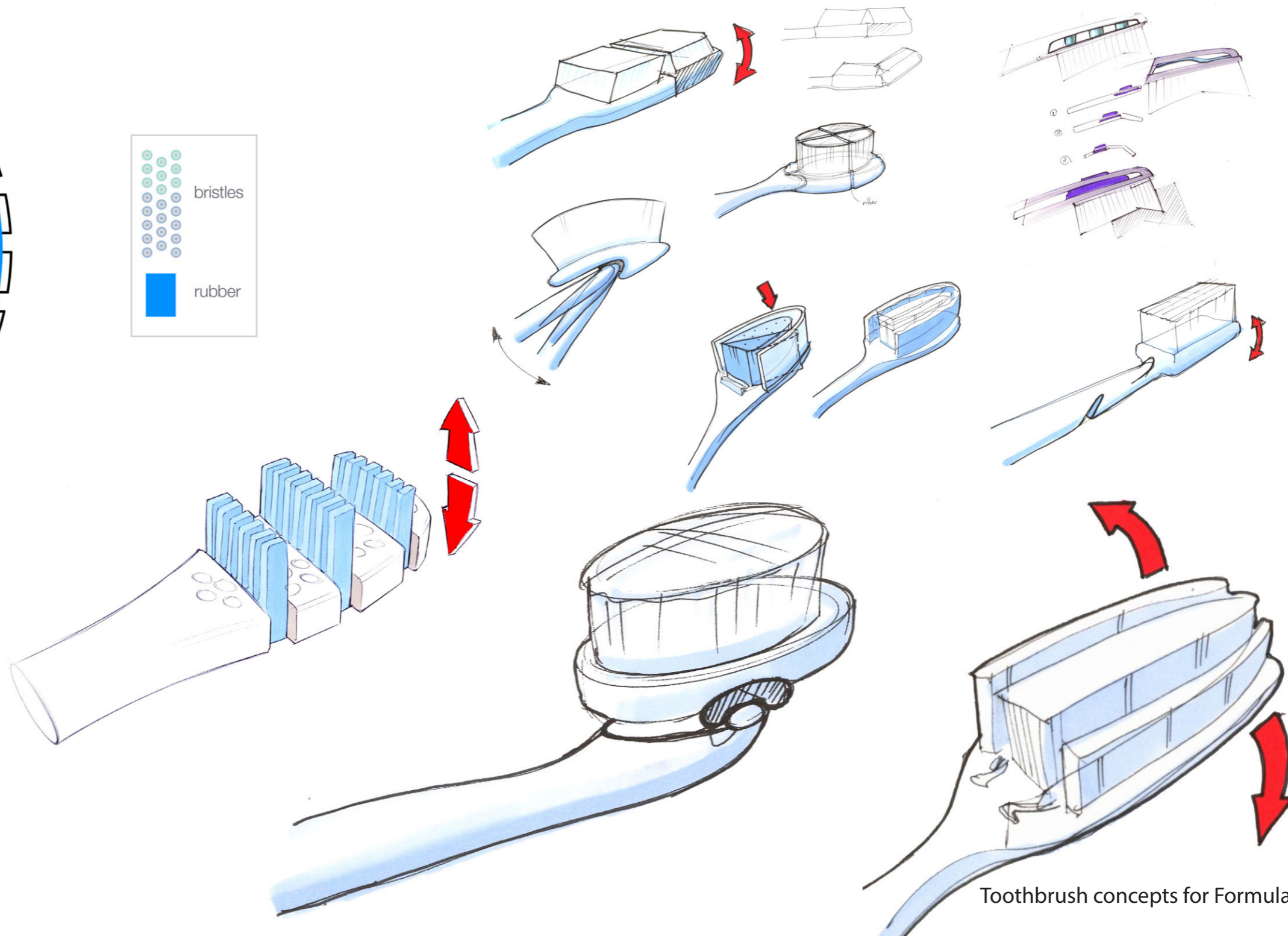
SIDE ON
HEAD



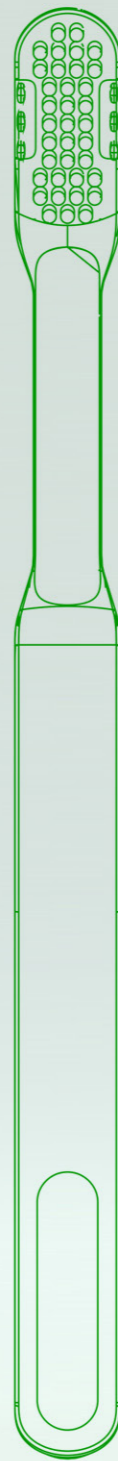
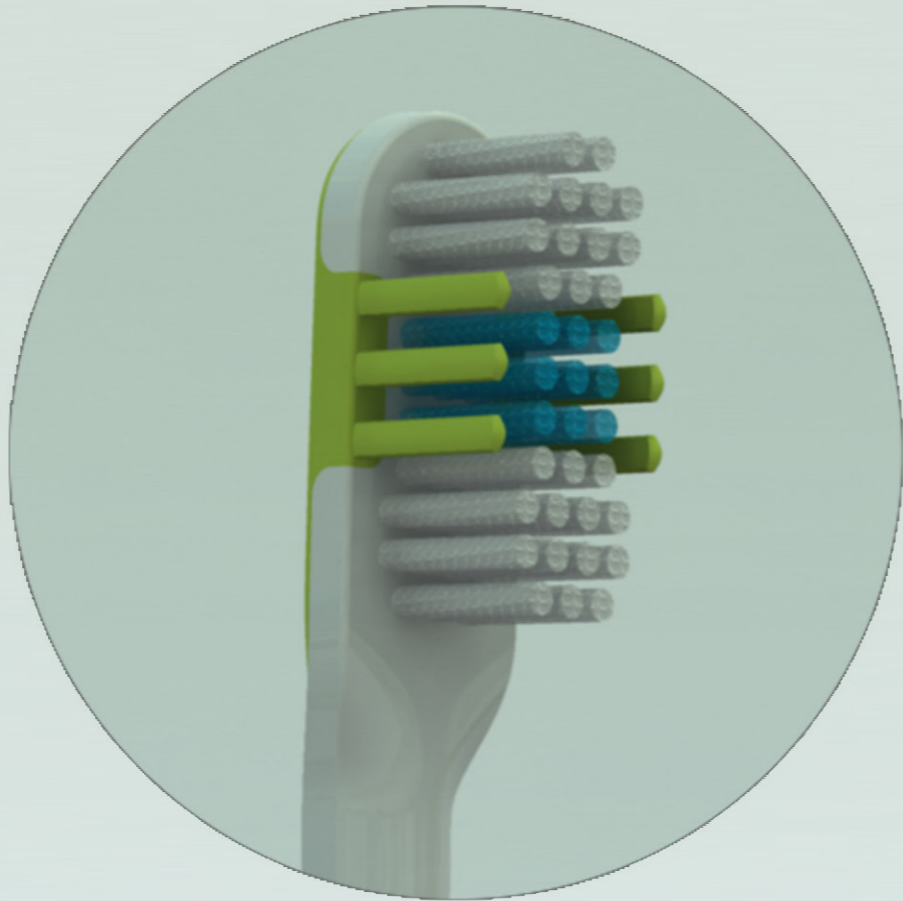
Toothbrush concepts for Formula



The twin shot rubber inbetween the bristle carriers allows the head of this toothbrush to bend both backward and forward. To compensate for the reduction in nylon bristles the rubber part is moulded into long strips to form rubber bristles. The back of the head can be textured and used as a tongue cleaner.



