

An Industrial Designer with over 18 years experience and an award-winning track record. I founded Ammunition's Brooklyn studio in 2015 where I run the day to day operations and manage the packaging design practice which I started 10 years ago in San Francisco.

Expertise: Design Management, Industrial Design, Packaging Design, Sustainable Packaging, Global Mass-Production & Sourcing

WORK EXPERIENCE

VP, Packaging at Ammunition, New York (2015 - Present)

- Founded Brooklyn studio, planned the space and managed the build out
- Responsible for managing day to day operations and staffing the new studio
- New business development including meeting new clients & creating the project scopes
- Project oversight and direction for brands including Beats, Blue Apron, Ollie, June & Monogram

Company Owner, Freetime Beer Co, Swansea UK (2016 - Present)

- Design: Brand, identity, labels, tap handles and packaging
- Website: Design, Shopify integration and development of custom brewery management app
- Marketing: Email marketing, social media posts and advertising
- Plant: Brewery layout, beer festival bars and custom equipment design

Director, Packaging at Ammunition, San Francisco (2012 - 2015)

- Created structural packaging & out of box experiences for brands including Beats, Square, Starbucks, Lyft, Ember, Polaroid & Unicef
- Responsible for growing, staffing & managing the packaging design practice
- New business development including meeting new clients & creating the project scopes
- Production oversight of packaging and print in China and the US

Creative Director at BurgoUSA, Chicago (2010 - 2012)

- Created award-winning packaging for global brands including Motorola, LG and Gillette
- Oversight of a multi-disciplinary creative team including structural designers, graphic designers & production artworkers
- Hosted client workshops & work sessions
- Developed & maintained business best practices
- Hosted client workshops & work sessions

Senior Designer at Burgopak USA, Chicago (2006 - 2010)

- Founded a client specific satellite office in Chicago, IL for Burgopak
- Built & supervised a Chicago based design team
- Interfaced with the client daily

Designer at Burgopak, London (2005 - 2006)

- Designed and developed new patented packaging & drafted corresponding patent applications
- Created packaging prototypes and mockups

EDUCATION

Brunel University BSc, Industrial Design (Honors) 2000 - 2004

AWARDS & PUBLICATION

Patent Inventor Package (US D886,574 S)
Patent Inventor Single-serve beverage production machine (US20150257586A)
Patent Inventor Packaging with electronic device (USD820689S1)
Patent Inventor Packaging with accessories (USD939966S1)
Patent Inventor Display stand (USD923982S1)
Patent Inventor Display stand (USD925258S1)
Patent Inventor Case (USD905962S1)
Patent Inventor Folding panel packaging with tab locks (US20210061513A1)
Patent Inventor Drawer-and-shell type package (WO2007083151A1)
Patent Inventor Improvements to Packaging (WO2007007094A1)
Patent Inventor Improvements to Packaging (WO2007034227A2)

Dupont Awards 2011 Gillette Fusion Proglide Packaging (Diamond Winner)
GD USA 2011 2010 LG Headset Packaging (Winner)
Real Design February 2008 2007 MOTO Mobile Devices Packaging (Japanese Magazine Feature)
PENTAWARD 2007 MOTO RIZR Z3 Packaging (Gold Winner)
G-Mark 2007 MOTO Q Packaging (Winner)
G-Mark 2007 MOTO Z3 & S9 Bundle Packaging (Winner)
2007 I.D. Annual Review 2007 MOTO Mobile Devices Packaging (Honorable Mention)

SKILLS

CAD & Graphics Solidworks, Keyshot, ArtiosCAD, Adobe Creative Suite
Practical Rapid prototyping, cardboard engineering

INTERESTS

Architecture, design, cycling, snowboarding, strength training, cooking and my family