

Duncan H. Edwards
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**DUNCAN
EDWARDS**
INDUSTRIAL DESIGNER

ABOUT:

I'm a versatile Industrial Designer and Project Manager with experience taking design projects from initial concept and 3D CAD development all the way through to prototyping, production and launch. I am skilled in structural packaging, merchandising, hardware design and technical drawings. I collaborate closely with creative, manufacturing and vendor teams to bring ideas to life. I'm adept at managing timelines and resources across multiple projects, always keeping quality and brand standards front of mind. I thrive in fast paced, collaborative environments.

EDUCATION:

Unitec School of Design, Auckland, New Zealand
Bachelor of Design in Product and 3-Dimensional Design, 2004

WORK EXPERIENCE:

Creative Director

AFH Industries. New York, NY

2021 - Present

Duties and Responsibilities include:

- Manage design projects from the initial brief through concept development, prototyping, production and final launch
- Supervised and guided design team members, providing direction, feedback and support to ensure project goals and deadlines were met
- Create and maintained project timelines and tracked milestones across multiple design projects
- Work with creative, operations, and technical teams to move projects smoothly through the development process
- Coordinated the development and review of prototypes, technical specifications and production samples
- Ensured final products met brand standards and worked within manufacturing requirements

Creative Director

Wahl & Crew, LLC. New York, NY

2016 - 2021

Duties and Responsibilities include:

- Lead design work for key client accounts, creating concepts and final designs using 3D CAD and 2D design software
- Meet with clients to present ideas and guide projects through concept development and revisions
- Create technical and manufacturing drawings in 3D CAD to support production
- Work directly with fabricators to review materials, dimensions and production details for proposed designs
- Track and manage design production schedules and manufacturing deadlines to keep projects on time.
- Coordinate with vendors to monitor deliverable products, approvals, and production timelines while maintaining quality and cost expectations.

Notable Clients Include: Titleist · Calvin Klein · Tommy Hilfiger · Bushnell Golf · Juul · Skull Candy · Curaleaf · Golf Pride · PXG Golf · Easton Sports

Creative Director & Senior Designer

The Wahlrich Group, LLC. New York, NY

2009 - 2016

Duties and Responsibilities include:

- Lead design and concept development for key client accounts using 3D CAD and 2D design software
- Meet with clients to present design concepts and guide projects through ongoing development and revisions
- Produce technical and manufacturing drawings in 3D CAD to support production
- Collaborate with fabricators to review materials, dimensions, and production details for proposed designs
- Manage design production schedules and manufacturing timelines, including logistics and installation

Notable Clients Include: Titleist · Sony PlayStation · OXO Good Grips · Verizon Wireless · STX Lacrosse · Havaianas · Go Pro

Product Designer and Studio Manager

Readymade Projects, Inc. Stephen Burks, New York, NY

2008 - 2009

Duties and Responsibilities include:

- Develop design concepts for presentations and proposals using 3D CAD and 2D design software
- Create technical and manufacturing drawings in 3D CAD to support production
- Collaborate with fabricators to review technical details, materials, and production feasibility
- Manage production budgets, costing, and manufacturing schedules to keep projects on track
- Oversee design production from concept to completion, including logistics and installation

Notable Clients Include: Spike Lee's Spike DDB · Novogratz - Sixx Design · Moroso · B&B Italia · Coty Beauty, Inc.

Product Designer and Production Manager

Global Merchandising Technologies, Auckland, New Zealand

2004 - 2008

Duties and Responsibilities included:

- Conceptualize design briefs and develop concepts for major clients
- Create design concepts for presentations and production using 3D CAD and 2D design software
- Manage production budgets and project costing
- Oversee design production from concept to completion, including logistics and installation

Notable Clients Include: Nokia Asia-Pacific · Sony Australasia · Caltex / Chevron NZ · Telecom NZ · Lion Nathan Australasia Breweries · Bayer Healthcare

TECHNICAL SKILLS:

Product Design: Concept sketches and ideation, 3D CAD modeling, prototyping, technical and manufacturing drawings, model making (hard and soft)

Graphic Design: Logo ideation, branding, packaging design, visual storytelling, typography, layout design, presentation mockups for client proposals

Computer Programs:

- Solidworks (*Highly Proficient*) – Design and production rendering (*Photoview 360*)
Sheet Metal Fabrication Tool, Production Drawings for manufacture and cost estimation
- Keyshot (Highly Proficient)
- Rhino (Highly Proficient)
- Adobe Illustrator, Photoshop, InDesign (*Highly Proficient*) – graphic ideation and print production setup
- Proficient in all Microsoft Office Suite programs
- Product Management Tools (Basecamp, Air Table, etc.)