



# Cat Potter

Senior Colour & Materials Designer



A highly skilled Senior Colour and Materials Designer with extensive experience working across a broad spectrum of industries such as automotive, accessories and product design. Core skills include leading cross functional teams, creating bespoke colour and material specifications for high net worth individuals and a strong background in material research.

Developed and managed bespoke runs to deliver high quality product design for globally renowned companies, leveraging knowledge of structural and decorative materials. Guided brands through colour and material design processes from concept to product launch with an intuitive understanding of perceived value and craftsmanship.

Work has been recognised by the following institutions:





## Career History

Senior Colour & Materials Designer, McLaren Automotive, September 2018 – April 2020

- Defined and designed a luxury customer journey for Ultimate Series customers; delivering a fully bespoke experience tailored to client requirements
- Defined, created and managed the delivery of all physical colour & material assets to be used on Ultimate Series cars (Starting value: £1.75m).
- Worked directly with ultimate series customers to create and deliver their bespoke specifications. On average added £350K / ~20% per vehicle
- Managed and delivered a bespoke customer specification from concept through to production, including the final sign-off. This included:
  - Creation and delivery of innovative design proposals for interior and exterior colour and material concepts on the flagship Ultimate Series car; The Speedtail
  - Creation and implementation of the colour and material design intent reports used across the team and suppliers for each Ultimate Series customer
  - Documentation and presentation of individual customer specifications to ensure car build reflects the customers individual specification
- Responsible for the implementation of all materials and finishes for Ultimate Series production. This included:
  - Managed the delivery of target and master samples
  - Engaged with over 10 international suppliers, developing materials to McLaren production specification and standards
  - Liaised across functional groups (designers, engineers, marketing and purchasing teams) to approve individual design intent reports and ensuring their production feasibility
- On-going research of innovative and advanced materials for future projects (2-5 year forward-looking), impact on colour and material strategy and supply chain production feasibility

## Consultant & Studio Coordinator, Colour & Materials at Material Lab, November 2016 – September 2018

- Generated 45% of total studio revenues through advising to architects, designers and makers on the most appropriate materials and colours as per their design specifications
- Managed 8 studio partner relationships (including Dulux and Formica), negotiated contracts, studio displays and other market materials in partnership with the partner's Directors and Marketing teams
- Defined, researched and managed target and master materials for the studio; over 300 different designers and manufacturers across the in-house library
- Managed, designed and curated all quarterly internal and bi-yearly external exhibitions, delivering them on time and on budget
- Sole representative for Material Lab at exhibitions and sourcing trips
- Communicated effectively with colleagues and Directors across the company (both in the London studio and Stoke-on-Trent headquarters) while fostering a collaborative atmosphere

## Senior Colour & Materials Designer, Cat Potter Design, September 2012 - Present

- Designed, developed and manufactured luxury footwear and accessories which have been recognised through international awards and publications
- Researched innovative materials and production methods to form material and colour concepts for future collections
- Sourced and worked closely with overseas suppliers and factories to engineer the required construction while hitting target cost prices and desired quality
- Created, verified and managed product specification packs
- Ensured products across the supply chain are produced in-line with the required method of manufacturing, requiring a bespoke approach to each construction
- Maintained, managed and drove the critical path through all stages of the design and development process, creating individual bespoke client packs
- Research on potential growth markets within Asia and the Middle East, creating a market plan for upcoming seasons





### Material Researcher & Consultant, SCIN Gallery May 2015 - November 2015

- Managed the cataloguing for the materials library, documenting over 300 materials
- Introduced new suppliers and innovative products leading to >10% growth in the range of the library
- Responded to all client material related queries and advised on the effective use of the library
- Created promotional guides for the material library incorporating full technical specifications
- Conducted tours of the library for interior designers, architects and students

## Education and Skills

- MA in Footwear, London College of Fashion (2010-2012)
- ABC Diploma in Footwear, London College of Fashion (2008-2009)
- BA(hons) Criticism, Curation and Communication, Central Saint Martins (2005-2008)
- Foundation in Fine Art, Surrey Institute of Art and Design (2004-2005)
- Languages: English (Fluent), French (Mother Tongue) and German (6 Years living near Heidelberg in Germany)
- Proficient in full Adobe and Microsoft Office suite

## Awards and Exhibitions

- ARAM Gallery, Future Stars Exhibition, London, UK
- SCIN Gallery Permanent Collection
- Brooklyn Museum, HEELS – “The art of the high heel”, New York, USA, and global tour
- Footwear Award, Lineapelle Leather Fair, Bologna, Italy
- Dutch Fashion Week, Modebelofte Future Fashions Exhibition, Eindhoven, Netherlands
- ITS Eyes on Talents Award for Innovation and Craftsmanship from, Trieste, Italy
- Selfridges Shoe Galleries Exhibition showing PERNILLA collection, London, UK
- Future Map Exhibition at Central Saint Martins, London, UK
- Contrapposizione Exhibition, Alden Biesen, Belgium
- Limited/Unlimited Exhibition curated by Silvia Venturini Fendi, Rome
- Pernilla Look 2 in the permanent collection of art collector Dakis Jannou
- ‘The Capsule’ Movie screened at Barneys New York, USA
- Jimmy Choo MA Final Collection Award, London, UK
- Runner up for the MA Accessories Design Award, London, UK

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