

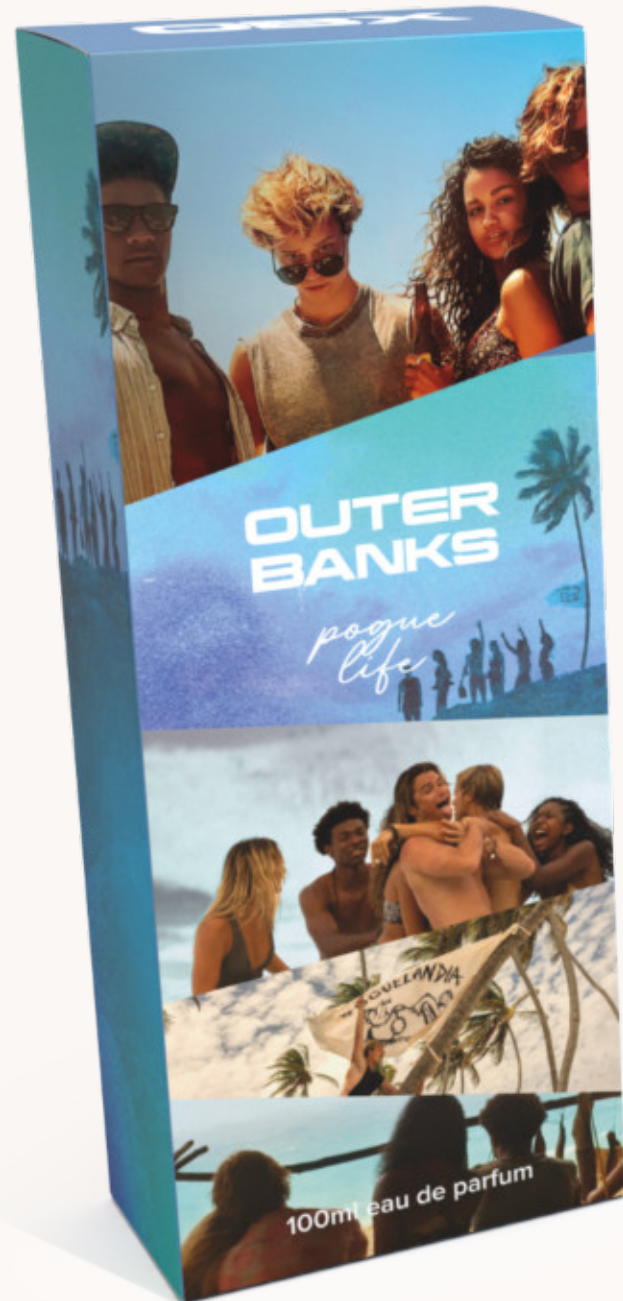
# NICHOLAS WINGFIELD

Product & Graphic Designer

## 1 | HELLO

Experienced and versatile Product and Graphic Designer with 8+ years of expertise in the consumer goods, gifts, accessories, technology products and beauty industry.

I have a proven track record of delivering exceptional products. My extensive experience spans various facets of design and development, including 3D modelling, rendering, packaging, digital and print design, ensuring the highest standards in all my work.



### Brand Agency London | Senior Product Designer

Sep 2019 - Present

In this role, I was responsible for the design and development of new products from concept through to the final production phase for 5 different brands (Ciaté London, Lottie London, SkinProud, HairProud and BodyProud).

This involved creating sketches, 3D models, renders, artworks, packaging and final CADs.

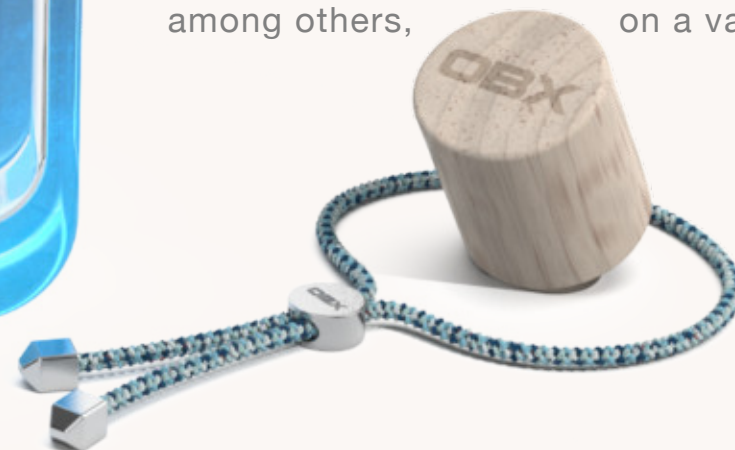
#### Key Responsibilities:

- Collaborated in the development of entirely new brands, focusing on establishing a robust brand identity and innovative products.
- Designed exciting collaborations with partners such as Disney, Netflix, Pixar, Warner Bros, Iris Apfel, among others, to develop an entirely novel line of products.
- Followed the design of in-store POSs, CTUs and FSUs from conceptualization to final artwork execution for major retail partners such as Walmart, Boots, Superdrug and Sephora.
- Provided oversight and assistance with artworks, mailers, newsletters, social advertising and social posts.
- Worked closely with the CEO and NPD, Sales and Marketing teams for each of the various projects.

