



Michael Thundow
Industrial Design Portfolio
2026

HELLO!



I'm Michael, an Industrial Designer based in the Midlands, UK.

My aim has always been simply to add to the “currency” of design culture, to take as varied a set of experiences and filter them into as varied a work as possible.

Sadly I'm told that design-currency can't pay the student-loan, so if you're looking to hire, let's chat!

www.thundow.design
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2019 / B.A. Product Design (Hons)
Bournemouth University (2:1)

2020 - Present / Mookie Toys
Product Designer

2017 - 2018 / Crosswater Ltd.
Product Designer (Placement)

2023 / LBM Awards
x3 Awards / Active-Tots

2022 / Made for Mums Awards
Best Activity Toy / Active-Tots

2022 / The Independant
Best Compact Slide / Active-Tots

2018 / Morgan Innovation Awards
Finalist / Morewater

2018 / GGCS Washington DC
Winner / \$15,000 Prize / Morewater

PROJECTS



Active-Tots
TP Toys / Mookie Ltd.

Owl & Fox
TP Toys / Mookie Ltd.

Komixer
Freelance Branding

Crosswater Ltd.
Placement Year

Other Projects
Personal Work



LITTLE PIKLERS.



The Active-Tots range is a set of indoor wooden climbing products, and my first project at TP Toys. They were designed around the concept of independent “Montessori” learning, and based on the works of Hungarian paediatrician Emmi Pikler.

I was Lead-Designer for the initial range, and many subsequent additions thereafter!



Project Name / Year
Active-Tots | 2021-2026

Client / Role
Mookie Toys (TP Toys) | Lead Designer

Responsibilities
Industrial Design, CME, Factory Liaising, Branding, Prototyping, CAD, Technical Drawings, DFMA & EN71 Compliance, Manual Design, Rendering, Ergonomics, Trademark/Patent Study.

“We don’t have the space for this.”

“It’ll ruin the look of the living room.”

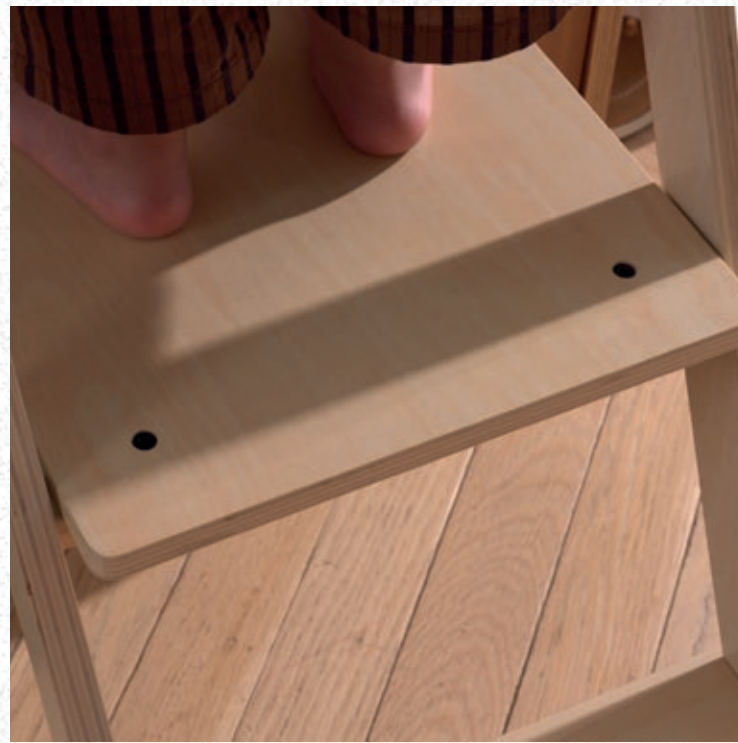
Activity Toys are proven gateways for independant gross motor-skills development.

“Why buy an expensive wooden toy if they’ll grow out of it in a few months?”

Proposal /

A modular and/or foldable range that can adapt to child, budget, and interior space.





As the range began to expand into other areas of the home where **it took on the role of furniture**; so too did the brand begin to shift in scope.

The Wooden Helper Tower is a good example; the locking mechanisms and anti-slip feet would have felt wrong in the usual brighter colours, so the range took on a more muted, mature palette to better fit the kitchen environment.





LITTLE FRIENDS ON BIG ADVENTURES.

The Owl & Fox series marked my third year at TP Toys.

This series of products featured under TP Toys aims to compliment the successful Active-Tots range, by providing nursery and role-play items that could “bookend” play within that age bracket; with everything from Shape-Sorters and Building Blocks at the very young end, to larger Wooden Kitchens and Workbenches as children got older.



