



Michael Carr

Industrial Design, Strategy & Creative Direction

📍 London, UK

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Languages

English (Native)

German (Basic)

About

Industrial Design - A proven track record designing products across multiple categories, including watches, technical products, fashion and accessories, as well as their packaging and POS, with a clear vision of brand building, technical development and communication. Product Development - Taking products from ideation & prototyping through to testing, production & delivery, with a sharp attention to detail, holistic understanding of technical manufacturing processes, supply chain management and bringing products to market. Creative Direction - In-depth market awareness and the ability to analyse, forecast and develop full product and brand strategies. Able to plan and co-ordinate multi-disciplinary creative projects from research to design, production, marketing and delivery. Business Strategy - orchestrated successful business collaborations and developed new products and brands from initial conception through to internationally successful businesses. Solid experience planning, directing and managing all aspects of a project. Building the teams behind them and coordinating with everyone from shareholders, management and staff to suppliers, partners and customers. Thought Leadership - Collaborated with iconic designers such as Dietrich Lubs, designing and developing award-winning products for high-profile brands such as Braun (P&G), Vivienne Westwood and Uniform Wares, with particular experience across technical products, fashion & homewares. Featured lecturer, content creator and regular contributor to press, industry publications and academia.

BRANDS WORKED WITH

iGuzzini Illuminazione

Inter City Group

Research International

UNIFORM WARES

ZEON

Experience

● Design, Innovation & Strategy Consultant

| Oct 2020 - Now

Working on several projects in product categories including watches, technical products, furniture and fashion accessories, to support a range of brands and organisations. Operating at various levels from Design Strategist and Lead to Industrial Designer and Product Developer.

- Recent Clients - Plytek, Kaelo, Welcome Studios, Yeezy, Mondaine, Luminox and Braun.
- Key Outputs - Creative strategy, product roadmap, concept ideation, design, development and supply chain management.
- Innovation - Spearheaded new creative projects, collections and business partnerships to utilise scalable advances in digital and additive manufacturing technology, as well as sustainable material alternatives, available through material innovation specialists, Allied.



● Creative Director

UNIFORM WARES |

Appointed as overall Creative Director, as well as continuing previous responsibilities (see Design Director).

- Design & Creative Direction for all Uniform Wares watches, accessories, communication and creative output.
- New Product Development - designed and developed forward thinking yet commercially focussed collections, exploiting market shifts, as well as innovations in 'additive manufacturing' and sustainable materials. Including packaging, POS displays and other assets.
- Manufacturing & Supply Chain - set up more efficient supply chains for existing and entirely new product categories.
- Distribution - restructured the business to strengthen the interconnection between direct, e-com and traditional wholesale models. Exploiting the increasing acceptance from customers to purchase online and directly from brands, combined with exposure offered through established bricks and mortar retailers, ranging from Selfridges, Barneys, Mr Porter and END, Opumo, Farfetch and Amazon.
- Strategy - reviewed all aspects of the business, sales, communication

and product positioning, and implemented a more commercially sustainable strategy to reduce costs, improve revenue and extend brand value.

- Leadership - worked closely with all departments to build & lead a freshly motivated team of staff and partners to implement the new brand, product and commercial strategy. Produced a pitch for the improved model to secure further investment.

- Brand Positioning - Reviewed the existing product offering and pricing against performance to fully understand strengths, weaknesses and potential future growth areas, both within existing product categories, as well as new ones.

- Marketing & Communication - oversaw the redesign of the website to improve user experience, doubling traffic and conversion within the first month and improved integration with CRM and other platforms (not current site). Developed a strategy that fully utilised social media channels, mailing lists and collaborators, to allow for deeper storytelling and improved customer engagement.

- Budget Management - set departmental budgets and supported the Financial Controller with reporting & cashflow management. Ensured regular reporting to stakeholders from team to board level and chaired monthly board meetings.



