

EMPLOYMENT

Jun 2020 – Present
Freelance Design Director
Loop Creative, Belgium

Design consultancy offering expertise in graphic, packaging, interior design and illustration.

Mar 2015 – Sep 2020
Director & Co-Founder
Bizzie Bee, Hong Kong

Bizzie Bee is a social enterprise that designs and manufactures customised and own-brand activity packs for kids. The business began as a part-time project while I was still working as an interior designer. This role enabled a career break, allowing me to pursue a passion for illustration, paper engineering and two-dimensional graphic design. In 2017 we won investment from private and public funds allowing the business to scale up.

Projects include:

- ▶ The Peninsula, Hong Kong
- ▶ The Hari Hotel, London, United Kingdom
- ▶ The Nature Conservancy, Hong Kong
- ▶ Tai Kwun Contemporary Gallery, Hong Kong

Key roles:

- ▶ Strategic, operational, financial & team management
- ▶ Project management and product implementation
- ▶ Business development, sales and marketing
- ▶ Packaging design, illustration, graphics, photography

Milestones

- ◆ Secured investment of €365.000
- ◆ Over 110,000 units sold
- ◆ Over 50 B2B customers acquired
- ◆ Revenue of over €425.000 achieved

Apr 2010 – Apr 2020
Director (Pro-bono)
Lizzie Bee Foundation, Hong Kong

A Hong Kong registered charity dedicated to creating a world where art can bring people together, enable social impact and enrich individuals, families and communities. The role was a continuous volunteering position within the charity providing help with all aspects of its operation and when required, design services.

Projects include:

- ▶ Garden of Goodness, Hong Kong public event
- ▶ Make It Better, recurring community art project

Key roles:

- ▶ Strategic, operational & financial management
- ▶ Design & illustration, graphic branding, marketing

Jul 2013 – Apr 2017
Senior Associate Interior Designer
KplusK Associates, Hong Kong

KplusK is an established multidisciplinary, detail focused architectural design studio. I was employed as lead designer for a number of exciting projects in Hong Kong and China.

Projects include:

- ▶ Vidal Sassoon Academy, Shanghai
- ▶ CSS, Shanghai – Show Offices & Flats
- ▶ Harilela Hotel, Hong Kong

Key roles:

- ▶ Execution of concept through to construction stage design
- ▶ Client presentations and meetings,
- ▶ Managing a team of 5+ designers

Jan 2010 – Apr 2013
Senior Interior Designer
HASSELL, Hong Kong

Employed by one of the leading Australian design practices in its busy HK office, predominantly working on projects in mainland China for large scale developers and International firms. My time at HASSELL included a stint of 2.5 months working in the Shanghai China head office and working as project lead for various commercial office interiors.

Projects include:

- ▶ Morningstar, Shenzhen – New build fit office out
- ▶ AVIC, Shenzhen & Chengdu – Public Areas
- ▶ Suning Headquarters, Nanjing – Client floors
- ▶ Meizu, Zhuhai - Office Design

Apr 2006 – **Interior Designer**
Dec 2009 HKR Architects, Manchester, UK

Designer on Hibernian; Dublin's largest fit out in 2006, focusing mainly on client areas from design through to site duties. I held a lead role on the design of Chancery Place base build interiors, from concept design through to completion. Including full construction packages and design coordination.

Projects include:

- ▶ Hibernian Insurance, Dublin – Corporate Headquarters, new build fit out
- ▶ Chancery Place, Manchester – Spec Office Building. D&B contract

Feb 2004 – **Interior Designer**
Mar 2006 The Davies Design Group, Knutsford, Cheshire, UK

Sep 2002 – **Interior Designer**
Jan 2004 Fairhursts Design Group, Manchester, UK

SKILLS

Professional

I am a versatile and experienced designer with the ability to work quickly and efficiently to tight deadlines. I have developed excellent communication skills with clients, contractors, suppliers, management and colleagues and am able to motivate and lead project teams as well as work independently on a variety of project scales.

Technical

With recent focus on packaging and graphic projects, I have been involved with every aspect of product development from the initial concept sketch stage to mass production of the finished article. Delivering unique products to clients requires knowledge of print media and production techniques, together with logistical project management skills to ensure the highest quality. I enjoy the design process for both 2D and 3D projects at multiple scales.

As an interior designer I employ good freehand and technical drawing ability; Scheme design and finishes presentations; Working drawing and schedule preparation; Preparation of tender packages; Sourcing of products and information; Detailed space planning and scale model making. I have a strong background in construction and have been involved in numerous projects on site.

Software

Adobe suite (Photoshop, InDesign, Illustrator), AutoCad, Microsoft suite, SketchUp, V-Ray, all to a good standard.

QUALIFICATIONS

1998 – **Birmingham Institute of Art & Design**
2001 (Birmingham City University) Birmingham, UK

BA (Hons) Interior Design, 2:1

Content included: social and commercial awareness, professional practice, theoretical and historical studies, verbal presentations, study trips to Paris & Berlin. Third year projects followed the RIBA plan of work, stages A-F.

1996 – **Isle College,**
1998 Wisbech, Cambridgeshire, UK

BTEC National Diploma in Spatial Design, Merit.

Content included: exhibition, theatre, set and interior design. Basic design, life drawing and history of art.

◆ References available on request