

My goal as a designer involves thinking around a problem or opportunity to facilitate, improve or empower people's everyday behaviour. Possessing the imagination, creativity and drive to work in a collaborative, team driven environment means I have a wide range of skills for exploring design opportunities around objects, services and experiences. I have near two years of industry experience working freelance and as an intern for both large companies and in a small consultancy environment.

Experience

Forpeople Ltd, South London, UK

During my internship I was fully involved in major projects for companies including Panasonic, British Airways and Mars. This involved me taking part in hosting joint workshops with designers and staff within these companies and taking part in field research. I was involved in all aspects of the design process for Panasonic, working on a new concept vision for TV and AV launched early 2010. Subsequently, a year later, I returned to forpeople and worked as a staff designer for clients including Nokia, Panasonic, Mars and Herman Miller designing future designs for products, specifically user interaction. [Initial 4 month internship (April 2008 - August 2008), subsequent freelance design contract. (October 2009 - May 2010)]

Mattel Asia Pacific Sourcing Ltd, Hong Kong

Four month internship working in the Japan/Anime Team (Action Play). Responsibilities included concept creation and product development of diverse brands including Pixar licenses, Batman and Mattel Games [5 month internship, (May 2007 - September 2007)]

Probe Design, Aylesbury, UK

Partnership Web Design company started although no longer active. Was responsible for design/layout of the websites including considering user interaction [(2004 - 2005)]

Skills

Looking around me. I'm inspired and engaged by people's behaviour with their everyday objects. Always looking for opportunities to create positive change.

Skilled user-centred research skills (interview preparation, research games and co-creation tools) for finding insights and opportunities in very different areas.

Excellent analytical, thinking skills around complex problems, systems and ideas.

Practical and reliable, especially in a team. Good at exploring ideas and concepts through action and supporting and motivating those around me with brainstorming sessions and focused discussion.

Dynamic sketching and prototyping skills. From low level prototypes for user co-creation up to high level for material exploration, interaction and end-user testing.

Advanced user of Adobe Photoshop, Adobe Illustrator, Adobe Indesign for presentation and visualisation. Specialised in graphic layout, GUI and creative direction.

Experienced at working with Flash, After Effects and Adobe Premiere for creating interactive animation, prototype films and experimental media.

Experienced with Arduino prototyping (including the Processing development environment). Specialised in creating highly interactive, early prototypes for user testing.

Confident web design skills including HTML, CSS, Javascript/JQuery and Actionscript 3.

Education

Currently: Studying on the Interaction Design Programme at CIID (Copenhagen Institute of Interaction Design), Denmark.

Northumbria University, Design for Industry [2nd Class Honours, Upper Division (2:1)]

Aylesbury Grammar School, A Level Awards: Art, Computer Science, Design Technology

References

Hiromitsu Kimura, TV/AV Group Leader, Panasonic:

"Mac has unique sensitivity to develop his ideas. His sketches are a bit wild yet very appealing. I was impressed by the pureness of his creativity and inspiration. He will soon develop his drawing skills and will be a great designer. Thank you Mac."

Richard Lawson, Senior Designer, forpeople Ltd.

Simona Maschi, IDP Course Leader, Copenhagen Institute of Interaction Design.