● Design Director

UNIFORM WARES |

Played a central role in Uniform Wares since its formation, developing and setting up initial designs and supply chains and helping to grow the business from a UK start up to an internationally recognised brand.

- Planned and implemented Uniform Wares' brand, creative and product strategy, working alongside executive directors and partners.

- Setup and led an ambitious, multi-disciplinary, in house creative team of industrial designers, graphic designers and product developers, as well as external agencies, for all Uniform Wares product, communication and creative output.

- Managed critical paths and coordinated creative projects, from physical product, packaging and POS displays, through to print material, brand identity and art direction for digital content, marketing campaigns and photography.

- Lead industrial designer and production manager, responsible for research, design and prototyping, to pricing, production and delivery.

- Built product ranges, established design systems and a distinct design language across individual collections and product lines.

- Conducted ongoing research, trend forecasts and user insights, and developed R&D projects for new product ideas relating to shifts in market behaviour, as well as innovations in materials and engineering processes.

- Coordinated all Uniform Wares' international manufacturing partners including inventory and PO management.

- Established relationships with international manufacturers, setting up improved supply chains for new and existing product categories, allowing for efficiency savings, improved quality control and adherence to changing regulations in Swiss legislation.

- Established and managed successful working relationships with Uniform Wares' creative collaborators, including high profile designers, influencers and institutions such as MoMA, Vitsoe, Cutler & Gross, Felix De Pass, Yasiin Bey, A.Sauvage, Minimalux and Porter-Yoshida.

- Built relationships with international buyers, distributors, retailers, such as Barneys, Liberty's, Selfridges, Mr Porter and END Clothing. Presented collections, designed exclusive products, placed orders and ensured delivery deadlines were met.

- Conducted regular interviews with press and public to communicate the brands design philosophy and new product launches.

- Presented collections at international exhibitions and trade shows, such as Baselworld, London Fashion Week, and LDF.



● Lead Industrial Designer & Product Developer

ZEON |

Managed a team of eight designers, led projects and ensured effective resourcing and work allocation within the team.

- Designer, developer and production manager for Uniform Wares, building the brand from conception to an internationally successful brand. Growing the business from its first £30K order of one product, to mul-

ti-million pound orders of 6 collections, in two years.

- Liaised directly with clients such as Vivienne Westwood and Braun (P&G) to help build and support solid working relationships, as well as interpreting each's unique brand DNA to design and develop new product collections.

- Coordinated with manufacturers in Europe, US and Far East, with a particular focus on innovations in materials and production techniques. Negotiating on pricing and lead times, ensuring projects were delivered in time and on budget.

- Conducted market analysis and trend forecasts, generating and presenting product pitches and new business development proposals.

- **Watch Designer**

Inter City Group |

Designed watches, accessories and packaging for brands such as Topman, Umbro and Karen Millen. Market analysis & trend forecasting.



- **Senior Industrial Designer & New Business Developer**

ZEON | Aug 2008 - Apr 2010

Designed and developed mens and womens watches, clocks, technical products and accessories, winning a number of accolades including iF and Red Dot awards, as well as a personal commendation from iconic designer, Dietrich Lubs.

- Pitched, designed and relaunched iconic brand Braun back into the market, with its first new collection in over 25 years.

- Managed projects from brief to market for brands, such as Vivienne Westwood, Superdry, Urban Outfitters and Next.

- Liaised with international brands, clients and manufacturers and developing new business relationships.

- Conducted market analysis and trend forecasts, including regular comp shops and shows such as Bread & Butter and Baselworld.

- Particular focus on technical product development and range building, as well as CMF projects, packaging design, POS and branding.

- **Junior Technical Designer**

iGuzzini Illuminazione | Feb 2007 - Apr 2007

Designed and visualised lighting plans for both urban and commercial spaces.



- **Trend Forecaster & Creative Consultant**

Research International | Jul 2005 - Feb 2007

Trend forecasting and idea generation think tank. Working on products, packaging and branding for clients such as Unilever and Pepsi.