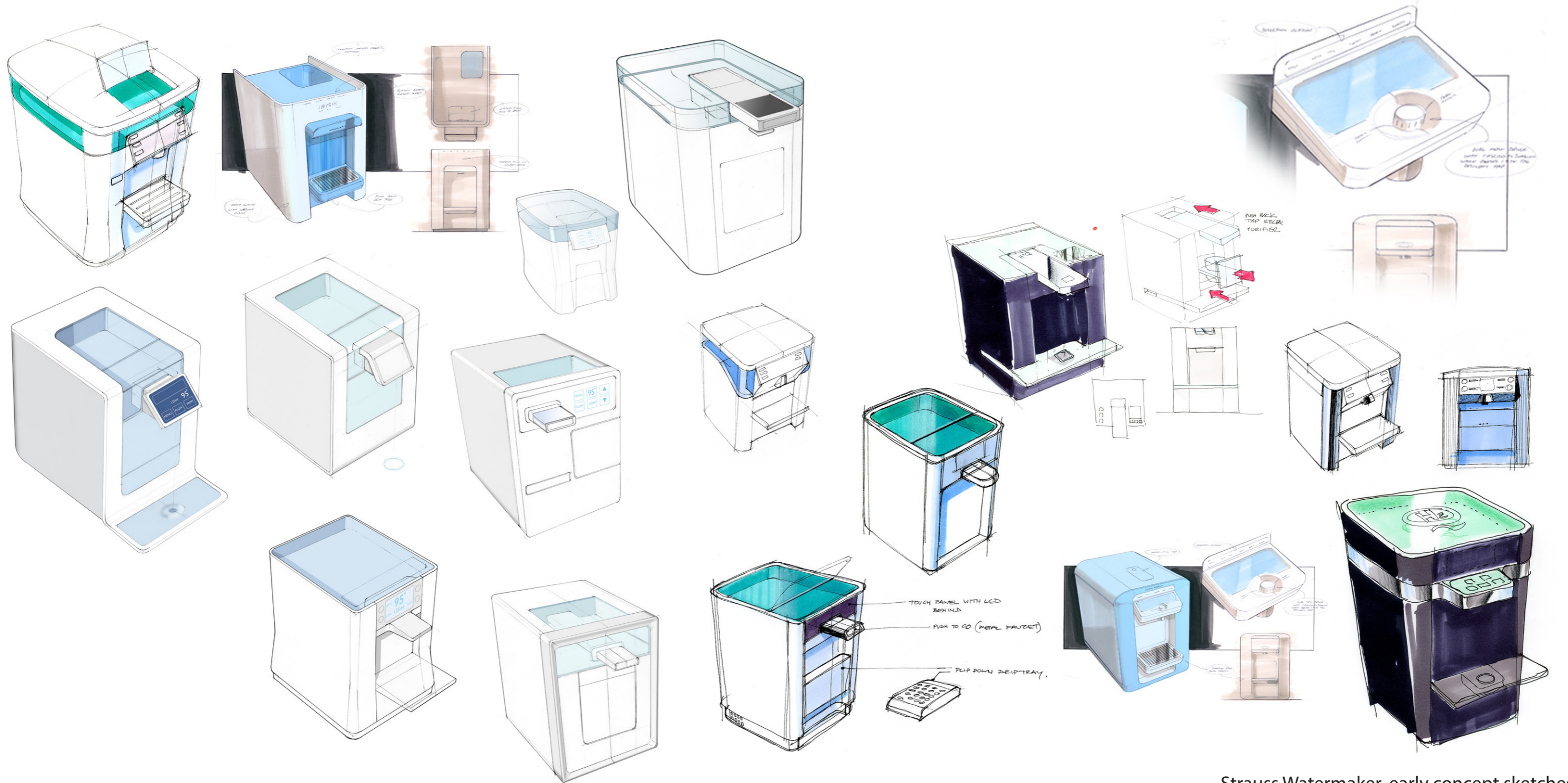
Toothbrush concepts for Formula



Toothbrush concepts for Formula



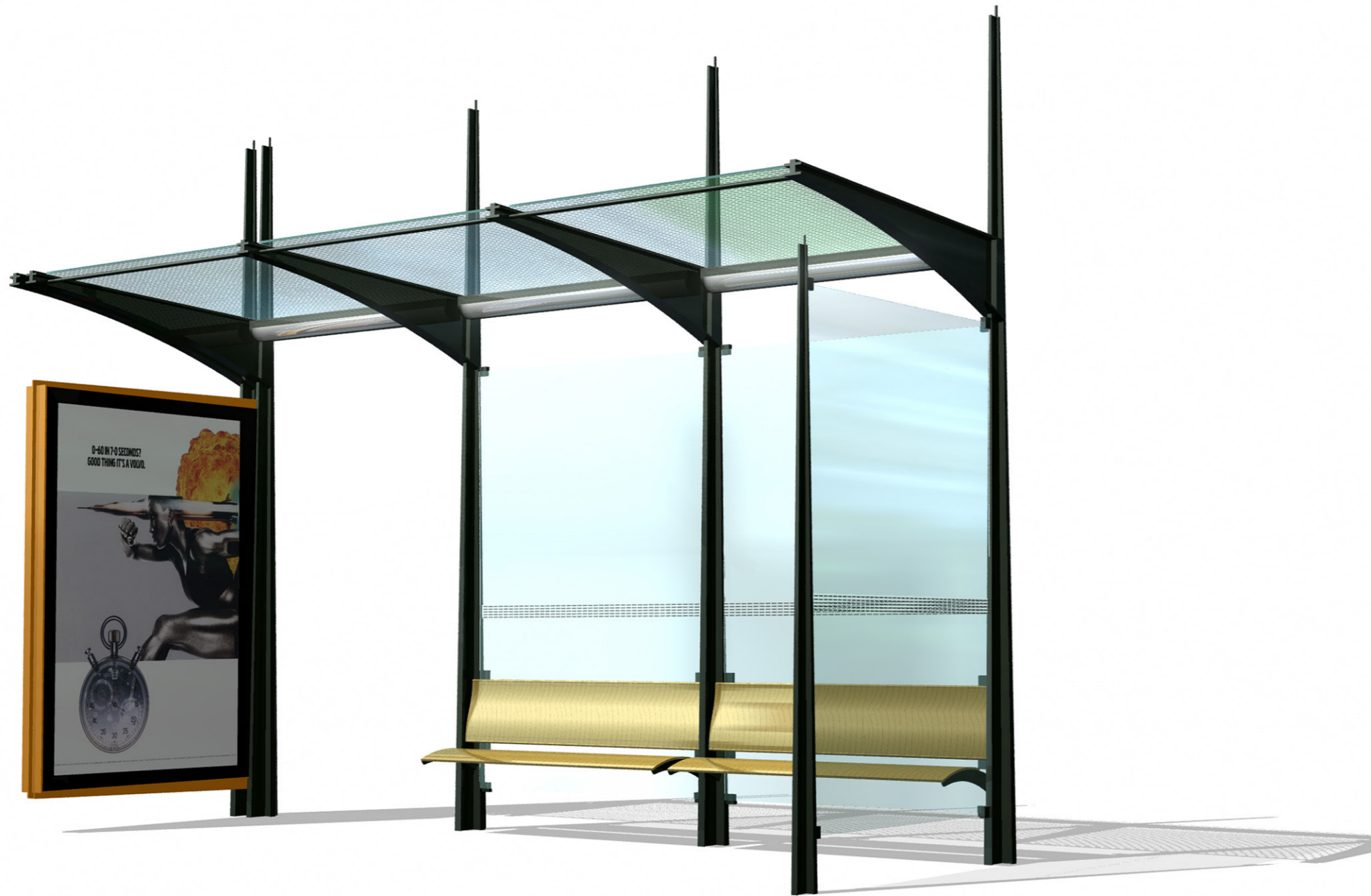
Strauss Watermaker, water heater, cooler and purifier



Strauss Watermaker, early concept sketches



Cockpit concept for Bombardier



Bus shelters for Adshel, Brasil



MysteryVibe Crescendo, the first customisable adult toy

MYSTERYVIBE VISUAL LANGUAGE

