

## Product Designer

**Creative and analytically minded designer with comprehensive academic and professional experience conceptualising, developing, and delivering innovative, user-centered designs across consumer, healthcare, and industrial sectors.**

Skilled in translating user needs into functional, market-ready products through research-driven insight, creative ideation, and design for manufacture principles. Combines human-centered methodology with technical expertise in Figma, SolidWorks, and Adobe Creative Suite to develop compelling digital and physical designs. Expert in managing full design lifecycles from concept generation and prototyping to client collaboration and presentation. Recognised for exceptional problem-solving, organisation, and cross-disciplinary communication, with a passion for designing meaningful products that enhance lives and environments.

## Areas of Expertise

- UX/UI Design
- Product Lifecycle Management
- Brand Identity Development
- Human Factors Engineering
- Design for Manufacture
- Prototyping & Testing Methodologies
- Technical Documentation Preparation
- Product Specification Drafting
- Creative Problem Solving
- Design Research Analysis
- Cross-Functional Collaboration
- Rapid Concept Modelling

## Technical Proficiencies

Figma | Keyshot | Photoshop | Illustrator | SolidWorks | InDesign | Microsoft Office Suite (Word, Excel, PowerPoint, Outlook)

## Education

**Brunel University – London, England, UK**

**2019 – 2024**

**BA Industrial Design and Technology (With Professional Placement)**

- Focus on UX/UI, product innovation, design for sustainability, and advanced manufacturing.
- **Key modules:** UX/UI & Graphics, Design Communication, CAD & Technical Design, Creative Engineering Practice, Design for Manufacture, Innovation & Sustainability.
- Completed a year-long professional placement as a Junior Product Manager at Owen Mumford.

**Bournemouth School for Girls – Bournemouth, England, UK**

**2011 – 2019**

- **A-Levels:** Product Design, Media, Business & Economics
- **AS Levels:** Mathematics, Politics
- **GCSEs:** 9 subjects including English and Mathematics

## Professional Experience

**Owen Mumford – Oxfordshire, UK**

**2021 – 2022**

**Junior Product Manager (Internship)**

Conducted comprehensive competitor analysis to identify market gaps and innovation opportunities within the medical device sector. Collaborated with national and international clients to evaluate market trends and align product development with evolving medical device standards. Supported strategic decision-making and product positioning by compiling competitor database.

- Improved efficiency of competitor and market intelligence reporting by streamlining research and data collection processes.
- Proposed introduction of tactile packaging for key product lines, a recommendation later implemented company wide.
- Managed end-to-end delivery operations of drug administration equipment for NHS and private pharmaceutical partners.
- Influenced product design, development, and implementation directions by presenting analytical insights and strategic recommendations to senior management.

**Goddards – England, UK**

**2020**

**Junior Quantity Surveyor (Part Time)**

Supported senior surveyors across a range of tasks, such as project co-ordination, documentation management, and administrative organisation. Assisted in preparing tender documentation, analysing supplier quotations, and supporting procurement decisions.

- Evaluated and digitised detailed design plans for high-value residential and commercial developments.
- Contributed to cost evaluations and quantity surveying recommendations, assisting in material selection and client proposals.

## Signature Projects

### EyeFind – Interactive Educational Toy (IoT-enabled)

2024

- Contributed to developing a smart, outdoor learning tool encouraging safe exploration for children.
- Integrated IoT connectivity to enhance interactivity and real-world engagement.

### Cocoon – Wearable Safety Device

2024

- Designed a self-inflating, wearable airbag aid to protect individuals experiencing neurological episodes, reducing NHS response costs and improving patient safety.

### Bebe Pio (for Strix) – Portable Baby Bottle Steriliser

2021

- Created a portable sterilisation device with complete branding strategy for industry client Strix, aligning product design with commercial launch objectives.

### YMCA Shoreideas Social Enterprise Initiative, Village Hotel

2014

- Founded and organised a successful family music festival as a charity fundraiser. Managed marketing, supplier coordination, and event budgeting.

### QinetiQ STEM Powerboat Challenge, QinetiQ Research Facility

2013

- Team member in powerboat design competition. Delivered technical presentations and placed 2nd across Dorset for best technical design and performance.

### Fixperts Project – Inclusive Design Collaboration

2019

- Collaborated with a client having complex medical condition to design a solution that ensures independence and social hosting.
- (Additional projects available upon request or at <https://theadorapowell.co.uk>)

## Awards & Achievements

### Sanjay Mortimer Foundation Star Winner

2023

- Won funding for the development of final-year major project. Invited as a guest VIP speaker at the SMF global 3D printing event, broadcast worldwide.

### Santander Bursary Award

2021

- Awarded a £500 bursary to fund a 3D printer for conceptualising and prototyping design work.

## Additional Experience & Interests

### Sanjay Mortimer Foundation Star Winner

2023

- **Mixologist & Bartender** at a Michelin-recommended restaurant, building client-facing, organisational, and service design skills.
- **Qualified Skipper** for luxury motor vessels up to 60ft; trained to Yachtmaster theory level.
- **Completed certified courses** in Digital Marketing, Health & Nutrition, and currently enrolled in an Interior Design & Home Styling programme to get recognised as an accredited professional.
- **Passionate about** cross-disciplinary design, aesthetics, usability, and emotional engagement in user-focused solutions.