Project Name / Year
Owl & Fox | 2023

Client / Role
Mookie Toys (TP Toys) | Project Manager

Responsibilities
Industrial Design, Factory Liaising, Branding, CAD, Technical Drawings, Manual Design, Rendering,



The Owl & Fox 2023 range consists of 14 Products, these can be catagorised into Nursery, or Roleplay items.

The former group to suit ages prior to using ActiveTots, and the Roleplay items favoured those just growing out of the ActiveTots range.

This gave a complete timeline of products, from birth all the way into mainline outdoor TP products.



When creating the brand-identity for the range, we were keenly aware of just how saturated this market is, and how the current market tended to favour more muted tones, palletes, and iconography in their ranges.

We felt that by adding both a more vibrant colour seperation and characters that symoblised the type of play the children would be engaged with, we were able to create something both distinctive, and more in keeping with our own TP range; whilst still being able to fit within an interior setting.

The **brighter coral-reds** were often used to signify **touchpoints** and **draw the eye**, whereas the **misty teal** was commonly used in conjunction with the **wooden-frame elements**, in order to provide a common product theme whilst leaving room to experiment given the varied nature of the products.

Owing to the usual industry seasonal-pressures, the project had a sharp-turnaround and the graphics-team were instrumental in pulling together the incredible brand guidlines and concepts that ended up in the final products.

Between the iconography, the colours, brand strategy, photography, packaging and much more, the team were able to deliver something that truly stands out on the market; in so doing providing the perfect entry-point for potential TP customers, whilst **leaving enough space to allow the child to naturally progress into ActiveTots and mainline TP products.**





KING OF THE MIXERS.

During the lockdown of 2020 I had the opportunity to work on a number of branding projects for start-ups as a freelance brand-designer.

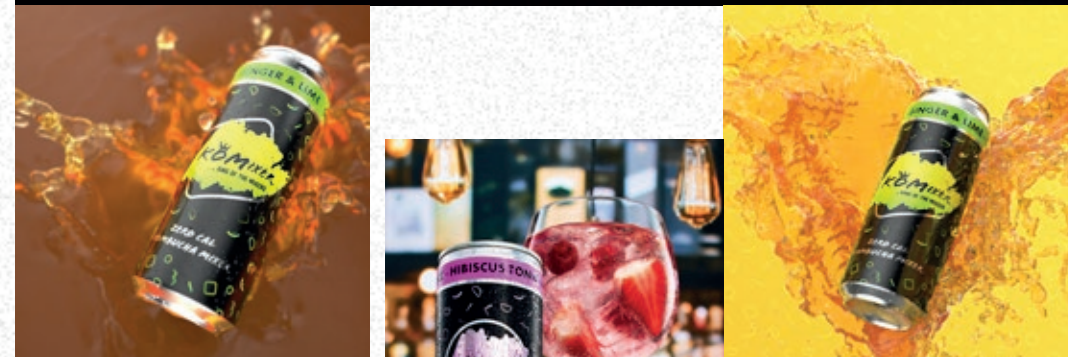
One such startup was Komixer, a zero-calorie kombucha-mixer brand aiming to fill the market space as a more casual kombucha drink compared to the often clinical nature of other kombucha brands.



Project Name / Year
Komixer | 2020

Client / Role
Freelance | Brand Designer

Responsibilities
Concept Development, Graphic Design, Rendering, Technical Drawings, Client Management, Supplier Liaising.



The product launched in two flavours: Hibiscus and Ginger-Lime. I wanted to make sure each flavour had a distinct theme, without appearing to be different products. The use of a foil layer to highlight certain parts of the can really helped in this regard; allowing me to use **basic shapes to represent different flavours** without solely resorting to colour.

The **bright band of colour at the top** made the flavour obvious to those unfamiliar with the product, whilst **also being able to stand out** from various eye-views when placed on store shelves. As this was attempting to penetrate the market, I wanted first impressions to be **BOLD**.



I initially suggested a dozen or so themes based on the brief. **Monochrome base with brighter colours based on the flavour** was key, and a modern, casual theme was asked for.

Various names were also suggested, eventually the client themselves put forward a name and slogan, which I ran with and attempted to build a brand around.

The launch was challenging owing to the product releasing during the worst points of the global pandemic, and issues with manufacturer-delays, eventually folding towards the end of 2021.

But the product and brand design was very well-received, and **elements of the design were taken forward into future endeavours.**





PLACEMENT YEAR.

During my university degree at Bournemouth University, I was fortunate enough to spend a year in-industry at Crosswater Ltd, a luxury brassware and bathware company.

