

# CURRICULUM VITAE

## PERSONAL DETAILS:

NAME: **Andrew Stordy MA (RCA),DIC,BEng(Hons)**

ADDRESS: The Granary  
Towngate Farm  
Tidebrook  
Wadhurst  
E. Sussex  
TN5 6PE

TEL: +44 (0)7747848775

E – MAIL: andrewstordy@hotmail.com

NATIONALITY: British

DATE OF BIRTH: 16th June 1978

## QUALIFICATIONS:

2006 – 2008 MA (RCA) DIC Industrial Design Engineering  
Royal College of Art/Imperial College, London, UK

1997 – 2001 B.Eng (Hons) Mechanical Engineering  
2:1 (Upper Second Class)  
Brunel University, Uxbridge, Middlesex, UK

1996 – 1997 Foundations of Engineering  
Overall Average of 72%, 'A' grade  
Brunel University, Uxbridge, Middlesex, UK

1991 – 1996 A LEVELS – Design & Technology, Physics, Art  
GCSE's – Mathematics, Physics, Art, Design,  
Biology, Geography, English  
St David's College, Llandudno, N. Wales, UK

## COMPETITIONS / AWARDS

- **2009 INDEX Award** finalist for Malaria Must Go
- **Professors Commendation** – Fair Roast, 2008.
- **Professors Commendation** – Malaria Must Go, 2008.
- Industrial Designers Society of America **IDEA competition gold award** for Malaria Must Go, Bated Mosquito Trap, 2008.
- **Conran Award** Nominee 2008 for Fair Roast
- **Dyson Award** For Fair Roast 2008
- Imperial College **Ideas Challenge** 2007, modular radiator, 2007

## **IT & CAD EXPERIENCE:**

- Word/Excel etc.
- Solid Works
- Flash
- Photoshop
- Illustrator
- InDesign

## **WORK EXPERIENCE – Design**

### **Unilever – Laundry Minimisation** (Ongoing Project)

In this project we are “revolutionising the laundry process” and “braking the one wear instinct”. The project follows a process of narrowing down and refining a pool of over 500 ideas that we generated in a brain storming session with over 30 participants.

- Run idea generation sessions.
- Idea mapping and organisation.
- Develop computer programs for organising ideas.
- Refine and develop ideas.
- Presentations to client.

### **Unilever – OMO Packaging** (December 2008 to March 2009)

We designed communication design concepts for OMO washing powder boxes. Our box designs aimed to communicate the functional benefits of a new washing powder for the Brazilian and Chinese markets.

- Iterative process of development followed by client review generate five final design proposals.
- Graphical (2d) Communication Design

### **Unilever – Cues to Success** (July 2007 to September 2007)

In this project we developed ways of communicating and demonstrating that Persil Colour doesn't fade your clothes.

- Communication design through packaging (in 3d rather than 2d).

### **Bike Phone Charger** (Ongoing Project)

In partnership with a coffee importing friend I am designing micro finance bike powered phone charger for East Africa. The phone charger is made from locally available materials and will allow an individual, running a small business to charge up to 20 mobile phones at a time.

- Appropriate Design
- Electro-Mechanical Engineering.

### **2Lem1** (Ongoing Project)

Along with two co-designers I am taking a kitchen product to market. The product juices and zests a lemon and looks fantastic. The Lady Lemon juicer and zester will be in the shops by Christmas 2009.

- Plastic part Design.

### **Fair Roast Coffee** (Ongoing Project)

Fair Roast coffee is a project that grew out of my experiences of working as a cocoa buyer in Uganda in 2006. The project aims to change the structure of the coffee supply industry for the benefit of coffee farmers. By designing a system that allows the consumer to make a cup of coffee out of green (un-roasted) coffee beans the coffee roaster and retailer are removed from the supply chain. The result is that a business model is possible where a greater proportion of the money the consumer pays can be re-invested in the people who grow coffee.

- Holistic business/product/system design.
- Hands on “innovate by making” approach.
- Multiple awards.
- Electro-Mechanical Design.
- User research.

### **Malaria Must Go** (Ongoing Project)

In this project we aimed to tackle the problem of Malaria through Design. Following a research trip to Tanzania the team designed Linda (a bated mosquito killer) and a series of locally manufactured paraffin burning lamps. Both designs are intended to compliment bed nets in the fight against Malaria. See [www.malariamustgo.com](http://www.malariamustgo.com)!

- Human centred design research in Tanzania.
- Interdisciplinary collaboration.
- Appropriate design.
- Multiple Awards.

## **WORK EXPERIENCE – Engineering**

### **Ford Motor Company** (2002 to 2006)

I worked at Ford for five years, during which time I was responsible for the design and introduction of diesel engine components.

- Design cast aluminium components.
- Design plastic components.
- Develop test strategies.
- Manage suppliers.
- Work in a big organisation.

### **ESCO Uganda Ltd** (November 2004)

ESCO export cocoa, vanilla and other agricultural commodities from Uganda.

- Worked as a cocoa buyer.
- Carry sacks of cocoa.

### **Visteon Automotive Systems** (February 2000 to September 2000)

I worked for Visteon through a 6 moth placement during my Mechanical Engineering degree. Visteon Automotive Systems in Basildon design and manufacture automotive heat exchangers (Radiators, Intercoolers and Condensers)

- Reverse engineered (copied) radiators for manufacture and sale as aftermarket products.
- Reduced manufacturing costs through complexity reduction.

- Devised and supervised product validation testing.
- Investigated the feasibility of plastic heat exchangers.
- Used computational fluid dynamics to develop a mathematical model that predicted the performance of plastic charge air coolers (Intercoolers).

**Britax Rumbold LTD** (July 1998 to January 1999)

I worked for Britax Rumbold through a 6 month placement during my Mechanical Engineering degree. Britax Rumbold design and manufacture first class aircraft seating. I worked in the design department

- Wrote technical reports required for the certification of new products.
- Developed mathematical models for the calculation of forces during dynamic tests on seats.
- Designed a little nylon stopper would be fitted to United Airlines business class seat tables.