

CLIVE GOODWIN

Innovation designer



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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 30 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 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

Experience

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 was 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 30 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 partner his experience has spanned diverse projects such as trains to baths and mobiles.

A career highlight Clive was instrumental in promoting European sensibilities within an Asian culture expanding Samsung Design Europe from a purley ID studio to a multinational advanced UX innovation research consultancy of some 40 employees.

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

Digital Skills

The usual suspects:

Rhino

Keyshot

Photoshop

Illustrator

InDesign

Office

etc...

Experience cont ~

1999 - 2000

Native design Partner elect

Leaving Fitch I became a partner at Naive.
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.

Product development :

B&W	Loud speakers
Motorola	Mobile phones
Samsung DM Digital Media	CRT Television

1997 -1999

Fitch London Senior designer

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.
Clive and myself ran the product design team completing over 10 projects for Samsung as well as numerous project for other clients.

Product development :

Acorn	Risk II Personal computers
British American Tobacco	Branded products & enviros
British Telecom	Dect phones
Bosch	Mobile phones

Samsung product development :

TN Mobile devices	Dect and mobile phones
DA Digital appliances	Microwaves
DM Digital Media	CRT/TVCR Televisions

Experience overview

2016 - present

Falmouth University
Associate lecturer

2014 - present

JamSandwich
Founder/owner

2000 - 2014

Samsung design europe
Senior Creative manager

2000 - 2000

Tangerine
Freelance designer

1999 - 2000

Native design
Partner elect

1997 -1999

Fitch London
Senior designer

1996 - 1997

Samsung design
Senior designer

1993 - 1996

PSD associates
Middle weight designer

1991 - 1993

FM design
Designer

1989 - 1991

Seymour Powell
Junior designer

Experience 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

AV-Computer

Samsung
ICL
Fugitsu
Acorn

Transport

Mac Motorcycles
Rail Track
Yamaha
British Rail

Office Systems

Remploy
Asher

Toys

Hornby Hobbies
Hasbro
MB Games
Worlds Apart

Luggage

Samsonite

Domestic

Ikea
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

Lighting

Lux

Experience 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, Gibraltar, Turkey, Tunisia, Mexico, Morocco, Belgium, Egypt, Hong Kong, Maldives, Monaco, Cyprus, Netherlands and Thailand.



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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

Festival of Collaboration
Speaker
2021

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 >

VL Cranfield University

VL Central Saint Martins

Awards

Creativepool
Annual winner
IS830: 2017

IDEA
Bronze
2001

G mark
2001

IDEA
Bronze
1997

G mark
1997