

## *Clive Goodwin*

Merry Meet Farm  
Falmouth  
Cornwall TR11 5DP  
E [clive.goodwin@me.com](mailto:clive.goodwin@me.com)  
W [clivegoodwin.co](http://clivegoodwin.co)  
M +44(0)7914 015540

### *My Story so far*

---

I was born in Woolwich South London as a product of the sixties and raised in Blackheath a Lovely Green Suburb of South London.

From an early age it was evident that I was a typical creative type i.e. a brain wired in a different way to my peers.

I left School before the 6th form having obtained top 'O' levels in the creative subjects and embarked on a B-Tec in general vocational design at Southwark College London and a weekend class in Silver Smithing at Goldsmiths College.

After leaving College I pursued my studies at Kingston University obtaining a BA (Hons) in Furniture and Product design.

On graduation I began my career at Seymour Powell, perhaps the archetypal product design agency at the time and still hitting the headlines now.

### **Present**

Fast forward some 26 years and having worked with the best in the industry we (family) up rooted and moved to Sunny Cornwall.

Falmouth is a melting pot of creativity, there are more startups per capita than any other part of the country. I work with trusted associates on projects and within Falmouth the multi-arts university as an Associate lecturer on the sustainable product design BA(Hons) course.

I have accumulated a vast amount of friends and contacts over the years and have a particular understanding of technology, sociocultural and trends within the consumer electronics area. In fact the work I do now is predominately as an innovation design consultant.

Although I do not travel to Korea much I find myself whizzing about this country from North to South and West again as well as the world on some weird and wonderful projects.

I look forward to working with you guys in the near future.

Best regards  
Clive



## ***Employment***

---

2014 >

JamSandwich Founder/owner

After 14 years at Samsung Design Europe, Clive decided to move to pastures new.

He had seen and implemented many changes as Creative Director at SDE but realised that his work was complete.

Never a person to rest on his laurels and needing a challenge to develop his potential further he formed 'JamSandwich.'

A design consultancy where he can use his technical skills, business network and experience in new exciting avenues. 'JamSandwich' aims to create collectives of individuals or consultancies to offer a more bespoke tailored approach to innovation design and is ready for a challenge, whether as a consultant or freelance design.

2000 - 2014

Samsung design europe Creative Director

SDE is a large multidisciplinary design studio, a fully functional consultancy within a large corporate entity.

While working as a freelance designer at Tangerine I was approached to set up SDE (Samsung Design Europe) Samsung's first satellite design studio.

The rest is history from a office of 800 sq. feet with 2 founders to 7000 sq. feet studio with over 30+ employees.

From the start the studio has been an inhouse design consultancy working for all the Samsung client GBM divisions.

We operate just as any consultancy with project pitching, proposal creating, budget allocation and external partners etc.

### **Samsung product development :**

TN Mobile devices

DA Digital appliances

DM Digital Media

TECWIN Digital Media

UDS User Driven Senses

CNB Creating New Business

CDC Corporate design centre

2000 - 2000

Tangerine Freelance designer

Tangerine is a small predominately ID focused consultancy whose most notable founding member is Sir Jonathan Ive of Apple fame.

Between experiences I did a short 6 month period at Tangerine helping my friend and ex SDE colleague Mark Delaney.

Tangerine had Samsung as a client but not the DM (Digital media) team which I proceed to bring on board.

### **Samsung product development :**

DA Digital appliances      Microwaves & Washing machines

DM Digital Media          CRT Televisions

## ***Profile***

---

Clive has over 26 years of experience in the design business having worked with, and for, many of the leaders in the industry. In his capacity of in-house, freelance, consultant and joint partner his experience has spanned diverse projects such as trains to baths and mobiles.

In the last 14 years Clive has been instrumental in promoting European sensibilities within an Asian culture expanding a multinational studio from purely ID to an advanced UX innovation research consultancy.