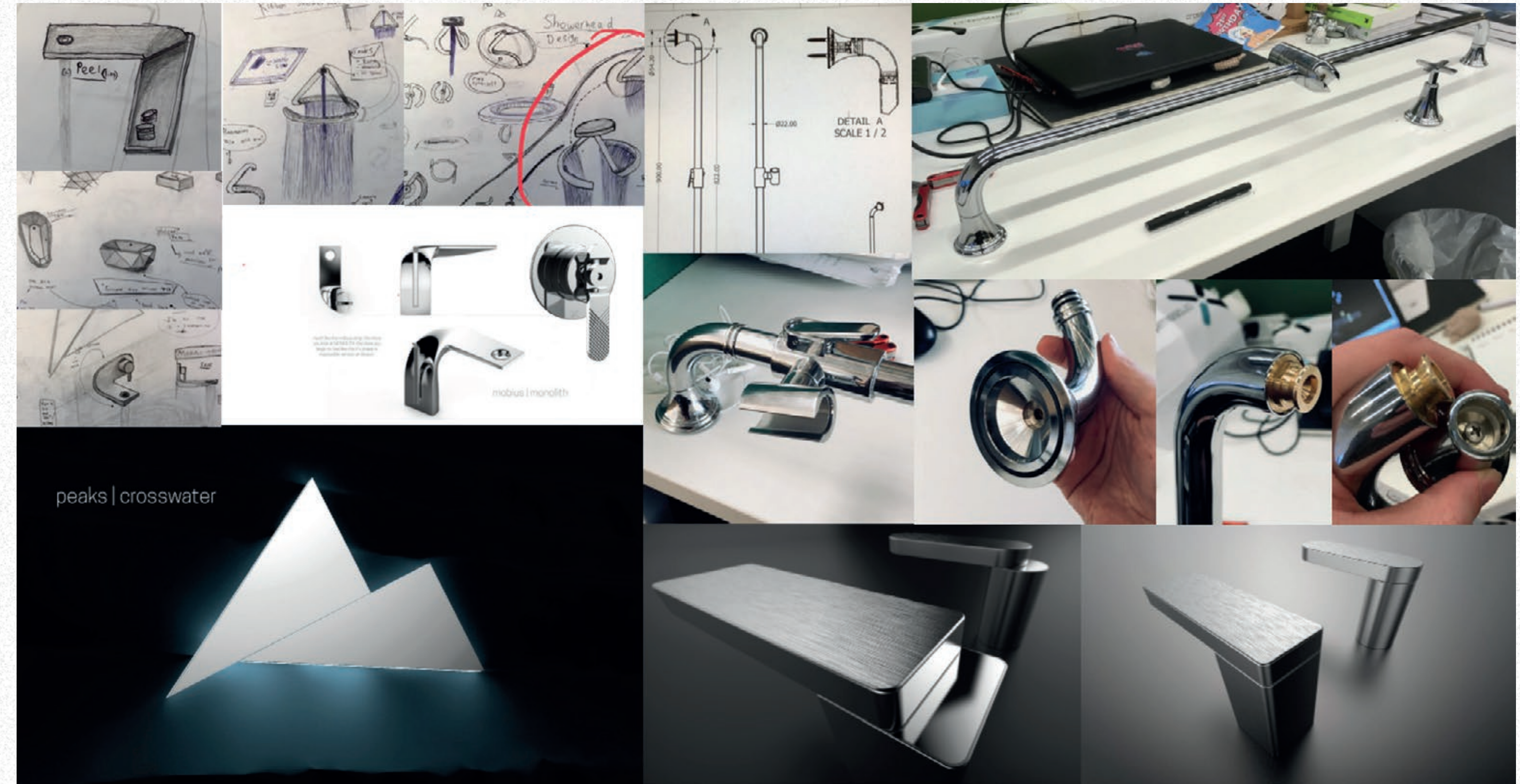
As an introduction to industry-life, I made many mistakes, learned a lot; and came out of it humbled yet ready to tackle my final-year of university with a more pragmatic outlook towards design theory.

crosswater[®]

Project Name / Year
Placement Year | 2017-18

Client / Role
Crosswater Ltd. | Product Designer

Responsibilities
Concept Development, CAD, Renderings, Technical Drawings, Factory Liaising, Prototyping.