### Frelance | Product & Graphic Designer

Jan 2019 - Present

Collaborated with clients like Formia, The Steam Bar, Craft Buddy, among others, on a variety of projects.



### Matrix APA | Product Designer

Sep 2018 - Sep 2019

- Collaborated on numerous partnerships with prominent airlines (Emirates, Qatar Airways, British Airways, Delta, Virgin Atlantic) and luxury brands (Soho House, Penhaligon's, Miller Harris, Neom). This involved designing comprehensive new amenity kits and soft products for both Business and First Class and beauty products for luxury brands.
- Designed innovative new lineups of products and packaging for renowned retailers like Primark, Boots, Accessorize and more.

### Thumbs Up | Junior Product Designer

Jan 2018 - Sep 2018

- Designed electronic items, homewares, toys, gifts and travel accessories.
- Collaborated on the entire process of developing new in-house brands and external client projects from conceptualization to final production.
- Assisted the NPD team in monitoring the production process of each product by maintaining ongoing communication with factories, providing CADs, and helping resolve any issues that arose.

#### SKILLS

Product Design  
Graphic Design  
Packaging Design  
Creative Pitching  
Branding & Identity  
Design Management  
3D Modeling  
3D Visualization  
Prototyping

#### TOOLS

Rhino 3D  
KeyShot  
Illustrator  
PhotoShop  
InDesign  
Cinema 4D  
Blender  
Affinity Suite  
Office Suite  
AI Visual Tools

#### LANGUAGES

English  
Italian



## 2 | CIATÉ | The Brand

Ciaté is a British makeup brand established in 2009, renowned for its innovative and trend-setting products. The brand primarily targets consumers in Gen Y (Millennials) and Gen X, with a strong appeal to those seeking high-quality, fashionable beauty items.

My responsibilities ranged from daily teamwork with NPD on creating innovative products and remarkable collaborations through 2D/3D visual concepts for product development, internal and external presentations (for stakeholders and partners), as well as setting up artwork and creating POSs and mailers for the Sales and Marketing teams.





