

# HI DESIGN STUFF

My name is Alan Pritchard. I am an enthusiastic Product Designer who embraces the many challenges that design has to offer. I have a nice touch on paper and accompanied by a blank sheet of paper I enjoy nothing more than to explore the endless possibilities my mind has to offer. A designer has a very special and privileged role in being able to change and mould how a person feels and interacts with a product. I believe Design should be about more than just consumption, the main drive should be to create a product that the user can immediately form a bond with. The products they purchase should become more than just their possessions; they should become an extension of their life.