

chris catton

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profile

Accomplished and highly motivated designer passionate about using the latest technologies to craft rewarding and compelling product experiences that can both delight and inspire.

Able to merge skills in design and engineering with an acute sense of business and marketing to deliver creative solutions to challenging briefs.

key skills

- + Concept generation and development
- + Sketching and product visualisation
- + Engineering, prototyping and making
- + Packaging design, graphics and photography
- + Mass and on-demand manufacturing, especially plastic moulding and 3D printing
- + Project management, including scheduling and budgeting
- + Market analysis and business strategy
- + Leading and working within diverse teams
- + Supplier management, including cost negotiations, documentation and QA
- + Communication, reporting and presentations

software

- + SolidWorks (over 10 years experience)
- + Rhino, FreeForm and 3DS Max
- + Adobe CS (Photoshop, Illustrator and InDesign)
- + Microsoft Office and Google Docs

experience

MakieLab

Toy Director/Senior Designer - Feb 2013 to Oct 2014

A revolutionary and award winning tech start-up merging the worlds of digital games and physical toys. Developed an encompassing brand story and aesthetic alongside a range of products which using the latest production technologies could be personalised and manufactured on-demand.

Used lean start up and analytical methodologies to find the perfect product-market fit and plan a series of successful marketing strategies.

Introduced Makies to traditional retail, designing attractive, experiential packaging and merchandising solutions and overseeing their installation into Hamleys and Selfridges in London.

WOW Toys

Creative Lead - March 2012 to February 2013
Senior Designer - April 2008 to March 2012

Developed dozens of successful products working on the entire design process from conception to final global execution. Including research & market analysis, concept generation & development, prototyping, engineering, DFMA, packaging & POS design and working with the company's global manufacturing partners.

This was achieved whilst managing a team of designers, planning schedules and development strategies, and ensuring projects were delivered on time and on budget. Also helped to shape the company's brand and ensured the company's strict levels of quality were maintained at all times.

Scootaheadz

Designer - February 2012 to present

Working alongside the company founder to develop their first product line (a character scooter accessory for kids) from concept to production. Providing ongoing design and business support as the brand grows.

Designworks

Designer / Model Maker - July 2007 to April 2008

Working on the product design and development of a broad spectrum of items from homeware to children's toys to high street shoes for brands including Disney, Hasbro, Character Options, BBC Worldwide and Clarks.

Games Workshop

Product Design Engineer - July 2004 to July 2007
Design Engineer Intern - July 2002 to Sep 2003

Responsible for researching and testing new technologies before integrating them into the company's design and manufacture workflow improving efficiency and the product quality. In doing so becoming one of the principal designers for all digital plastic products.

education

Loughborough University

October 2000 to June 2004
2:1 Product Design and Manufacture, B.Eng
Hons DIS