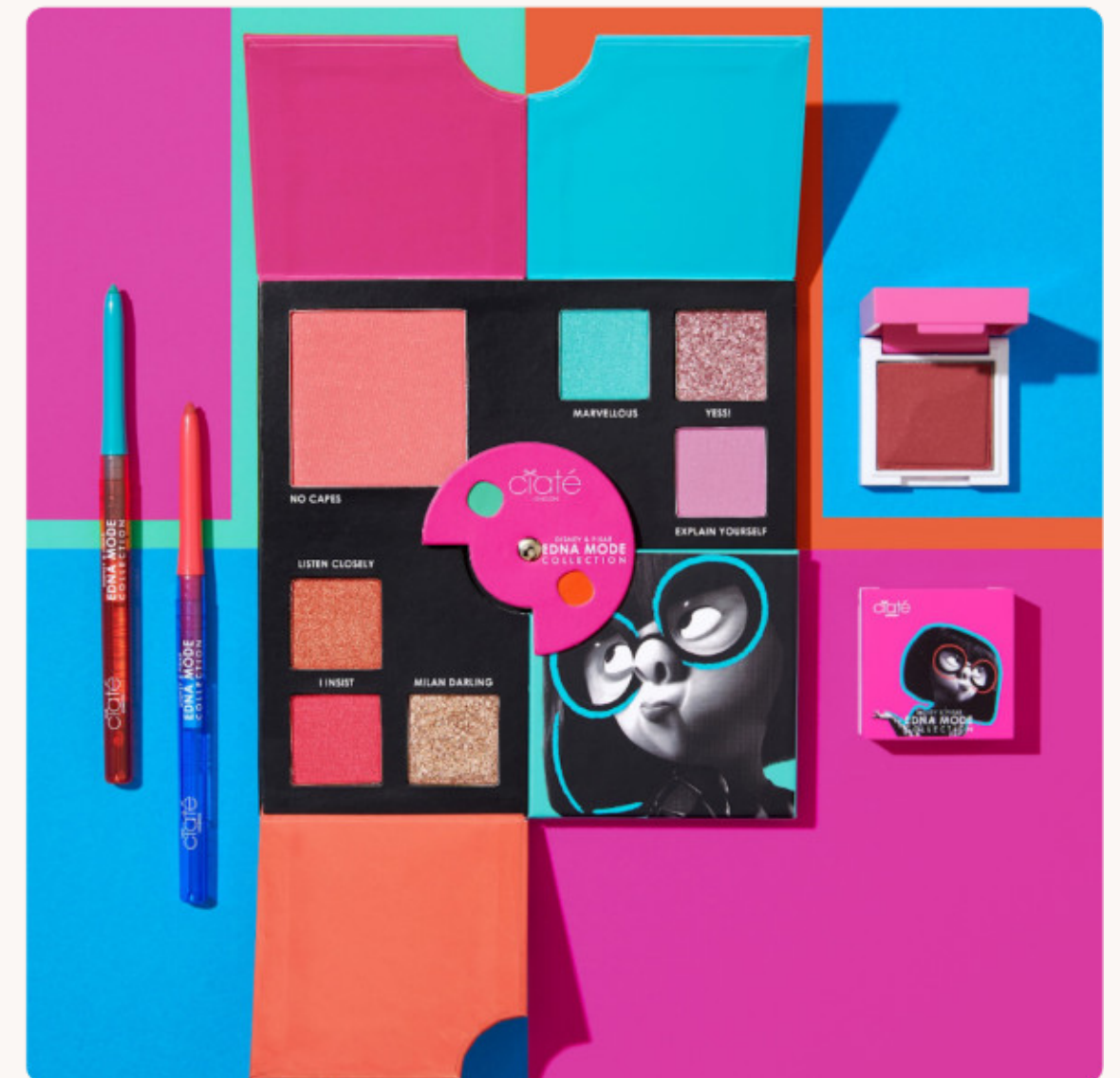




#### 4 | CIATÉ | Collaborations

My main goal as a Product Designer for Ciaté was to maintain the luxury feel and design consistency across the thousands of items I developed for each of the many product ranges (Fruit Burst, Dewy Glow, Bronzing, Everyday Vacay and more).

This was especially important in the development of the numerous collaborations I worked on (Iris Apfel, Smiley, Edna Mode, Christine Quinn, Miss Piggy). Balancing the strong Ciaté identity with the unique visual style of each collaboration, and adapting it for every collection, was a challenge that drove me to focus on every single detail.





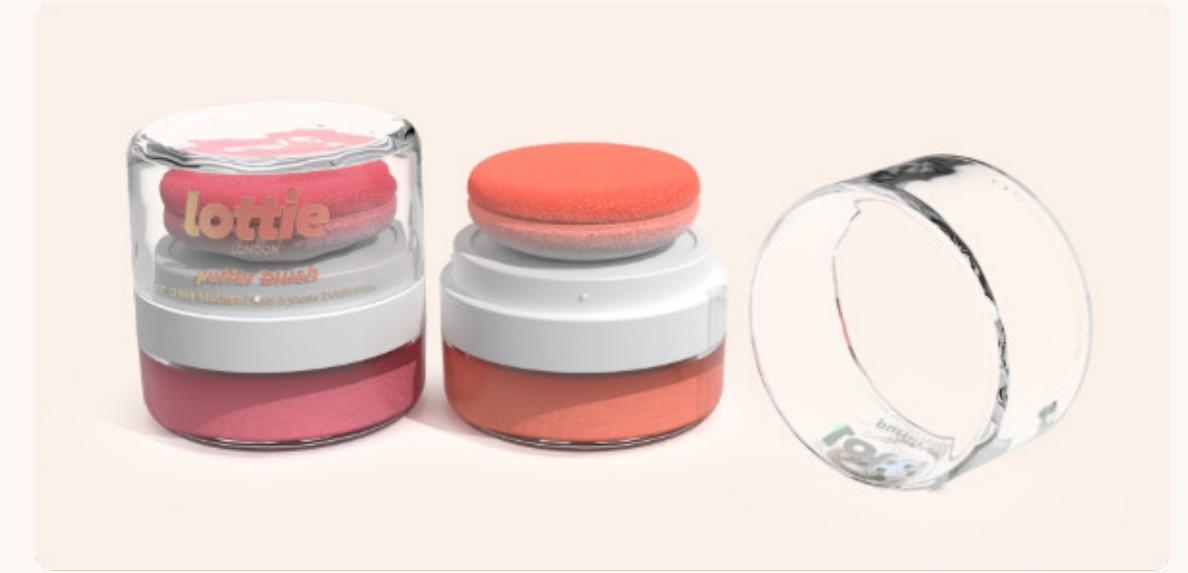




## 6 | LOTTIE | The Brand

Lottie London is a dynamic, Gen Z-focused makeup brand known for its trend-forward products and bold, playful packaging. It has gone viral on TikTok and Instagram multiple times thanks to its commitment to reactivity, inclusivity, and affordability.