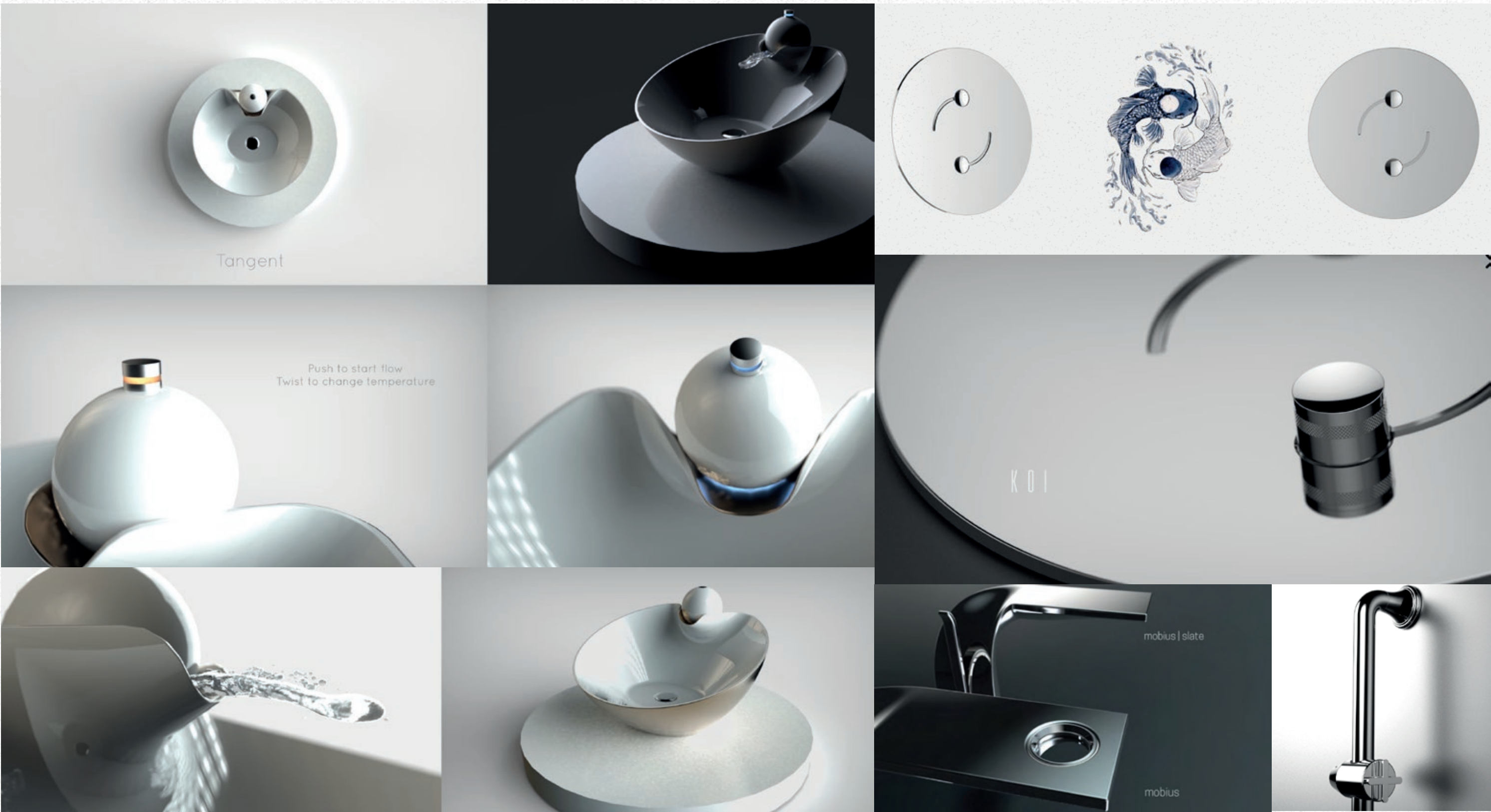


My role at Crosswater was pretty varied. Often I was free to **conceptualise new product ideas** for my brand manager to present and potentially pursue. Other times it would be **creating new technical drawings** or adjusting existing ones. Occasionally I'd pitch in to **help on an instruction-manual**, sometimes I'd be **testing prototypes and samples**.

Every day tended to bring a new challenge, and accelerated my sphere of understanding about the product industry far more than any university course could have!



Aside from various brassware accessories, the **bulk of my finished, shipped projects were brassware valves**; they made for a great learning piece, as the products were a simpler introduction to the industry whilst still **retaining styling, technical, and CFM challenges** to really get a taste of every part of the process.



Many of the more offbeat concepts never made it beyond the intial phases, but this was in-part by design; the aim was to reimagine bathware with fresh eyes, “*before you’ve become jaded like the rest of us*” as my manager had told me!

It was useful to have the chance to – in a very practical sense– **learn what was realistic to expect with the manufacturing and suppliers** available, and the limits of the various processes of the craft.



