

Andrew March

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Andrew has extensive design and development experience in the tabletop, domestic product and houseware fields. Skilled in both product and graphic design, he is well-versed in both the depth and breadth of the design process; beginning with round table blue-sky concept ideation, design generation, continuing through design development, value engineering, vendor management, and finishing with packaging and the point-of-purchase user experience.

He has extensive project management experience- running client meetings, directing design teams and sourcing and managing prototyping and manufacturing vendors. In working with such diverse clients as *Target*, *Hasbro*, *Marshall Fields*, *Dansk*, *Capretti Home*, *Bose*, *Simplicity for Children* and *First Act*, Andrew has brought numerous projects to completion and has consistently had multiple products for sale in the retail environment.

Opposable Thumb Design, LLC New York, New York

Founder and Principal Designer 2005- Present

Opposable Thumb Design (OTD) is a product and graphic design consultancy that offers aesthetic and functional design solutions for a wide variety of products. OTD draws from a pool of award-winning product and graphic designers on a per-project basis. This method not only helps to keep overall costs down, it also allows for efficient access to a multiplicity of available skill sets and styles. OTD has worked on projects as varied as home goods, toys, furniture, public sculpture and point-of-purchase displays; as well as graphics, corporate identity, packaging and catalogs. Clients include *Bose*, *La-La*, *First Act*, *Tory Burch*, *ICON International*, *Little Kids*, *Hillary Ellison Design*, *Mid-Ocean Studio*, and *Julie Knisley Designs*.

SELECTED CLIENT LIST

Julie Knisley Designs Wrentham, Massachusetts

Product and Furniture Design

Designed multiple lines of juvenile furniture for national distribution, including lines for *Simplicity* and *Capretti Home*. Worked closely with client to design and develop several lines of products, including iPod cases and accessories, computer and small electronics cases, accessories and packaging, for distribution in Target stores;

OTD also provided rendering, value engineering, material and fabrication consulting, technical drawings and design and vendor management.

Tory Burch, LLC New York, New York

Display and Furniture Design

Designed and developed an iPad display stand for the retail setting. The stand, intended for customer use, supplies power, anti-theft protection, and safe storage. A review of the client's store interior design aesthetic was done in order to seamlessly match the new fixture to the existing retail spaces.

OTD also provided design management and vendor sourcing for the prototype development and fabrication for client review.

First Act Boston, Massachusetts

Toy Design

Designed multiple children's products, including: a set of wireless electronic drumsticks with speakers for the tween market that encourages "air-drumming" play while still conveying the essence of the wooden instrument and its behavioral patterns; a set of controllers to accompany a virtual drum kit computer game. The physical elements (a control console, foot pedals and drumsticks) closely match the actual equipment to mimic the real drum set playing experience as much as possible.

Bose Framingham, Massachusetts

Product Design

Designed multiple concepts for interactive point-of-purchase display intended to introduce new iPod speaker system. Displays were to showcase the product features and intended lifestyle in an engaging manner using a pre-existing set of materials and manufacturing processes.

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EMPLOYMENT

Michael Graves Design Group Princeton, New Jersey

Designer 2000-2005

Designed and developed a wide variety of domestic products, including table top, soft goods, kitchen products, home electronics, furniture and home office. Managed design development team which generated initial product concepts and idea brainstorming; developed concepts within the Michael Graves aesthetic; modeled and rendered final concepts in 3-D software; participated in client presentations (including *Target, Hasbro, Brita, Projects*); completed and reviewed engineering drawings for manufacturer and prepared 3-D data for tooling; communicated with manufacturer when necessary to redesign product to meet manufacturing and cost constraints; simultaneously managed multiple projects from working drawings through initial prototype reviews to final sample stage; visited manufacturing facilities to ensure project quality standards and completion deadlines; developed packaging concepts and layouts.

Martha Stewart Living Television Westport, Connecticut

Assistant Style Editor 2000

Developed and researched original craft ideas; managed and fabricated final pieces and swap-outs for taped television segments; prepped Martha Stewart during taping of segments, provided research to assist style editors; inter-department consulting and generation of craft ideas and items.

Samsonite Warren, Rhode Island

Soft-sided luggage Designer 2000

Designed and developed speculative concepts for series of coordinating luggage trim pieces for soft-sided luggage line; presented series of matching handles and corner protectors.

EDUCATION

Rhode Island School of Design Providence, Rhode Island

Masters of Industrial Design with honors 1999

Graduate Fellowships 1996-99

Thesis: *Reshaping: Recontextualization of Product Narrative*

Illinois State University Normal, Illinois

Bachelor of Fine Arts 1995

Majors in Theater Performance and French Language

Graduated Cum Laude

SKILLS

Design: Hand sketching concept ideation; mock-ups and prototype models; computer 3-D modeling; rendering and presentation models

Computer Literacy: SolidWorks, AutoCAD, Rhinoceros, 3-D Studio MAX; Adobe CS5 and Microsoft Office

Print: Desk-top publishing file creation; pre-press preparation for digital and offset printing; managing vendors and print jobs

Rendering: 3-D digital model construction and prepping for rapid prototyping or manufacturing; realistic rendering-including wood, glass, plastic and metals

Materials: Familiar with wood, paper, metal, plastic, resin, rubber, laminate, foam, glass, fabric and leather

Shop Experience: Proficiency with most hand and power tools

Photography: color digital, product photography, black-and-white print processing, print and slide photography

French: Fluency speaking, reading and writing