

Brian McGinn

CURRICULUM VITÉ

EDUCATION

2000-2002 MA Eyewear design

NATIONAL COLLEGE OF ART & DESIGN, DUBLIN, IRELAND

- + Self directed programme of study focussing on eyewear design and handmaking
- + Involved deconstructing and reconstructing frames, talking to design professionals, attending international eyewear shows, meeting manufacturers and material suppliers in order to gain an understanding of the industry and the making process
- + Final show consisted of 5 handmade capsule collections comprising of five designs each
- + Collection employed a variety of materials including stainless steel, wood, buffalo horn, aluminium and acetate

1992-1996 Ba Hons in Fine craft (metal) Design (1st class hon.)

NATIONAL COLLEGE OF ART & DESIGN, DUBLIN, IRELAND

- + 3 year degree programme
- + Silversmithing and goldsmithing with a sculptural element
- + Gained a vast array of hand skills and learned to work at an extremely high level of quality and cultured an attentive eye for detail
- + Awarded first class honours degree

ACHIEVEMENTS

- + Silmo d'Or nomination, October 2008, for Oliver Goldsmith & Hoffmann Natural Eyewear collector's edition series
- + Selected to create a unique frame for Diet Coke's 'Choose the look you love' promotion
- + Society of Designers Ireland "Best Graduate" 1996
- + Metalworkers Guild of Ireland "Best Graduate" 1996

CONTACT

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PROFESSIONAL EXPERIENCE

Jan 2007 – present

Creative Director & Designer

OLIVER GOLDSMITH SUNGLASSES

Collection concept generation:

- + Generate and pitch new collections
- + Conceived, proposed and designed the debut optical range for a new brand, a cross-over collection from Oliver Goldsmith's archive collection to Claire Goldsmith, the current owner. The collection will launch at Vision Expo East in New York this April
- + Worked with some of the leading factories in Japan to develop a combination collection using titanium and acetate

Frame design and prototype realisation:

- + Freehand sketches
- + Technical drawings in Rhino (drawing package used by factories)
- + 3D prototypes
- + Providing the factory with both technical drawings, and actual 3D, shelf perfect frames to reduce development time, allowing a fast turnaround and lessens chance of production errors

Material/component sourcing:

- + Trend awareness, colour and material
- + Liaise with material producers and component manufacturers
- + Meet with acetate producers throughout the year and choose colour samples that compliment the collections currently in design

Production management/factory liaising:

- + An incredibly satisfying and crucial part of the process is the transferral of designs from handmade prototypes and drawings to factory sampling and finished product
- + The scheduling of production to ensure timely product delivery is imperative to keep the flow between manufacture, brand, distribution and high street retailer as smooth as possible. This process involves compromise, solid communication and design resolution

Packaging Design:

- + Responsible for sourcing and designing all the company's packaging
- + Working with graphic designers, photographers, printers and packaging companies to create distinctive packing options

Art direction for collection promotion:

- + Responsible for all the brand's photography and promotional artwork
- + Liaise with stylists, photographers and graphic designers, communicate through mood boards, look books and power point presentations to create imagery for websites, printed promotional material, point of sale, P.R. and editorial use

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CURRICULUM VITÉ *Continued*

Collaboration management:

- + Designed and managed a number of collaborations between Oliver Goldsmith, Margaret Howell, Betty Jackson and East London's 'Junky' amongst others
- + Collaboration with Hoffmann Natural Eyewear of Germany. Combining handmade in London acetate fronts, redesigning the temples in buffalo horn together with OG classic designs. Earned both brands a Silmo d'Or nomination and a prominent profile at last years international show in Paris

June 2005 - June 2006

Independent bespoke design and handmade eyewear

SYDNEY, AUSTRALIA

- + Working in conjunction with George Skoufis Optometrist creating tailor made eyewear for his customers

May 2002 - June 2005

Designer/Managing Director

DIRECTOR SIXFOOTFIVE EYEWEAR - Bespoke design and tailor-made eyewear

- + Formed the company 'Sixfootfive' at M.A. launch, worked with established opticians (Insight Opticians, Amelia Stein) in Dublin creating individual frames for people who wanted unique eyewear, tailor-made to their own personal tastes
- + Entailed meeting with the customer, discussing their particular needs, personal style and colouring etc. This initial discussion informed the sketching and design process and resulted in a first prototype. After final prototype approval material choices were made and final frame handcrafted
- + Development of first acetate collection with an English manufacturer which, sold through Insight Opticians in Ireland

Sept 2000 - May 2003

Part time lecturer

NATIONAL COLLEGE OF ART & DESIGN, Dublin

- + Training students in design process and workshop practice, use of tools and machinery etc. Working with them through projects, guiding them from initial ideas and sketches to finished drawings and the final, finished piece

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EYEWEAR DESIGNER

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To whom it may concern,

Please accept this letter and the attached CV as my sincere expression of interest in your advertised role of Eye wear Designer.

I am an experienced eyewear designer and maker, currently employed in the role of Creative Director and sole designer at Oliver Goldsmith Sunglasses. Within this position I am responsible for the complete design of all collections as well as the visual presentation of the brand. Since completing my MA in Eyewear design I have gained solid experience creating collections from initial concept sketches, through prototyping and sampling with factories all the way through to a finished packaged product and have sold at international eyewear expositions.

I thrive on working as part of a creative team and am confident building and maintaining close working relationships. I appreciate the benefits of maintaining good rapport with retailers and distributors, informing them about the various collections and products. I also have solid experience working directly with suppliers and manufacturers. I strive to keep the lines of communication consistently open, requesting regular updates and providing the production team with all the information they need to create the product within budget and to deadline to ensure delivery dates and product handover.

I am comfortable directing production on an international level, having developed prototypes and scheduled production with manufacturers in Japan and Italy. I immensely enjoy art direction of photoshoots, storyboarding concepts and working alongside stylists and photographers to present the product in the best possible way. I have a passionate interest in fashion and it's ever changing trends. I glean great inspiration from the international fashion and design press and am influenced by everything from street and sub cultures to haut couture and historical trends.

I believe these skills combined with my design experience and talent for creating original, desirable eyewear would make me a valuable member of your team.

I look forward to further discussing this role with you in the near future.

Yours sincerely,
Brian MC Ginn