



cath ertler



Cath Ertler **INDUSTRIAL DESIGNER**

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Profile

An inventive, conceptually driven designer with multiple qualifications including First Class Honours in Industrial Design. Possesses solid hands-on skills and experience, with highly creative problem solving abilities. Very keen to learn, to work independantly, or with others. Thrives on problem solving and attending to detail. Friendly, personable and an articulate communicator. Although a relative late comer to formal industrial design, has a broad range of experience across design disciplines.

Qualifications

Bachelor of Arts (Industrial Design), 1st Class Honours, University of Technology, Sydney, 2008

Furniture Design, (1yr only) University of Tasmania Art School. High Distinction, 2001

Bachelor of Behavioural Science (Psychology), Macquarie University, 1991

Current employment

Creative Director, Cath Ertler Design (Design consultancy), 2008 – current

Career summary

Graphic Designer, Bodhi Books and Gifts, Newtown NSW; The Health Roundtable, Turrumurra, 2009

Industrial Designer, (12 wk Internship) Powerhouse Museum, Interactives Design Department, 2008

Industrial Designer, (4 wk Internship) Blue Sky Creative, Mascot, NSW, Internship, 2007

Industrial Designer (4 wk Internship), Box & Dice, Kingsgrove, NSW, Internship, 2006

Furniture Workshop Assistant, Royal Upholstery, Leichhardt, NSW, 2003-2005

Modelmaker, Newtown Architectural Models & Effects, Newtown, NSW, 1998-2003

Accounts Manager, Fold-n-Roll Sheet metal and Roofing Supplier; Leichhardt, NSW, 1995-1999

Database Mngmt & DTP, Stuart Corner Information Services, Balmain, NSW 1993-1995

Architectural Draftsman, Peter & Henny Greiner Designs (Architects) Latrobe, Tasmania, 1987-1988

Employment Detail

Graphic Design, Bodhi Books & Gifts, 2009

- Posters & flyers
- Shop and product signage

Graphic Design, The Health Roundtable Org, 2009

- Ongoing corporate image design

CathErtlerDesign.com

- Website design and management 2007-2010
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Industrial Designer, Internship, Powerhouse Museum, Interactives Design Department, 2008

- Design & modelling (Solidworks) of 'Sweet Treats' interactive feature
- Clay modelling of installation components
- Project management assistant
- Materials sourcing
- Supplier liaison

Industrial Designer, Internship, Blue Sky Creative, Mascot, NSW, 2007

- Research & design & communication of new string cutter concept

Industrial Designer, Internship, Box & Dice, Kingsgrove, NSW, 2006

- General prototype modelling

Newtown Architectural Models & Effects, Newtown, NSW, 1998-2003

- Architectural modelmaking
- East Circular Quay project - Peddlethorpe and Walker
- Denarau Island Resort - Fiji

Fold-n-Roll Sheet metal and Roofing Supplier; Leichhardt, NSW, 1995-1999

- Debtor and Creditor account management
- Company Logo Design
- Training handover to junior personel

Stuart Corner Information Services, Balmain, NSW 1993-1995

- Management of subscriber/client databases
- Administration and account management
- Part-time Desk Top Publishing of weekly telecommunications newsletters: 'Exchange' and 'Telenews Asia'

Peter and Henny Greiner Designs (Architects), Latrobe, Tasmania, 1987-1989

- Architectural drafting
 - Model Making
 - **Graphic Design**
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Skills

- Solidworks
- Photoshop
- Illustrator
- Indesign
- Rhino
- Powerpoint
- Word
- Excel

- Modelmaking
- Carpentry
- Power tools
- Screen printing
- Architectural draughting
- Furniture design / making

Referees

- | | | |
|-----------------------|---|-------------|
| • Berto Pandolfo* | - Industrial Design Course Director, UTS | 9514 8986 |
| • Andrew Crick | - Industrial Designer / Crick & Schremmer | 9810 5001 |
| • Krister Gustafsson* | - Industrial Designer, Powerhouse Museum | 0416 858303 |
| • Kate Oliver | - The Third Anetelope Design Space | 0431 914473 |
| • Mark Armstrong* | - Director, Blue Sky Design | 93583099 |