The core business was not only to create amazing in-house products but also to expand the target market with hundreds of collaborations. My main role was to conceptualize each of these collaborations, giving them the strongest and most fascinating identity while keeping the company's values at the center of the process.









## 8 | LOTTIE | Collaborations

Each collaboration I have worked on began with extensive research to identify the ideal partner for a new line-up of iconic products. I conceptualized numerous collaborations, ranging from those that were fully developed (Harley Quinn, The Vampire Diaries, Outer Banks, Gossip Girl, My Little Pony) to those that never materialized.

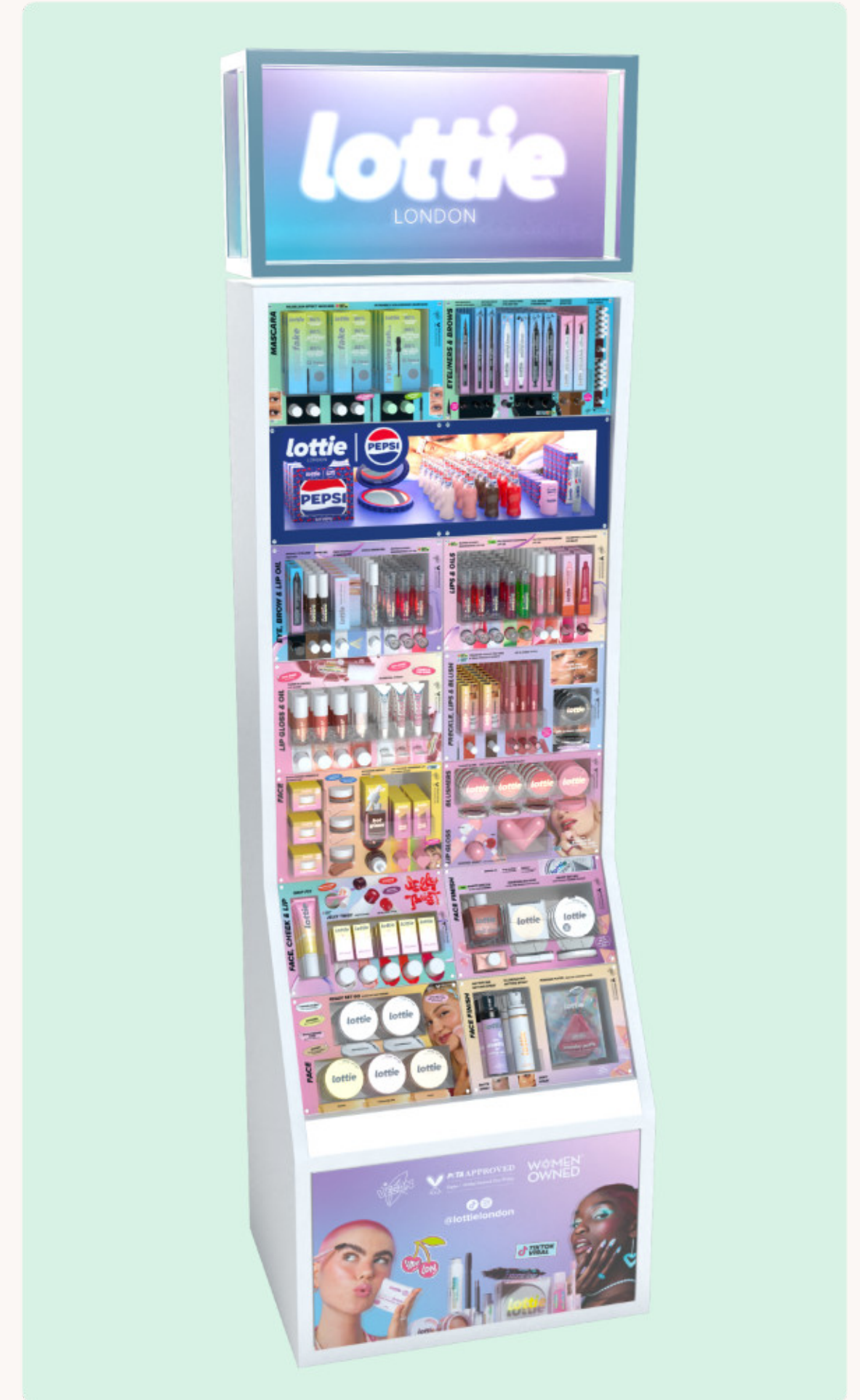
The most significant challenge I faced at Lottie was the development of the OBX fragrances. This process involved months of brainstorming, research, concepts and design iteration. I created over 15 different versions of the bottles, caps and potential material combinations.







