



Experience

Native Design Ltd.

Industrial Design Consultants
London

September - October 2005

Involved predominately on one project, working as a part of a team through initial ideation, refining concepts and CAD development stages. This also involved foam modeling for concept visualization. Other work included compiling and creating presentations for clients, graphics work, some Ureal resin model making and contributing to other projects at the studio.

And Design Ltd.

Industrial Design Consultants
London

March - September 2004

Projects included product/industrial design, interface design, graphics, an architectural structure and website development. As well as contributing to the work of others in the studio. Such a multidiscipline challenge allowed me to show my versatility.

University

Brunel University

2001 - 2005

Product Design BSc Honours

Second Class (Upper Division) Honours: 2-1
With Industrial Placement

Final Year Modules Completed

Major Project, Contextual Design, Mechatronics, Environmentally Sensitive Design, Managing Product Innovation.

School

Shaftesbury Upper School

A-Level: Design & Technology, Physics, Mathematics, General Studies.

GCSE: Design & Technology: Graphic Products, Science: Double Award, Music, Business Studies, Mathematics, English, English Literature, German, Geography.

Awards

School Prize For Physics

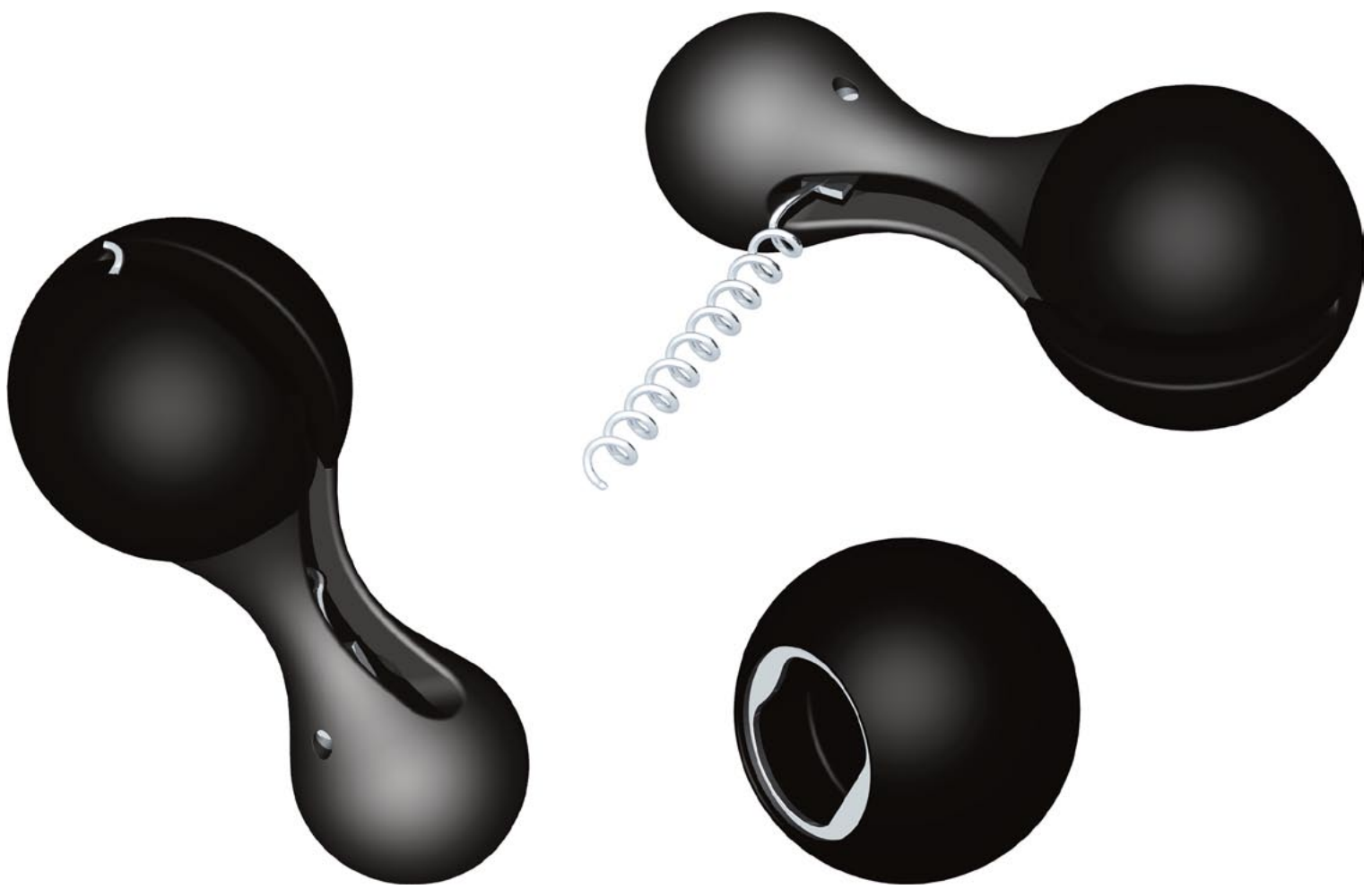
Shaftesbury Upper School
2001

Packages

Mac & PC Literate

Solidworks, Ashlar Cobalt, Illustrator, Photoshop, PIC Assembly Language, IcePIC, MPLab, Dreamweaver (HTML, CSS), Office.

Learning: Rendering with Cinema 4D, InDesign.



Statement

Through my education and experience so far, I have gained a good grounding in various disciplines of design; from interface design to website design, through graphics to product/industrial design. My skill set reflects this, a mix of both creative and technical elements.

In the final year of university my Mechatronics module and Major Project allowed the development of complex digital electronics systems including a musical instrument and an autonomous head restraint based around electronic field sensing. The diversity of Contextual Design included essay writing, an in depth brand analysis of Le Creuset, and later the development of a concept product. The hob top espresso pot looked to new materials and processes allowing an introduction of sculptural forms in a respectful yet contemporary manner. Environmentally Sensitive Design readies for the introduction of the WEEE and ROHS legislations and how best to assess the environmental impact of a design throughout development leading to an optimized solution. Managing Product Innovation developed an understanding of business factors which impact on successful product design and innovation, intellectual property rights and the application of risk management.

Ultimately I wish to be respected within my chosen profession, and am willing to work hard for that.



Le Creuset espresso pot concept



Concept cork screw for Simply Cook cookware range - Designed while on placement at And Design Ltd, London



Concept bottle opener for Simply Cook cookware range - Designed while on placement at And Design Ltd, London

For more work and some higher resolution images please see my online work samples: www.alexanderparker.co.uk