



Profile

Industrial Designer with an architecture background, designing at every scale from buildings to products made in the thousands. 5+ years' experience taking products from concept to production across engineered filtration for mining, industrial and pharmaceutical customers and sheet metal fabrication for the automotive aftermarket. Sole designer at Sefar, delivering for local manufacturing and, since 2026, subsidiaries and suppliers across Asia and Europe. Skilled in CAD, DFMA, prototyping, materials testing and supplier management. Fluent in English and Mandarin.

Experience

Sefar Filtration Pty Ltd (Sefar Oceania) Industrial Designer & Estimator

Apr 2023 – Present

Key Achievements

- Sole designer for Sefar, delivering custom filtration products end to end, from sample measurement and material specification (micron rating, polymer, weave, chemical compatibility) to production drawings and design packages for local manufacturing.
- Create and manage every product code in our global ERP (Infor LN) across its lifecycle, building in BOMs, routings, tolerances, technical data and revisions used for production and subsidiary ordering.
- Following the closure of local manufacturing in 2026, transferred production to Sefar Malaysia, Sefar India and external suppliers: the top 38 high-value products within one week, and over 250 products to date.
- Lead design work for the Malaysian and Indian teams through their design manager, allocating tasks, confirming schedules, checking outputs and driving process improvements.
- Trained and supported a local production team of six, writing maintenance instructions and requiring first-off samples to maintain ISO 9001 and FDA/EU compliance; trialled a 3D-printed cuff-alignment jig to reduce repetitive hand strain.
- Manage 5–10 jobs a day for nine sales engineers in Australia and NZ, preparing around 30 supplier quotes a week with 24-hour turnaround.
- Negotiate price, lead time and MOQ with suppliers in China and Europe; helped set safety-stock levels that cut lead times on forecast items from four weeks to days.
- Identify unknown materials through tensile, permeability and microscopic testing; resolved a fitment problem on a national fleet operator's truck dust filters, securing an annual order and a follow-on trial.

Bylaser Australia Pty Ltd Programmer / Industrial Designer

Apr 2021 – Apr 2023

Key Achievements

- Designed and manufactured sheet metal vehicle bodies and accessories (ute trays, canopies, camper trailers, towbars, bullbars) for clients including Speedy Towbars, Tough Tinnies and Terrain and JLG Industries.
- Worked with clients to reverse engineer and improve their designs to suit our manufacturing tolerances and capabilities, delivering products that met clients' needs while adhering to all relevant Australian Design Rules.
- Trained Speedy Towbars' director in Rhino3D to design his own parts.
- Programmed and nested laser-cutting jobs to reduce material wastage, and wrote Python automation that increased efficiency by 90%.

Education

Queensland University of Technology | Brisbane
Bachelor of Design (Honours)
Majors: Industrial Design, Interactive Visual Design

2017 – 2020

University of Queensland | St Lucia
Bachelor of Architectural Design

2012 – 2016

Skills

Product Design & Development
Technical Drawings & Drafting
DFMA
Rapid Prototyping & 3D Printing
Model Making
Sketching & Rendering
Design Research & Analysis
Materials Testing & Analysis
Project Coordination & Costing
Procurement Management
Quality Control
Continuous Improvement
Laser Programming & Cutting

Software

SolidWorks + Visualize
Rhino3D
AutoCAD & Fusion 360
Infor LN/CPQ & Ranfab (ERP)
Bystronic BySoft 6/7
Python, Arduino (C++), HTML
Microsoft Office Suite
Adobe Ai, Ps & Id

Certifications

First Aid & CPR (current)
Designated First Aid Officer, Sefar

Languages

English | Native
Chinese (Mandarin, Cantonese)
Full professional proficiency

References

Available on request