*** Please see attached references**

4 March 2009

Ms Cath Ertler

Bachelor of Industrial Design
University of Technology Sydney (UTS)
Sydney, AUSTRALIA

Berto Pandolfo

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UTS CRICOS PROVIDER CODE 00099F

To Whom It May Concern

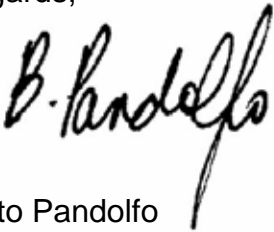
Cath Ertler is a graduate of the Bachelor of Industrial Design program at UTS.

I have had the pleasure of teaching Cath in both open studio classes and formal lecture based classes. I found Cath to be an attentive listener and able to take instruction with a positive attitude. She is an excellent team player and does not hesitate in sharing knowledge with her colleagues. Cath is an enthusiastic and passionate designer.

Cath has a strong desire to perform well and has worked hard and meticulously to achieve very good results. She has demonstrated excellent knowledge and application in both three dimensional and two dimensional communication skills. As a mature age student Cath has worked successfully with her younger peers and also demonstrated excellent leadership qualities.

I am more than happy to speak to you in person regarding Cath, my contact numbers are listed above.

Regards,



Berto Pandolfo

Course Director of Industrial Design
University of Technology Sydney

Wednesday 16th July 2009

To whom it may concern,

Cath Ertler performed work experience with the Interactives Department at the Powerhouse Museum between April and September 2008. Her work was instrumental to the development of the permanent MBF "Magic Garden" interactive exhibition.

Cath fulfilled her role proficiently assisting in the supervised design and development of the interactive modules. Her technical creativity and excellent communication skills with our manufacturing team enabled her to develop designs through to completion efficiently and resolve interactive designs incorporating electronics with increasing confidence as she gained experience.

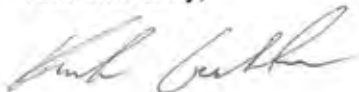
Cath also played an important project management role and proved efficient in keeping track of finances in a complex organisation. She also fluently met contractors and suppliers, whilst liaising with and organising the other students under my supervision. Her appropriate solutions were greatly appreciated as the pressure of the looming deadline approached.

Her quick grasp of creating safe, vandal resistant designs for children to a restricted budget was greatly valued in her concept development, CAD, drafting, ergonomic testing and prototyping of interactives such as Sweet Treats. Cath's commitment to her work also enabled her to stay a further 3 months to take on additional responsibilities such as production liaison of these interactives, including preparing parts for CNC machining in China.

Cath has proved herself to be a conscientious, imaginative and highly motivated person with a professional approach to her design work. Her sense of humour was essential in conceptualising many other interactives and their details and will be missed in the department.

Cath would do well pursuing a career in either the development of products, turn-key systems and public installations or project management, and I would gladly employ her again.

Your's sincerely,



Krister Gustafsson
Industrial Designer, Ba Des (Ind)
Interactives Department
The Power House Museum
Po Box K346 Haymarket, NSW 1238, Australia
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Phone: (+612) 9217 0217
Fax: (+612) 9217 0654

Kath Ertler Reference: To whom it may concern

20thFeb 2007

Kath has completed her work experience program with BlueSky Design Group from the 15th November 2007 to 15th December 2007. Kath has demonstrated her ability to work competently and independently as a team member on her selected project.

Kath has a good understanding of manufacturing processes and as a student shows considerable aptitude in the area of design innovation and documentation. She also was able to quickly learn office procedures and make a valuable contribution to projects being undertaken. In particular Kath was responsible for the design of a next generation Garden Care product that we expect will proceed to production. Her design is innovative and practical and will address real consumer needs.

Everybody in the studio enjoyed having Kath involved in our projects and she proved herself to be willing and helpful in all situations. We wish Kath every success with her career and look forward to the possibility of working together with her at some time in the future.

Yours Sincerely,



Mark Armstrong
Director
BlueSky Design Group Pty Ltd

turn it on



cathertlerdesign.com

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