

ANDYCRIPPS

DESIGN MANAGEMENT



After graduating in Industrial Design in 1987, Andy spent the early part of his career as an in-house product designer in both manufacturing business and design agency - contributing to and managing projects for clients like Shell, BP, Coopers & Lybrand, BMW and Volvo Cars.

Having completed an MA in 1999, he has subsequently been a senior Design Manager in a number of UK manufacturing companies. He has designed and managed prize-winning projects in the Marketing Week, Design Week and FX Awards.

Andy has been an independent Design Management specialist since 2005. He works with SME companies, uncovering where strategic design thinking and practice can add the most value to their business.

Initially directing a strategic analysis into opportunities for the business, he then reconciles these into specific design projects across brand, product development and marketing communications.

Andy is an external contributor and Design Associate on the Design Council's Designing Demand programme - since 2004. He has been a Member of the Chartered Society of Designers since 1991.