## ***Education***

---

1986 -1989

Kingston University, Kingston upon Thames  
BA(Hons) Furniture and Product Design

1984 -1986

Southwark College, London  
B-Tec National Diploma in Design

## ***Employment cont ~***

---

|             |  |
|-------------|--|
| 1999 - 2000 | <b>Native design Partner elect</b><br><br>Leaving Fitch I became a partner at Naive.<br>Morten Warren a fellow Kingston graduate had a small product design studio (large multi discipline consultancy now) with a select client portfolio which I expanded with the addition of Samsung.<br><br><b>Product development :</b><br>B&W Loud speakers<br>Motorola Mobile phones<br>Samsung DM Digital Media CRT Television  |
| 1997 -1999  | <b>Fitch London Senior designer</b><br><br>Before SDE closed due to the Korean recession I moved on with Clive Grinyer to reformulate a product team for Fitch London. Samsung still needed European product design and for Fitch a ready made product team, complete with a major electronics manufacturer as a client was irresistible.<br>Clive and myself ran the product design team completing over 10 projects for Samsung as well as numerous project for other clients.<br><br><b>Product development :</b><br>Acorn Risk II Personal computers<br>British American Tobacco Branded products & enviros<br>British Telecom Dect phones<br>Bosch Mobile phones<br><br><b>Samsung product development :</b><br>TN Mobile devices Dect and mobile phones<br>DA Digital appliances Microwaves<br>DM Digital Media CRT/TVCR Televisions |

## ***Experience overview***

---

|                |   |
|----------------|---|
| 2016 - present | <b>Falmouth University</b><br>Associate lecturer        |
| 2014 - present | <b>JamSandwich</b><br>Founder/owner                     |
| 2000 - 2014    | <b>Samsung design europe</b><br>Senior Creative manager |
| 2000 - 2000    | <b>Tangerine</b><br>Freelance designer                  |
| 1999 - 2000    | <b>Native design</b><br>Partner elect                   |
| 1997 -1999     | <b>Fitch London</b><br>Senior designer                  |
| 1996 - 1997    | <b>Samsung design</b><br>Senior designer                |
| 1993 - 1996    | <b>PSD associates</b><br>Middle weight designer         |
| 1991 - 1993    | <b>FM design</b><br>Designer                            |
| 1989 - 1991    | <b>Seymour Powell</b><br>Junior designer                |

## ***Employment cont ~***

---

1996 - 1997

Samsung design Senior designer

Clive left PSD to become one of the founding members of SDE which was headed by Clive Grinyer based in west London with the European sales and a marketing team. In the short time of Samsung design we became very influential for this then fledgling (in regards to design) company.

### **Samsung product development :**

|                       |                                 |
|-----------------------|---------------------------------|
| TN Cellular           | Samsung first European telecoms |
| DA Digital appliances | Vacuums and microwaves          |
| DM Digital Media      | CRT Televisions                 |

1993 - 1996

PSD associates Middle weight designer

PSD was a multidisciplinary design consultancy - the directors being ex Fitch employees. Clive's role was as a cross discipline lead creative in between the ID and System furniture team. With my director we jointly ran our client base.

### **Product development :**

|                   |                                    |
|-------------------|------------------------------------|
| Curver/Rubbermaid | DIY tool box systems               |
| Potterton Myson   | Complete Boiler range re-design    |
| Philips           | Line-up and future mobile concepts |
| Swatch            | Line-up and future mobile concepts |
| Motorola          | Future mobile concepts             |
| Remploy           | Office desking/furniture systems   |
| Asher             | Office desking/furniture systems   |
| ICL               | Computer main frame case work      |
| Fugitsu           | Precursor of iMac                  |

## ***Client overview***

---

### **Branding**

Samsung  
British American Tobacco  
Adidas

### **Telecoms**

Samsung  
Philips  
Swatch  
Bosch  
Motorola  
Adidas  
British Telecom  
Confidential

### **AV-Computer**

Samsung  
ICL  
Fugitsu  
Acorn

### **Transport**

Rail Track  
Yamaha  
British Rail

### **Office Systems**

Remploy  
Asher

### **Toys**

Hornby Hobbies  
Hasbro  
MB Games  
Confidential

### **Luggage**

Samsonite

### **Domestic**

Samsung  
Curver/Rubbermaid  
Potterton Myson  
Tefal/Calor  
B&W

### **Bathroom**

Kabota  
Takara Standard  
Map

### **Time Pieces**

Citizen  
Burberry  
Misuzo

### **Security**

Yale

### **Medical**

Optimec

### **Nautical**

Raymarine

## ***Employment cont ~***

---

1991 - 1993

FM design Designer

Feather Miles was a multi-disciplinary design consultancy. I moved straight from SP to a higher level of responsibility running small projects and as a lead creative in the larger schemes.