Concepts from the development phase.





## 10 | I AM PROUD | The Brand

I Am Proud is a progressive, inclusive, and accessible beauty brand consisting of three distinct sub-brands: Skin Proud, Hair Proud and Body Proud.

I played a key role in developing Skin Proud, followed by Hair Proud and Body Proud, collaborating with the rest of the Design team for months on every aspect of the brand identity.

Personally, I designed the bespoke bottle shapes, employing a comprehensive process that included competitor analysis, conceptualization, prototyping, and CAD development for final production.









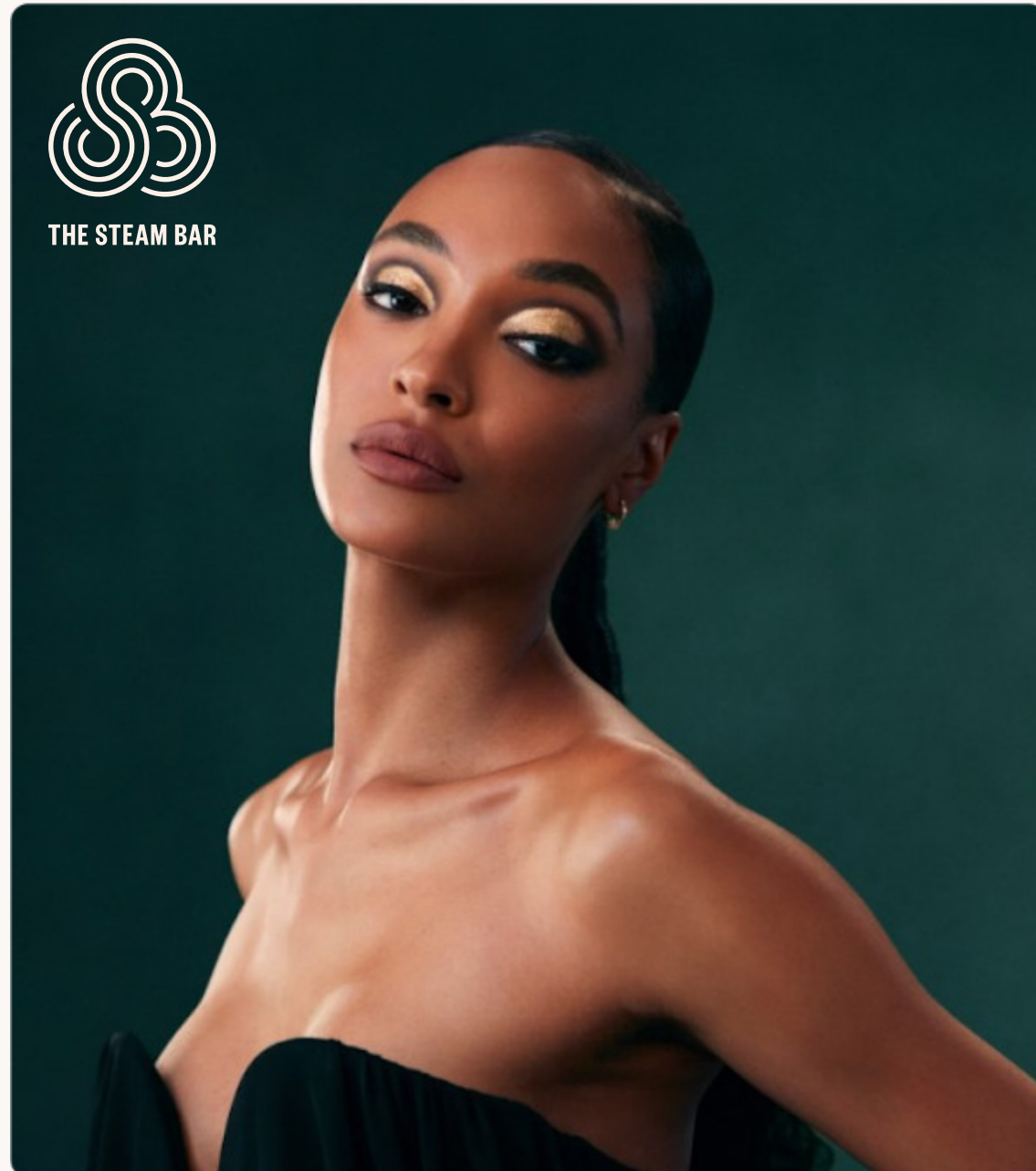




### 13 | THE STEAM BAR | Products

The Steam Bar is a brand that prioritises scalp and hair health above all else, elevating both salon and at-home environments while redefining the narrative for individuals with natural and textured hair.

