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Personal Statement

As a designer, I am guided by strong values around sustainability and responsible production. During the climate crisis we are in, it is more important than ever to be intentional about the products that we are bringing into the world. Developing products that are not only able to last but also products that users want to last. Pairing user research and empathy with simple, thoughtful design is what I believe to be the way forward to executing timeless design that doesn't compromise form or function. I quickly adapt to new environments, approaching unfamiliar challenges with confidence and a willingness to learn.

Education

Onslow College

NCEA level 2 excellence endorsement in art and design

Massey University

Bachelor's in Industrial Design 2022-2024

Post-graduate Design Diploma (Honours equivalent) 2025-2026

Achievements

Peter and Doris Macdonald Scholarship

June 2024

[View Massey University Foundation here](#)

Awarded 2nd place in The Wool Dynamics programme

Provided by Campaign for Wool

October 2024

[View The Wool Dynamics Programme here](#)

Best Awards Finalist for Tei

August 2024

[View The Best Awards entry here](#)

Employment

Raglan Roast

Aug 2023 – Current

Currently in my fourth year of making and serving coffee in Aotearoa's coffee capital, Te Whanganui-a-Tara. Refining my interpersonal skills with colleagues and customers, and becoming a senior barista capable of consistently delivering delicious coffee at pace whilst remaining calm and positive. Having worked as a barista for several years, I consistently seek to elevate my craft, motivated by a detail-oriented approach and high personal standards. In February 2025, I received training for the kitchen hand and delivery driver role at Raglan Roast. After quickly learning the ropes, I found I thrived in the role as it requires competent time management, thinking ahead and efficiency.

Penny's

Feb 2022 – Aug 2023

Developed a strong appreciation for food and coffee while working alongside one of Karori's most respected cooks. Gained valuable insight into what it takes to build and sustain a successful small hospitality business in Te Whanganui-a-Tara.

Skills

Technical

- Adobe Suite
- Modeling and prototyping
- Design-led research
- Research for design
- Fusion 360
- Designing for 3-part moulds
- Sketching and concept generation
- Technical drawings
- Proficiency in using: Table Saw, Lathe, Mill, Welding, Band Saw, Drill Press, CNC, Spray Painting/Finishing and multiple Hand Tools.

Soft

- Communication and teamwork
- Interpersonal skills
- Attention to detail
- Thinking ahead
- Manufacturability awareness
- Strong visual and verbal communication skills
- Excellent time management
- Leadership experience for multiple projects
- Designing with empathy and awareness
- Personal experience and understanding of hospitality

Design interests

- Craftsmanship
- Sustainability-led innovation
- Human-centred design
- Executing both form and function
- Bauhaus principles
- Designing for durability through simplicity
- Hospitality industry and homeware

Referees

Simone Reynolds

Lecturer/Mentor

The Wool Dynamics programme

S.N.Reynolds@massey.ac.nz

Emma Fox

Supervisor/Programme Coordinator/Lead

Master of Design

E.L.Fox@massey.ac.nz