

Andrew Wolfenden

BSc (Hons) MIED CTPD

Chartered Industrial Designer with over 20 years' experience of leading advanced user-focused products from concept to market, in both consultancy and 'in-house' design environments.

QUALIFICATIONS

1996 to 2000 BSc (Hons) in Product Design (2:1) Brunel University
2018 IED Chartered Technological Product Designer

AWARDS

2019 Red Dot Award
2018 iF Award, Good Design Award, HFES User Centred Design Award

July 2018 - present

Acro Aircraft Seating Ltd

Lowfield Heath

Lead Industrial Designer

- Channel needs of passenger, customer and business to produce compelling designs
- Develop detailed design concepts in line with aviation regulatory requirements
- Plan and moderate representative end-user testing

2012 - 2018

Elekta Medical Systems Ltd

Crawley

Principal Product Designer (promoted from Senior level)

- Provide direction on Industrial Design for radiation therapy hardware
- Conduct field research to develop understanding of customer workflow
- Conceive and evaluate industrial design concepts for hardware and UI
- Plan and deliver concept design presentations to exec-level stakeholders
- Plan and facilitate market research to evaluate brand alignment of new designs
- Prepare and lead creative workshops with internal and external stakeholders
- Support UX and Human Factors specialists with execution of usability testing
- Develop usability engineering plan aligned with EN/ISO 62366 and FDA guidance
- Visualise and communicate design ideas using Keyshot and Adobe CS
- Create 3D solid and surface models using SolidWorks
- Supervise transfer of designs to production ensuring design intent maintained
- Manage subcontract design services where required

2011 - 2012

Maddison Product Design

Design Consultants; Fittleworth

Senior Product Designer

- Manage projects across medical, industrial, consumer and scientific design
- Lead the development of a complex single-use sublingual drug delivery device
- Effectively manage liaison between clients, moulders and subcontract suppliers

2004-2011

Finsbury (Johnson and Johnson)

Leatherhead

Senior Design Engineer

- Senior Design Engineer for a UK-based pioneer in the development of advanced high-performance orthopaedic implant and instrument systems.
- Creative engineering role with strong focus on usability

2000-2003

DFL Design Consultants

Egham

Industrial Designer

- Client-facing designer managing total product development cycle

1998

Dyson Appliances Ltd

Malmesbury

Undergraduate Design Engineer (started as Intern)

- Worked in team developing award-winning DC05 Motorhead cleaner