

Guidance and sample CV's for 2nd Year Product Design Students





Start early and let your portfolio grow over the year!





Placement Case Study

Aaron Colfer

Current 3rd Year UWE CPD Student returning from placement at Trunki

Aaron Colfer's story is a good example of how to get a placement

From Aaron's experience of being in the Trunki office:

Be persistent

- Aaron contacted Trunki, met Rob Law a couple of times at Bristol design events, (Rob remembered Aaron's mailer) and kept in contact.
- Aaron did a small amount of work for Rob Law in the summer, managed to get an interview for a placement at another company, (by continuing to send out mailers) but was offered a placement by Rob to keep him on at Trunki.

This process can take time but is important to start early and be persistent.





Sending out a mailer

Research who you want to contact

Send out your CV in batches of 5 to 10 companies at a time, (you want to keep track of who you are contacting).

Phone the company to ask for the name of the Studio Manager
(the cold call)

Post or email your CV and taster page to your specified contact
(the proposal)

Contact the company in a week and ask to speak to your contact

See if they have received your mailer, (if you can speak to the studio manager great! You're making a good contact). Say you are interested in the work the company produces and ask about the potential of a placement.
(the follow-up)

Email updates every month or so

when you have a new project complete, let your contact know, (this will be more interesting for your contact and shows you're progress and the effort you are putting into this process.

Be persistent (again)

It is likely that any company will not be able to give you an answer straight away but keep in touch.

You never know when something will happen!





Getting Started

Think about where you want to go and gather your sources of information from your existing CV, project work etc.

Think about what your skills are, what you have achieved and what you can do. Use this reflection and information to compile a new design focused CV and portfolio. This link to the UWE My Future site provides some good sources of information to help you with this process.

Case Study 1

John Henry Harris created a concept for a smoothie making service for schools. Designers from Lego saw the project at New Designers and realized the potential John had to their business, later Lego offered him a job. John is now working in Denmark for Lego



Case Study 2

Lauren Potts created a point of sale for a Ferrari fragrance in the second year of CPD and is now working for McLaren





Looking for contacts

Brainstorm a list

As you develop your CV, taster page, (later a full portfolio) think about the companies you can contact and what they might need to see in your literature.

There are some directories but these are by no means comprehensive.

Sample Product Design Directories
<http://www.designdirectory.co.uk/ind.htm>
Core77
<http://www.designdirectory.com/>

Your search will reflect the range of opportunities you can find for future employment.

Think widely and laterally! Here are some samples to make a start

Design consultants

Crux
<http://www.cruxproductdesign.com/>
Cambridge Consultants
<http://www.cambridgeconsultants.com/>

Point of sale

Micrographics
http://www.micrographix.co.uk/design_pos_packaging.html
Unex
http://www.unex.co.uk/Contact_Unex_Designs.asp

Structural packaging

a.m. associates
<http://www.structuralpackaging.com/portfolio.html>
Curve
<http://www.structuralpackaging.com/portfolio.html>

Exhibition design

<http://www.designdirectory.co.uk/exh.htm>

Interior design

<http://www.designdirectory.co.uk/int.htm>

Medical

Glaxo

http://www.gsk.com/careers/uk_careers.htm

Philips

<http://www.design.philips.com>

In house design departments

Mira Showers

<http://www.mirashowers.com/onlinecatalog/showers.jsp>

Black and Decker

<http://www.blackanddecker.co.uk>

Furniture designers and manufacturers

Jon Newton Furniture

<http://www.bespokeinnovation.co.uk>

Herman Miller

<http://www.hermanmiller.co.uk>

Architects

Coda Architects

<http://www.coda-architects.co.uk>

Breen Meta Architects

<http://www.breenmetaarchitects.co.uk>

Graphic design agencies

Just Design

<http://www.thisisjust.co.uk/index.html>

Clear Design

<http://www.cleardesignuk.com/index.html>



Setting up your CV

There is no one set way of setting your CV but it is possible to provide some guidelines along with some good examples to compare.

Keep it simple

- No more than two sides of A4
- Keep the graphic language simple, stylish and clear, don't over do it
- Most recent details first in each section
- Include work experience even if this is not directly related to design
- The UWE My Future site has some good advice here

Samples

Here are some linked samples for you to consider.





Setting up your taster page

Your CV will say in a chronology what you have done in words but your taster page will give a richer impression of your potential visually. CAD is important but unless it is what you really want to do don't over emphasize it.

Show the range of what you can do, consider the following,

- Concept generation
- Sketching
- Rendering
- Form modelling in foam and card
- 3D CAD
- 2D CAD graphic presentation

If one image can show a number of these skills, all the better

Samples

Here are some linked samples of taster pages for you to consider