I had the opportunity to work on The Steam Bar from its early stages, transforming the founder's visionary ideas into tangible products. My work spanned every phase of the project, from initial conceptualization to final packaging artwork. The design exudes a luxurious feel and is inspired by Malachite, a stone renowned for its therapeutic and healing properties.









## 15 | MATRIX | The Brand

Matrix APA is an internationally recognised and award-winning product development agency. The company's mission is to create the most innovative products for major airlines, brands and retailers.

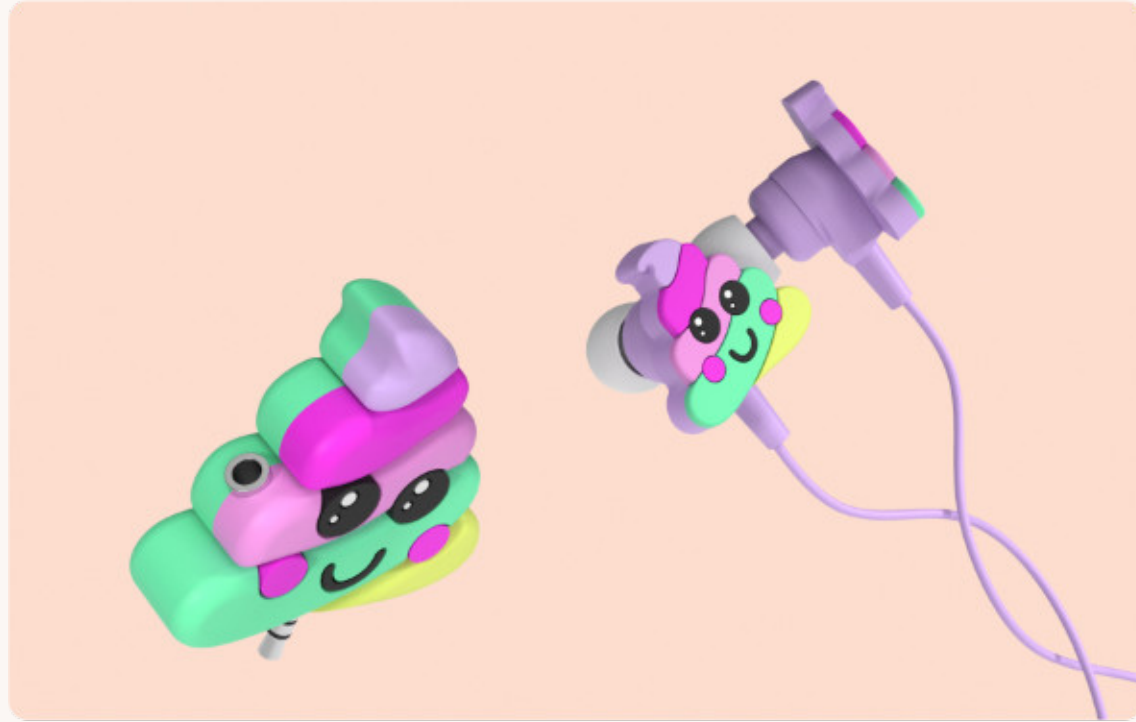
As a Product Designer at Matrix, I had the opportunity to collaborate on a range of projects, designing premium amenity kits and soft products (such as pajamas and bedding) for first and business class. My most significant project involved the creation of photorealistic renders of several of the products we developed for use on social media platforms, websites and catalogues.



