

## Interior Design Creative Director, Circular Furniture Designer & Workplace Strategist.

### Key Experience

<div> <div>I AM Designed Circular</div> <div>Present</div> <div> <div>Founder, London UK</div> <ul style="list-style-type: none"> <li>Interiors &amp; FF&amp;E design consultancy that is focussed on championing the benefits of the circular economy to reduce excess waste.</li> <li>Bespoke furniture design for the commerical real estate sector.</li> <li>We help designers and businesses specify and source sustainable furniture designed to last.</li> </ul> </div> </div>	 <div>Bespoke joinery and furniture design</div>
<div> <div>Head of Design / Creative Director</div> <div>Sep 21 - Sep 23</div> <div>Knotel, London UK</div> <ul style="list-style-type: none"> <li>Creative direction for 4 Interior designers in both the US and UK.</li> <li>Design, Product development and vision for Knotel's flagship 'future of work' concept - The Old Sessions House.</li> <li>Responsible for workplace strategy direction and helping clients adapt to hybrid working.</li> </ul> </div>	 <div>Product vision, strategy and delivery</div>
<div> <div>Global FF&amp;E Director</div> <div>Oct 18 - Jan 21</div> <div>WeWork, London UK</div> <ul style="list-style-type: none"> <li>Delivered a global furniture collection of 140 unique styles and 66 bespoke furniture items tailored for the WeWork product offering.</li> <li>Created a tailored digital system to track and manage furniture budgets &amp; inventory across regions.</li> <li>Managed key account relationships with the world leading furniture manufacturers.</li> </ul> </div>	 <div>Furniture collection design &amp; sourcing</div>
<div> <div>Creative Director, Asia</div> <div>Mar 16 - Oct 18</div> <div>WeWork, Shanghai, China</div> <ul style="list-style-type: none"> <li>Design and creative lead for over 1.5 million sqft of flexible office space.</li> <li>Managed the design output from 6 distinct studios with a team of 30+ designers across Asia.</li> <li>Launched locations in 7 major countries</li> <li>Developing &amp; translating key global brand values to ensure the local culture represented.</li> </ul> </div>	 <div>Wehat Lu, Shanghai, China</div>

## Full Experience

## Key Skills

<b>Senior Interior Designer</b> Buckley Gray Yeoman, London UK	Jul 15 - Mar 16
<b>Interior Design Consultant</b> WeWork, New York, USA	May 13 - Jul 15
<ul style="list-style-type: none"><li>• Lead designer for the brand expansion into the UK &amp; European markets.</li><li>• Primary project manager, liaising with real estate executives, contractors and suppliers</li><li>• Managing the £5m capex budget for UK launch</li></ul>	
<b>Senior Interior Designer</b> Caulder Moore, London, UK	Jan 13 - May 13
<b>Interior Designer</b> Dalziel & Pow, London, UK	Feb 10 - Jan 13
<b>Interior Designer</b> Russell Sage Studio, London, UK	Aug 09 - Feb 10
<b>Interior Designer</b> The Yard Creative, London, UK	Aug 07 - Jun 09

- Workplace Strategy
- Creative Leadership
- Bespoke Furniture
- Interior Design Strategy
- Furniture Sourcing
- Project Management
- Keynote Presentations

## Education

<b>BA (Hons) Interior Design</b> Kingston University, London, UK	2004 - 2007
---	-------------

## Creative Vision

“Design & furniture crafted from nature’s bounty to challenge the throwaway culture and reduce waste. By creating lasting furniture that’s functional today and useful tomorrow.”



Solid Oak Bespoke Worktable & Reclaimed Vintage Chairs