MULTI SENSORIAL



seymourpowell

evasolo



MYSTERYVIBE VISUAL LANGUAGE

SIMPLY INTUITIVE



seymourpowell

MYSTERYVIBE VISUAL LANGUAGE

LAYERED DELIGHTS



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MYSTERYVIBE VISUAL LANGUAGE

CLASSY DISCREET



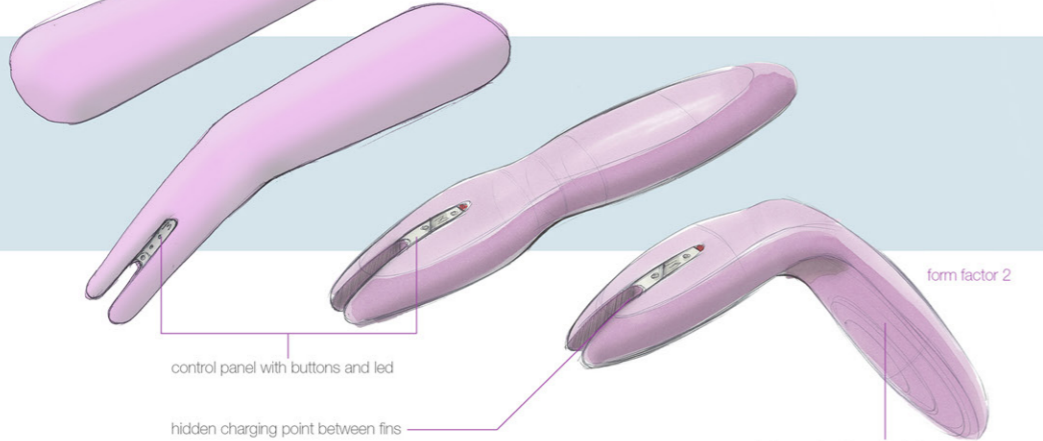
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Development of the MysteryVibe design language

