



oliver sunderland

product designer

www.oliversunderland.com
oliversunderland@live.com
+44 (0)7932369677

Personal Statement

I believe design has many purposes, one of which is to create **joy**. I take a meticulous approach to product design through a considered blend of materials, form and function to create products that bring a positive experience to peoples lives.

My passion lies in the entire development process, I enjoy taking a project from conception right through to production. Taking a project through all the key stages of the development process allows me to fully understand what's required to make that product a success. I especially enjoy taking on projects where I have no past experience with a particular product or industry, this allows me to start my creative process with no preconceptions. I believe this is where truly unique ideas and products can originate.

Since graduating from the Sheffield Institute of Arts in 2018 with a 1st class honours degree in product design, I've gone on to develop patented products for the construction industry as well as see my first product, the SW1 spinning wheel, receive recognition from various industry awards and reputable companies such as Hole & Corner magazine and online retailer, made.com.

Education

Sheffield Hallam University

BA (Hons) Product Design (2014 - 2018)

First Class Honours with a 79.95 award classification. Projects range from designer lighting to a contemporary spinning wheel.

Outwood Grange Academy

3 A Levels - Product Design (B), Business Studies (B), Applied ICT (B).
17 GCSEs - Grades A* - C

RECOGNITION

New Designers 2018 "One To Watch" - Hole & Corner
Craeftiga Award 2018 Shortlist - Craeftiga
SUKOCHI: TalentLab Collection 04 Shortlist - Made.com
2018 Great Northern Graduate - GNCCF
2018 Merit Winner - Arts & Crafts Design Award
Associate Member - Chartered Society of Designers

Work Experience

Gripple Ltd - Aug '18 - Present

Returning to the Ideas and Innovation department working solely as project lead on multiple new product development projects has allowed me to further my knowledge and experience of commercial design, manufacturing processes and materials in this heavily creative, engineering based role. During my time here I took on the development of the 3rd generation of FAST TRAK™ products, which involved combining a range of briefs into one core product for the global construction markets that Gripple operate in. The project was heavily invested in by the company, and new manufacturing processes and machinery were put in place off the back of a compelling design.

Gripple Ltd/Loadog Ltd - Sep '16 - Sep '17 (12 Months)

Working as a student placement design engineer within the Ideas and Innovation team at two sister companies was my first experience of commercial design. My role was to support design staff on numerous development projects as well as taking on the project lead role for a number of new product developments. The most successful of which is the **Cable Basket Clip** that was released for sale in autumn 2017.

Professional Skills

Solidworks
PTC Creo Parametric
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Keyshot Rendering
Sketching
Concept Generation
Product Development
Prototyping

Interests

Football
Architecture
Interior design
Music
Film