



## Johnny Ragland

Familienplatz 12/3,  
1160 Wien  
Austria  
johnnyragland@gmail.com  
Austria: +43 664 52 60 777

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; good awareness of time constraints, thus maximising 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 - Date **Lecturer in hand skills and wood technology**  
University of Applied Arts, Vienna, Department of design architecture and environment for art pedagogic  
Head of wood technology
- 2008 - 2010 **Freelance English trainer**  
Biku Language Institute GmbH (St. Pölten)  
Teaching English as a foreign language, in secondary schools across Austria  
English in the context of art and design for university lecturers (2013 – date)
- 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](http://www.umdach-shop-concept.com) > References > Watches / Jewellery > Gerry Browne Jewellers)
- 2004 - 2005 **House renovation** 100m<sup>2</sup> 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 **Director, 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](http://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 working knowledge  
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, Power Point and Adobe InDesign

**Presentation:** Competent in public speaking

## **Other Details**

Driving licence: Full clean

Nationality: British

**References:** Details available on request