FINs

vibrating tips for clitoral & labial stimulation

form factor 1



form factor 2

subtle texturing for stimulation

original sketch



control panel with buttons and led

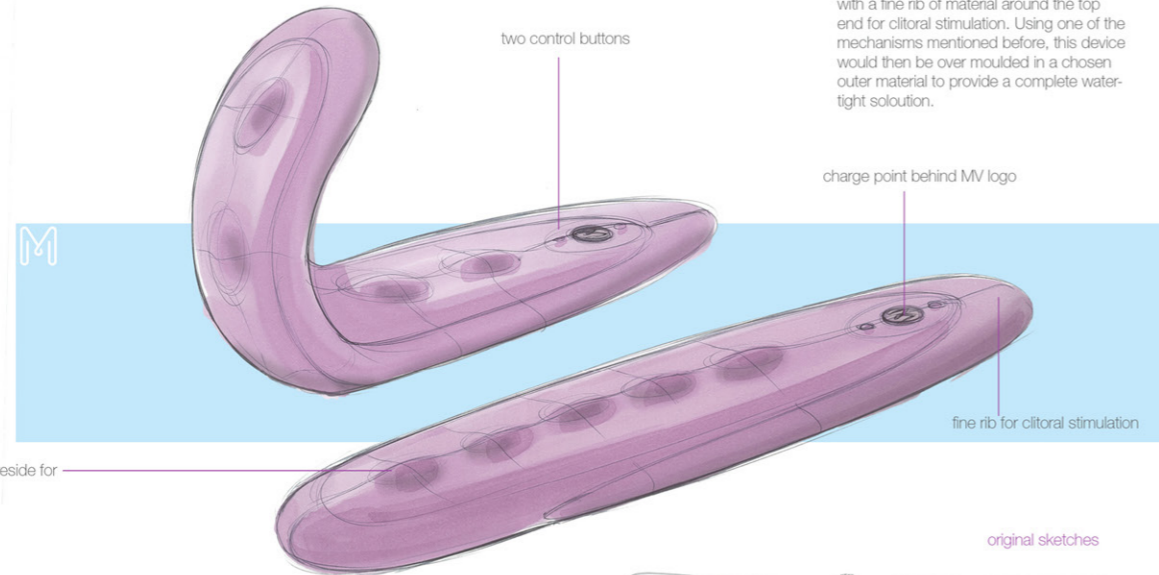
hidden charging point between fins

Another device with a pure look and feel, the addition of two finger like fins provides a focused area for clitoral stimulation. Using one of the mechanisms mentioned before, this device would then be over moulded in a chosen outer material to provide a complete watertight solution.

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BLIP

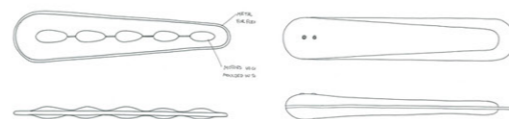
two control buttons



charge point behind MV logo

fine rib for clitoral stimulation

original sketches



undulations where motors reside for internal stimulation

The small blips where the motors are housed are used for internal stimulation with a fine rib of material around the top end for clitoral stimulation. Using one of the mechanisms mentioned before, this device would then be over moulded in a chosen outer material to provide a complete watertight solution.

