

# CHARLOTTE COATES

PRODUCT DESIGNER

## CONTACT DETAILS

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Leeds/London

## HONORS AND AWARDS

Power of Aluminium Design Competition,  
SAPA Aluminium 2016

Business of the Year,  
Young Enterprise 2016

Best Final Year Project,  
Komatsu / Northumbria University 2016

Design Innovation Plastics Competition,  
2014

National Project Redesign Competition,  
Dame Ellen Macarthur Foundation 2012

## DESIGN SKILLS & TOOLS

- UX Design
- User Research & Testing
- Persona Development
- Information Architecture
- Wire Framing
- Low and High Fidelity Prototyping
- 3D Prototyping/ 3D Printing
- CAD & CAM
- Sketching
- Web Development
- Problem Solving
- Team Working

- Adobe Creative Suite
- Sketch
- InVision
- Flinto
- Solidworks
- HTML/CSS
- FEA

## EDUCATION

BSc Product Design, Northumbria University, UK  
First Class Honours – Highest Grade in the year

Outwood Grange Academy, Wakefield, UK  
Product Design A level (A\*)

## EXPERIENCES

Web and Graphic Design Intern, OneLove  
Buenos Aires, Argentina (Oct 2018 - Jan 2019)

- Design of social media marketing material for Total Argentina (FaceBook, Twitter and Instagram).
- Creation of initial designs for an online catalogue website.

Junior UX Designer, SkyClub  
London, UK (Mar 2017 - Sept 2018)

- Rebranded of the desktop and mobile interfaces.
- Developed a user friendly internal CRM system and phone system.
- Responsible for existing user research and conducting interviews/focus groups.
- Created user flows and wire frames.
- Developed, presented and discussed UX flows and product wireframes with CEO.
- Responsible for platform testing.

Marketing & Business Development, SkyClub  
London, UK (Sept 2016 - Feb 2017)

- Analysing Google Analytics, surveys and sales performances from mail shots.
- Development of trust with existing clients and creation of Trust Pilot for the company.
- Bringing in new business.

Product Designer Engineer, Daily Care  
Scarborough, UK (Jul 2014 - Jul 2015)

- Designed five products taken into manufacture - products currently being used by consumers.
- Ownership of all technical drawings.
- Utilised Solidworks for digital design, digital rendering and producing bill of materials.
- Utilised AnsysWorkBench for computerised testing.
- Primary contact for suppliers/manufacturers for design briefs, specifications and budgets.

Product Design Intern, Cisco  
London, UK (Summer 2012)

- Presented circular economy business ideas to the CEO.
- Redesigned Cisco's desk-phone improving sustainability.