



Johnny Ragland

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A Design Graduate with 19 years' experience in industry as furniture maker/designer. Skills include: making thorough, research enabling, precise work which accurately reflects a design brief; and good awareness of time constraints, thus maximising the likelihood of achieving a timely completion. In 2008, an MSc was completed in 'Innovation and Design for Sustainability', at Cranfield, a leading UK research University, with the objective of gaining knowledge and experience in methods of research.

EMPLOYMENT

2010 - Present **Lecturer in hand skills and wood technology**

Current position entails work as Head of wood technology in an Art and Design Pedagogic Institute for the University of Applied Arts, Vienna. This work has facilitated exposure to many fascinating aspects of art and design. Since 2010 project managed and curated our Department's annual public exhibition

Daily lectures include:

- Design and technology for wood
- Design as a process for releasing ideas from a material of expression

Other activities:

- Presenting and running workshops for our Department's design foundation course
- Writing conference papers, essays and giving public lectures for 'Open House' day
- Regular project and lecture collaboration with colleagues from other departments

2008 - 2010 **English trainer**

Biku Language Institute GmbH (St. Pölten, 2008 - 2010)

Teaching English as a foreign language, in secondary schools across Austria
Running English language and craft courses for professors and teachers of the University; 'English for craft' and 'spoken English in the context of art and design' (2013 - present)

2005 - 2007 **Project Manager and Designer**

Umdasch Shop Concept GmbH (Amstetten, Lower Austria)

European wide construction and fitting of shop furniture
~ €193m turnover, 1800 employees (2006)

'Gerry Browne Jewellery', family business

Innovatively redesigned the majority of the shop interior

(see www.umdach-shop-concept.com > References > Watches / Jewellery > Gerry Browne Jewellers)

2004 - 2005 **House renovation** 100m² detached house and garden, St. Pölten, Austria

1993 - 1997 **Director and Project Manager**

Cardigan Road Limited (Richmond, Surrey, UK)

Voluntary work using private time to set up a cooperative company to purchase and renovate a block of flats by the residents

Founded and chaired the residence committee and successfully communicated the necessity to collectively purchase and renovate the property
The result was all properties within the block increased in value by 20%

1989 - 2001 **Project Manager and Designer**

Cedarwood Joinery Limited (Twickenham, Middlesex, UK)
Interior design and manufacturer of high quality custom made furniture
~ €100,000 turnover, three employees (2000)

Established company, successfully negotiated contracts
Achieved a very high level of customer retention
Developed an apprentice to a level of complete independence

1982 - 1989 **Freelance Carpenter / Furniture Maker**

Sidmouth Shopping Centre: completed all carpentry for 22 shops
A prestigious Manor House: constructed offices and bedrooms

EDUCATION

2007 - 2008 **MSc**

**Innovation and Design for Sustainability
Cranfield University**

Included:

- Designing for Sustainability – which explains the principles of life cycle analysis, closing the loop, lean production
- Innovation – looking at the process of innovation
- Whole System Design – thinking systemically and the questioning of assumptions in design

Thesis: Investigating drivers and barriers of sustainability in furniture design.
Objectives of this study:

- Determine the degree to which sustainability (environmental requirements for business) has influence over design within the furniture industry
- Identify reasons behind the evidence obtained
- Consider how furniture manufacturers can turn the increasingly stringent environmental regulations into competitive advantage

2001 - 2004 **BA (Hons)
Product and Furniture Design
Kingston University**

The final two years were completed at New Design Centre, St. Pölten, Austria
A broad course which included:

- Design Manufacturing Technology
- Digital and Business Studies in Design

Projects included Prefa (Lilienfeld, Lower Austria)
Large manufacturer of aluminium roofing components
Supported their research into diversification and developed an innovative style of furniture (see: www.redoakleaves.com/alugami)

1983 - 1984 **ISM Diploma
Institute of Supervisory Management
Exeter College**

A course to develop supervision skills within the workplace

1979 - 1982 **City and Guilds
Guildford College of Technology**

- Advanced Carpentry
- Carpentry and Joinery
- Communication Skills

An apprenticeship studying wood technology and uses of metal and plastic

Additional Skills

Language:

English (Native language) German – good general competence and fluent in speaking

Author of 'Words 4 You' – a translation of 1000 terms used in the manufacture of furniture from English to German and vice versa

IT: Experienced in: AutoCad, Word, PowerPoint and Adobe InDesign

Presentation skills: Competent in public speaking

Other Details

Driving licence: Full clean

Nationality: British

References: Details available on request

Written articles and lectures

Co-authorship with Professor James Skone of 'Developing the entrepreneurial spirit as a tool for teachers of art and design to gain confidence, leading to an increased ability to motivate'. This was accepted for the **PATT conference**, held at the Goldsmith University of London

- *The value of natural capital – education through craft*
- *Words 4 You* – an English/German, German/English translation of craft in production terminology
- *The value of natural capital – education through the combining of digital media and work with natural materials*
- *Reflecting on the experience of craft in the context of art and design*
- *Investigating how working with natural materials can influence enthusiasm for the natural world*
- *Craft and Design*
- *Communicating Hand Skills*
- *Emerging trends in sustainable design for office furniture*
- *Wood in practice*, used as part of the design and technology for wood course
- *The Hidden Room, A Short History of the Privy*

These and other articles can be seen using the following link:

<http://www.redoakleaves.com/writing.html>