### **Product development :**

|                 |                           |
|-----------------|---------------------------|
| Samsonite       | Soft and hard luggage     |
| Citizen         | Travel Time Pieces        |
| Burberry        | Sports Time Pieces        |
| Misuzo          | Fashion Time Pieces       |
| Yale            | Security locks            |
| Kabota          | Cast iron Japanese baths  |
| Takara Standard | Japanese system bathrooms |
| Map             | Bathroom white goods      |
| MB Games        | Game re-design            |
| Hornby Hobbies  | New games concepts        |

1989 - 1991

Seymour Powell Junior designer

First position straight from university. Seymour Powell at this time was predominately a product consultancy. My role was primarily to support senior designers in front end brain storming, concept generation, soft model exploration and appearance model making.

### **Product development :**

|              |                                       |
|--------------|---------------------------------------|
| Hasbro       | Cindy doll hot hatch car detailing    |
| Tefal/Calor  | Re-design of small white goods range  |
| Rail Track   | Livery design for new Intercity train |
| Yamaha       | Advanced luggage and pannier system   |
| British Rail | Interior and trolley systems          |

## ***General***

---

### **Interests**

Vehicle restoration and maintenance.  
The collection and restoration of domestic appliances from the 30's, 40's and 50's.  
Exploring British national heritage.  
Scuba diving, Body boarding, Surfing and motorbike touring.

### **Well Travelled**

Toured UK, Korea, India, France, USA, Spain, Portugal, Italy, Greece, Switzerland, Hungary, Austria, Germany, Bali, Holland, Belgium, Turkey, Tunisia, Mexico, Morocco, Egypt, Hong Kong, Maldives, and Thailand.

## ***Books***

Samsung Electronics: And the Struggle  
For Leadership of the Electronics  
Industry  
By Tony Michell  
Published: 2010

Electric dreams  
David Redhead V&A Contemporary  
Published: 2004

Smart Design  
Clive Grinyer  
Published: 2001

## ***Panels/Delegate***

BCN Barcelona design week  
'Eco design'  
Delegate  
2012

Design that performs 2012  
Samsung Denmark Design competition  
Key Judge  
2012

Industrial design summit  
'East meets west'  
Delegate  
2010

Kingston University  
Industrial panel digital media  
2009>

Design council  
UK design – buying and selling for a  
global industry  
Published discussion group 2005

## ***TV & Movies***

So Graham Norton  
Live Chat show (product placement)  
Graham Norton  
2001>2003

Paycheck  
Movie (product placement)  
Ben Affleck Uma Thurman  
Relised 2001

## ***Articles ~ features***

Design Week  
Building Samsung design in the UK  
Angus Montgomery  
Published: 2014

Design Week  
The PC's dead. Long live the PC  
Emily Pacey  
Published: 2009

Core77  
"What will Google's GDrive mean for  
computer design?"  
Published: 2009

Financial Times  
Digital revolution a Korean a global giant  
Andrew ward  
Published: 2004

Forbes.com  
Samsung's Next Act  
Heidi Brown and Justin Doebele  
Published: 2004

Design Week  
Cover & article Periperal vision  
Published: 2003

Loaded  
What's new pussycats?  
Danny Plunkett  
Published: 2002

Financial Times  
Seoul's men in London  
Alan Cane  
Published: 2002

Innovation  
Global localization  
Tom hardy IDSA  
Published: 2002

T3  
Hey good looking  
Published: 2001

Business Week  
Cover  
Published: 2001

New Design  
Cover  
Published: 2001

## ***Articles ~ features***

Design Week  
Seoul search in London  
Published: 2000

Design week  
Samsung sings a different tune  
Published: 2000

Wall street journal  
London is a design capital  
Gonzalo Vina  
Published: 2000

Business Week  
Cover  
Published: 1998

Blue print  
Grinyer's gang  
Published: 1997

Arena  
Phasers on stun  
Published: 1997

## ***AL & VL lecturer***

AL lecturer Falmouth University  
Ongoing >

Cranfield University

Central Saint Martins

## ***Awards***

IDEA  
Bronze  
Rubens Monitor  
2001

G mark  
Rubens Monitor  
2001

IDEA  
Bronze  
Junior TV  
1997

G mark  
Junior TV  
1997