

WORK EXPERIENCE:

2010 – present

Hetterich Product Design, Germany, Europe

Owner

- Working as an independent designer for a variety of international clients such as Electrolux, NUK, KSB, Philips/Versuni and Lupine.

2007 – 2010

GBO Design & Engineering, the Netherlands, Europe

Senior Product Designer

- Working in a Dutch/Belgian design consultancy with an array of national and international clients
- Project management skills and working on several product launches simultaneously
- Wide range of design experience including consumer and capital goods and furniture
- Constant client liaison interface, from project initiation to presentation
- Excellent presentational skills
- Visiting European trade fairs for market understanding and trend insight (i.e. Salone del Mobile, Ambiente, imm)

2003 – 2007

Electrolux Home Products, Italy, Europe

Product Designer

- Working in an international design team in the European design headquarter for a major appliance company
- Working together with a multi-cultural team of industrial, graphic and interaction designers
- In-depth understanding of materials, processes and the necessary cooperation between engineers and designer in the product development process
- Working closely with marketing and engineering teams to derive an effective design solution at the correct price point
- Managing and maintaining external relations with suppliers and partners
- Ability to see project through from concept to manufacturing
- Creating and visualizing concepts and designs for model making and presentations
- Driving concept launches and future home scenarios
- Thorough understanding of significant market segments, observations and focus groups
- Visiting European trade fairs for market understanding and trend insight (i.e. Russian market observation, KBIS Chicago, Salone del Mobile)
- Responsible for University collaborations (i.e. Electrolux DesignLab with ESAD, Porto)

1997 - 2002

DESIGN EDUCATION

University of Applied Sciences, Darmstadt, Germany

2001

Les Ateliers/Ensci, Paris, France

1999

Gerrit Rietveld Academie, Amsterdam, the Netherlands

PLACEMENTS

2000

Design Group Italia, Milan, Italy (Domestic Appliances, Consumer Goods)

AWARDS

Red Dot Design Award 2009, 2013, 2021, 2023

Winner if Award 2023

Winner Designprize Rhineland-Palatinate for Product Design 2017

Winner Eurobike Award 2016

Nomination German Design Award 2010 and 2015

GIO Goed Industrieel Ontwerp 2008

Honourable mention Braun Design Prize 2001

3rd prize competition Offision Innovationspreis Officewelten 2000

CIVIL SERVICE

Goethe Institut Iserlohn, Germany

CRAFTSMANSHIP

1996 - 1997

Apprenticeship Metallgestalter (blacksmith)

Munich Germany

TUTORING EXPERIENCE

1993 - 1996

Electrolux DesignLab Design Competition

ESAD, Porto, Portugal

2005

Rhinoceros 3D software course

ENSCI, Les Ateliers, Paris, France

2002

Portfolio counseling

FH Darmstadt, Germany

RELEVANT SKILLS

- Project management
- Brand and consumer insight
- Consumer research and observation
- Running workshops and brainstorming sessions
- Client facing, personal presentation and communication skills
- Innovation and inventing
- Understanding of materials and production processes
- Creative problem solving
- Giving 3D software courses in Rhinoceros
- New business development
- Colour and trend analysis
- Specialist knowledge of the consumer goods industry
- 3D rendering
- Engineering

Computer skills

Rhinoceros (Teacher Status), Solidworks, Key Shot, Photoshop, Indesign, Grasshopper, After Effects

Languages

English, German, Italian, Dutch, French