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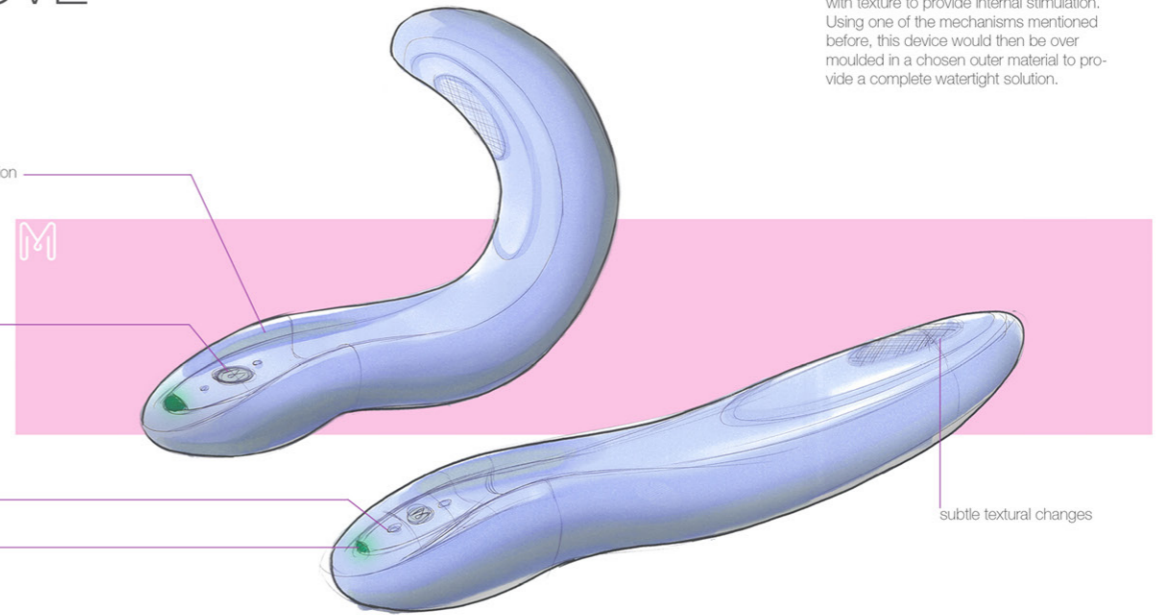
GROOVE

ridges for clitoral stimulation

charge point behind MV logo

two control buttons

multi colour mode LED



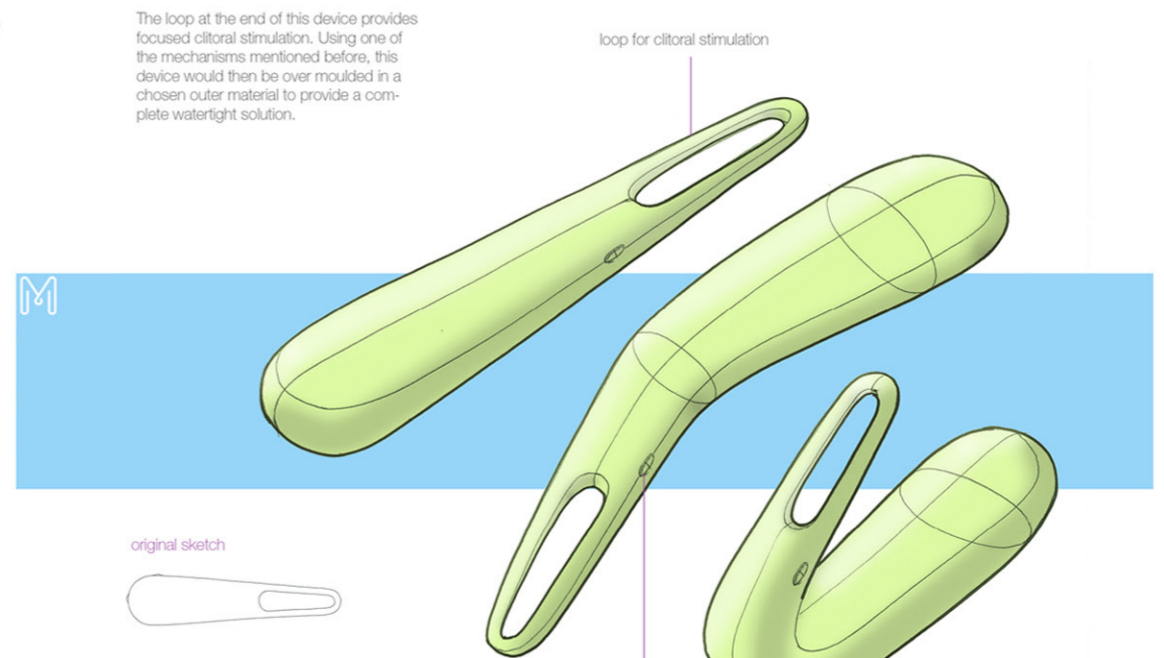
subtle textural changes

Two shoulders of silicone provide clitoral stimulation with the rest of the device layered with texture to provide internal stimulation. Using one of the mechanisms mentioned before, this device would then be over moulded in a chosen outer material to provide a complete watertight solution.

