

emma patterson

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general information

name . Emma Patterson

dob . 1984

citizenship . Australian (residing in Melbourne)

professional summary

2010 - CURRENT . **Icklem Ltd** . Sole trader product/graphic designer

2009 - 2010 . **Wow Toys** . Head of graphic design/toy designer in London

2007 - 2008 . **Diversionary Therapy Technologies** . Toy designer/assistant to CTO

2006 - 2007 . **Invigorate PR & Marketing Agency** . Head of graphic design

2006 - 2007 . **Queensland University of Technology** . Industrial design tutor



skills

Creative . Brainstorming and idea generation for aesthetic and technical 2D and 3D design concepts for clear brand differentiation and added value. Consultation skills drawing from agency and design-for-retail experience. In-depth knowledge in the toy industry.

Technical . Fluent in the latest Adobe InDesign, Illustrator, Photoshop and Solidworks as well as Microsoft Office. Good knowledge of the manufacturing process for a variety of materials and using a variety of techniques. High standards and attention to detail.

Communication . Experience in interpersonal working relationships, consultation and design presentations. Articulate and passionate about design and helping others develop their ideas.

Managerial . The ability to manage the creative design process, budgets and timescales, lead and coordinate cross-functional teams on projects. Experienced in managing the creative requirements for new business launches.

Analytical and strategic . The ability to grasp clients' or managers' needs and tailor innovative solutions to market requirements based on professional experience and intuition. Adept at spotting trends and market gaps through market research.

professional qualifications

2006 . Graduate Diploma, Industrial Design . Queensland University of Technology

2005 . BA Built Environment, Industrial Design . Queensland University of Technology

2002 . Certificate in Design . Queensland College of Art, Griffiths University

2001 . Ipswich Girls Grammar School . Subjects: Art A, Graphics A, Drama A

awards & achievements

- 2013 . Exhibited in the Queensland University of Technology 'Shape of things to come' Exhibition
- 2009 onwards . Have attended and had my work exhibited in London Toy Fairs
- 2008 . Co-author of medical journal article "The Emergence of Multi-Modal Distraction"
- 2008 . Co-author of medical journal article "The Development of a Paediatric Pain Management Device"
- 2007 . Australian Design Awards (Dyson) Finalist
- 2007 . Interview appearance on number one national morning show (television) 'Sunrise'
- 2006 . High distinction award for Grad Dip ID
- 2005 . High distinction award for BA Built Env ID
- 2001 . Merit prize, Drama prize, Graphics prize, Sports pockets (badminton).

career history

Director . Icklem Ltd . London UK from 2010 – current. Sole trader business now based in Australia

Specialising in fun, children and toys, Icklem helps people launch their new ideas by providing creative services including:

- Creative consultation
- Company identity (name, logo, style guide, brand goals)
- Product research, design and development
- Product packaging and instructions
- Website design and content development
- Catalogue design and other marketing materials
- POS materials

Some of Icklem's clients:

- Moonpig.com the UK's biggest personalised greeting card business, I designed cards, mugs and t-shirts.
- WOW Toys, popular preschool toy available all over the world, I continued freelancing for them after working there full time.
- Crafty Nana, adult's craft kit range now available at Boots and John Lewis, I designed their brand, packaging and catalogue.
- Ginger Ray, party supplies available in major UK retailer stores, I designed their brand, catalogue, products and packaging.
- Scootaheadz, kids scooter accessories available in Jo Jo Memen Bebe and other toy retailers, I provided a service for all their creative needs including their brand, products, packaging and marketing materials.

References available on request

Head of graphic design . Wow Toys . London UK . March 2009 – November 2010

Head in-house graphic designer for both product and marketing departments of a growing British preschool toy design, development and distribution company.

Responsibilities:

- The ideation, design, output and proofing of all marketing materials including packaging, catalogues, TV and print advertisements, presentations, POS, product and lifestyle (child) photography and other.
- Graphical support for product design including brainstorming, new toy visualisation, sticker design, character design, packaging, product documentation for manufacture.
- Toy design from ideation to design-for-manufacture while working with the product design team.

Achievements:

- Successful design of 'Mario's Pizzeria' toy (responsible for all design).
- Successful redesign of 'Bathtime Pals' range and 'Danny's Diving Adventure' bath toy.
- Successful design of character figures for many successful toys including 'Pippa's Princess Carriage'.
- Participated in the successful ideation, briefing, styling, and casting of 3 TV ads.
- Introduced company brand guidelines and style guide.
- Optimised common tasks reducing required resource by 75% (eg International POS items).
- Introduced packaging template to reduce errors and streamline design process (reduce resource by 50%).

References available on request

Designer/assistant to CTO . Diversionary Therapy Technologies . Toowong QLD . 2007 - 2008

Assisting with the research, design and development of children's research-based medical products. Designed to be distraction and procedural preparation aids, the touch screen controlled consoles needed to meet stringent medical specifications, while proving to reduce pain perception in 3-8 year old patients. As assistant to the CTO in this small start-up business, I was responsible for:

- Coordination of contracted hardware, software and industrial design teams
- Writer and manager of content development (games and short movies for children's entertainment)
- Writing and running of user tests and medical journal research articles
- Aiding to the smooth running of clinical trials at the Royal Children's Hospital
- All graphic design and branding for the products and company

Achievements and Professional Development:

- Co-author of medical journal article "The Emergence of Multi-Modal Distraction"
- Co-author of medical journal article "The Development of a Paediatric Pain Management Device"
- Attended Burns Association Medical Conference in Perth 2008
- Played a part in significantly reducing 'pain scores' in burns patients 3-8 years of age

References available on request

Graphic Designer . Invigorate . Brisbane QLD. 2006

Head in-house designer for an events, PR, marketing, brand & promotions company. Logos, websites, brochures, invitations, ads, catalogues, billboards etc. Recruited and managed a freelance junior designer.

References available on request

Freelance Graphic Designer/Illustrator . Moose Enterprise . Melbourne QLD. 2007

Managed by Danielle Stuart, designed cute illustrated templates and conceptualised new product development ideas for award winning product 'Beados' on a freelance basis.

Industrial Design Tutor . Queensland University of Technology . Gardens Point Brisbane . 2006

Tutor for first year Industrial Design students, guiding & grading them through 2 units of study.

References available on request



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