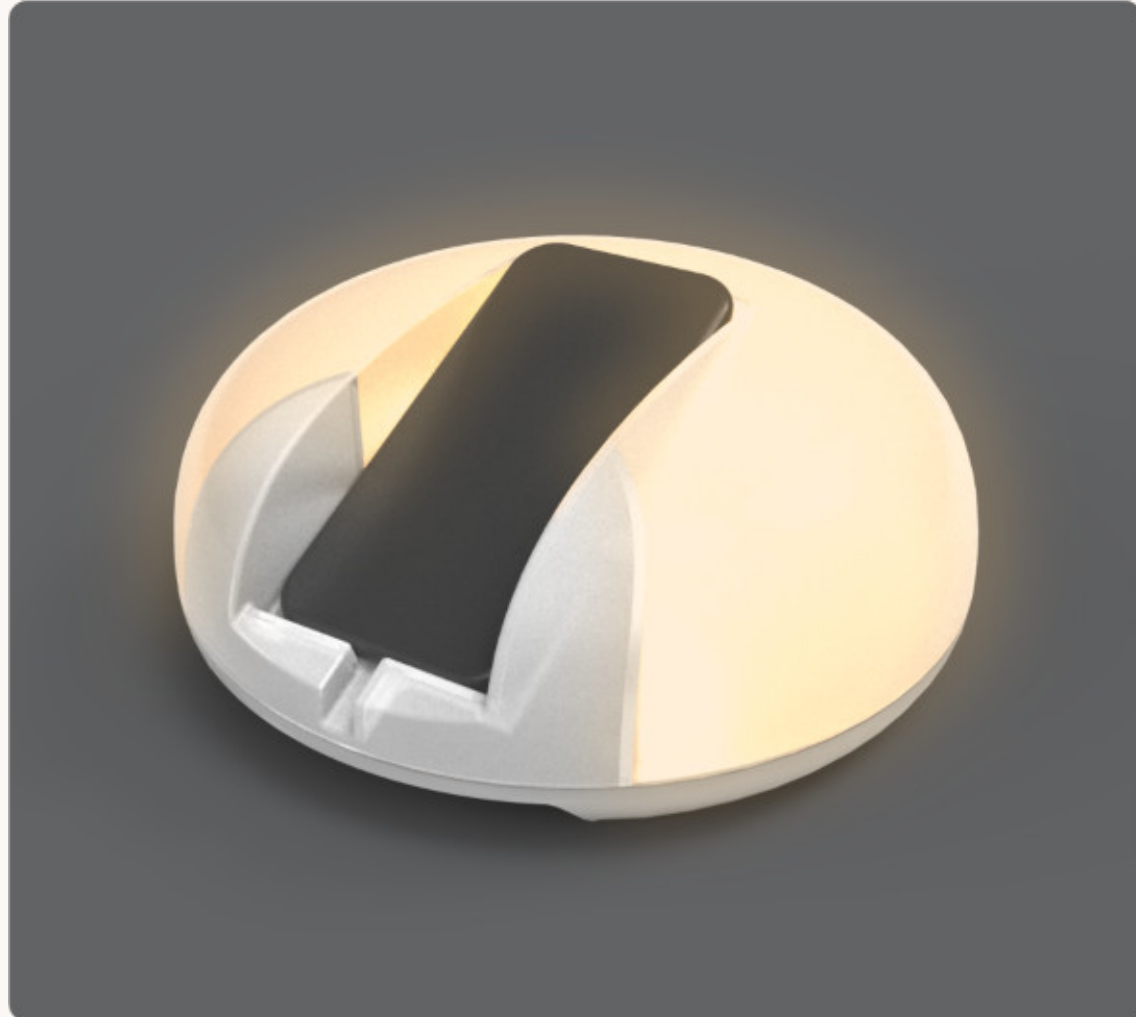
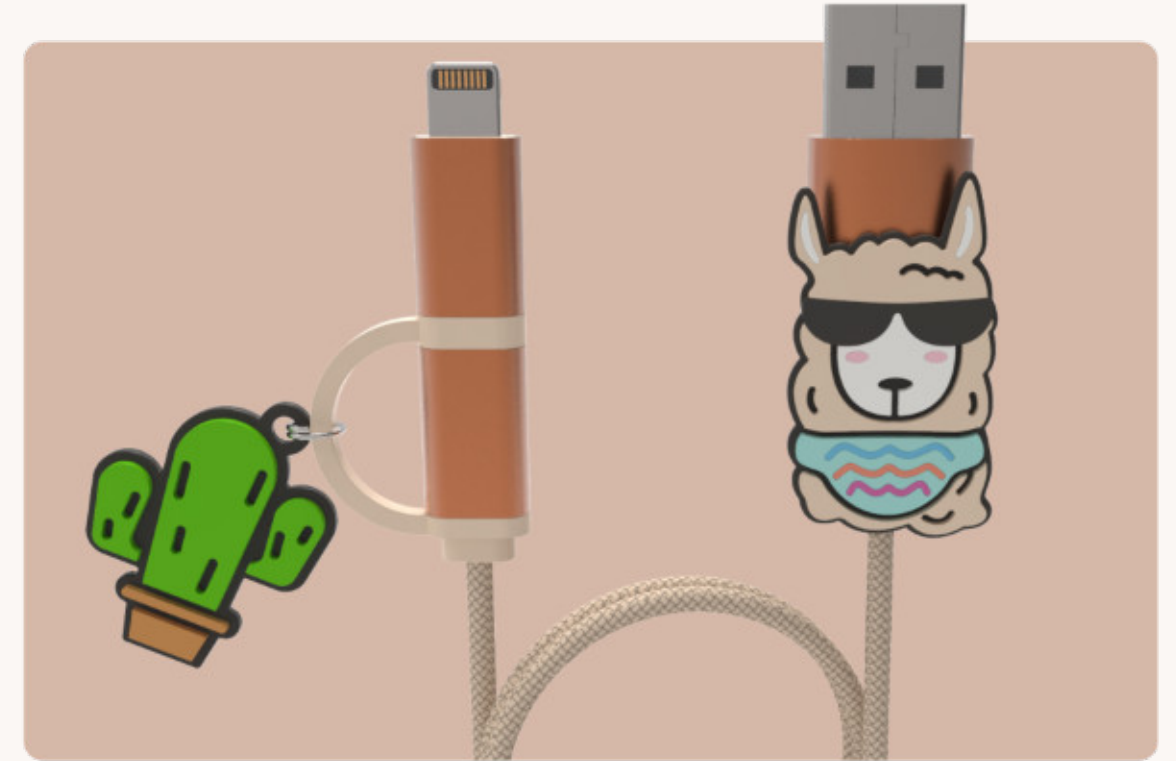
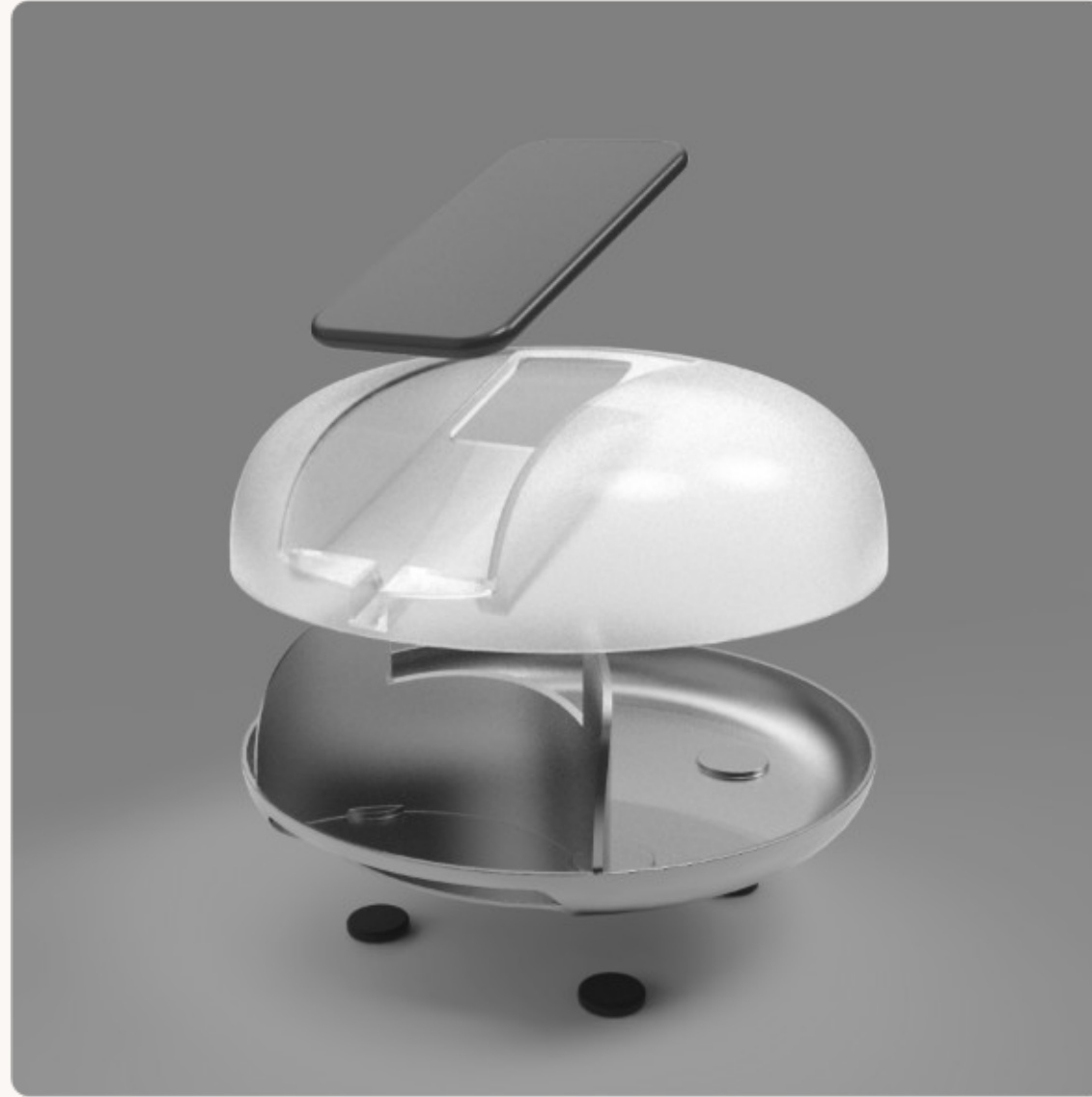














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**THANK YOU!**

Nicholas Wingfield