

chris catton - designer

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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
- + 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
- + International safety legislation (EN71 & ASTM)

software

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

experience

Chris Catton Design

Designer & Founder - November 2014 to present

Providing a complete product development service from market insight & product ideation, to prototyping & engineering to final production & retail, alongside advice and consultation on innovation strategies and branding.

Building a network of contacts within consumer product companies and developing relationships with key stake holders and decision makers.

Assisted a number of small businesses and start-ups to successfully develop and release their first products to market as well as working with large multi-nationals to strengthen their existing product ranges.

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

Shaped the company's brand and business strategy whilst developing dozens of successful and award winning products. Responsible for the entire design process from conception to final global execution. Including research & market analysis, concept generation & development, prototyping & engineering, packaging & retail.

Managed a team of designers, planning schedules and ensuring projects were delivered on time and on budget.

Designworks

Designer/Model Maker - July 2007 to April 2008

Working on the product design and development of a broad spectrum of items from home-wear 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.

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education

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

interests

- + Sport of all kinds but particularly running, cycling, football, surfing and swimming
- + Creating furniture and wooden toys of my own design in my home workshop
- + Listening to a wide range of music as well as watching films and visiting the latest art and museum exhibitions
- + Reading, whether disappearing into another world of fiction or expanding my knowledge in the reference section
- + Spending time in the kitchen, cooking up tasty new creations or old favourites

references

Available on request