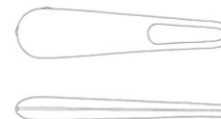
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LOOP

loop for clitoral stimulation



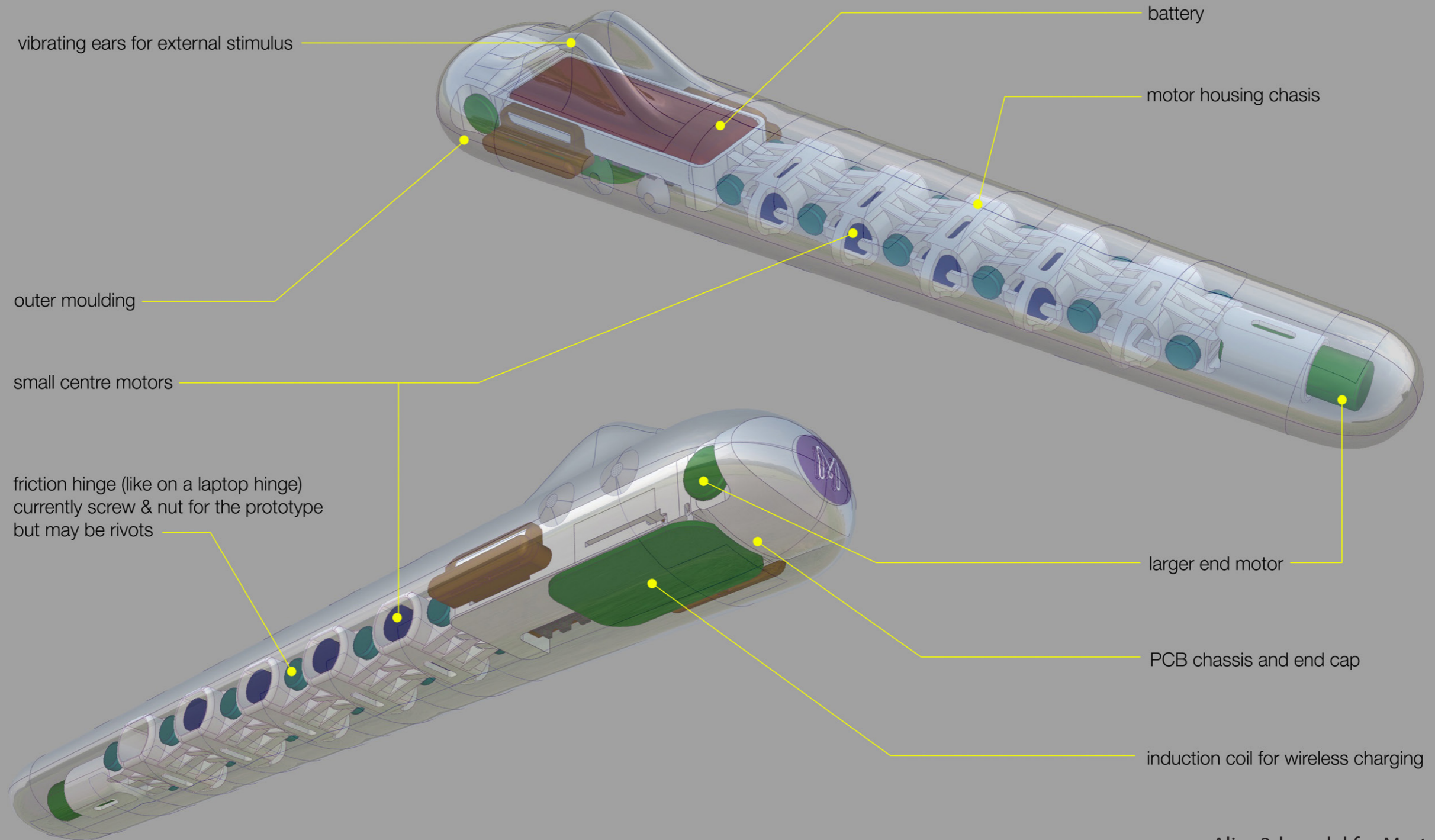
original sketch



Control buttons on each side

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Concept sketches for Mysteryvibe Crescendo



Alias 3d model for Mysteryvibe Crescendo