OTHER STUFF.

I'm sure every designer has a number of projects that they'd rather not stake their career on, but are too sentimental to throw out entirely.

These are a few of those.

Project Name / Year
Personal Projects | 2017-26

Client / Role
Personal | Learner

Responsibilities
Get better at doing the things I want to do better at.

CLASSIC DESIGN. FUTURE TECH.

NINTENDO SWITCH FS



michael thundow
www.thundow.design



Project Name / Year
Nintendo Switch | Folding Screen | 2020

Client / Role
Personal | Learner

Responsibilities
Learn. Study. Have Fun.

A folding screen, to *open* new ways to play.

PORTABLE
MODE



⌵
SPLIT SCREEN
MODE

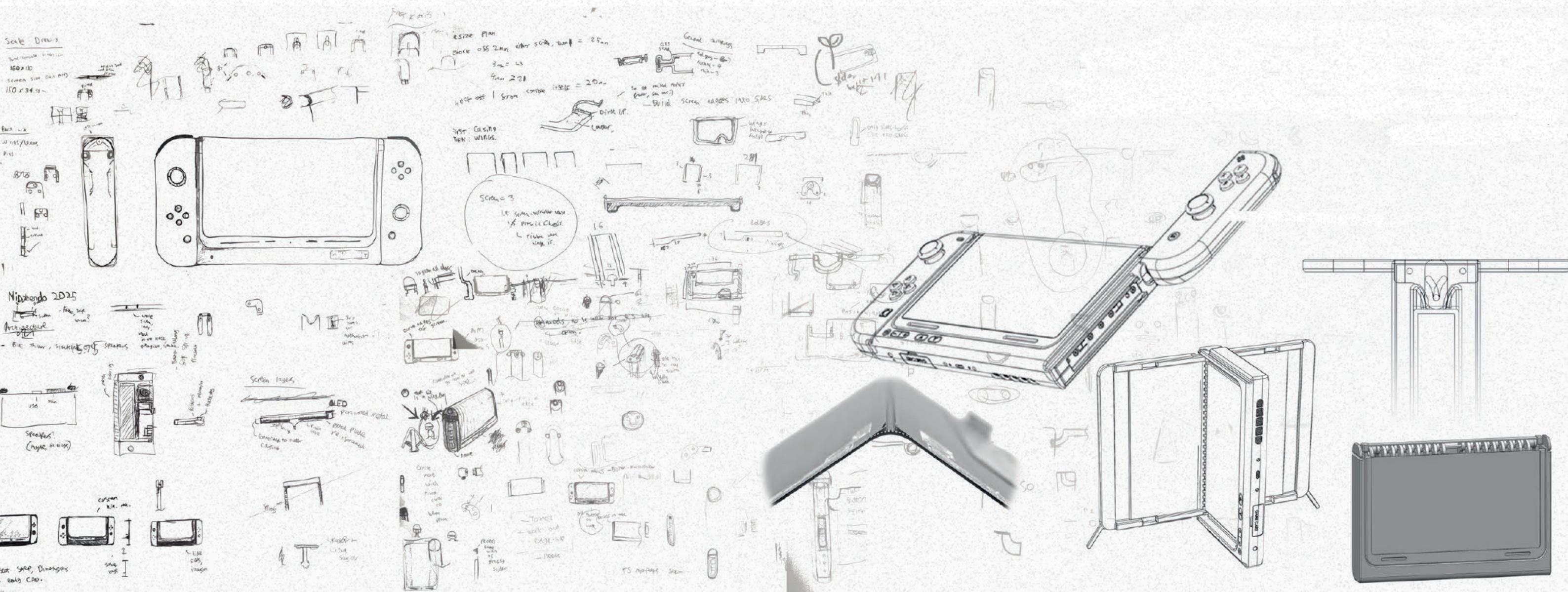


⌴
TABLETOP
MODE



PORTABLE MODE







Royal Academy of Engineering National Competition 2017: Winner

Morgan Innovation Contest 2018: Finalist



Unique disaster situations require unique multi-stage filtration. MOREWATER's **stackable filtration modules** allow a bespoke solution to be packed, shipped and replaced **fast**.



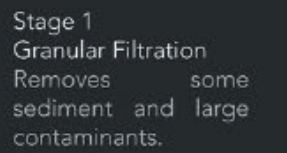
Removes 99.99%



Protozoa

Stage 2
Iron Impregnated
Activated Carbon
Removes some
sediment and large
contaminants.

Stage 4
UVC Sterilization
Deactivates viruses
and remaining small
bacteria. Powered by
the solar panel on the
top of the device



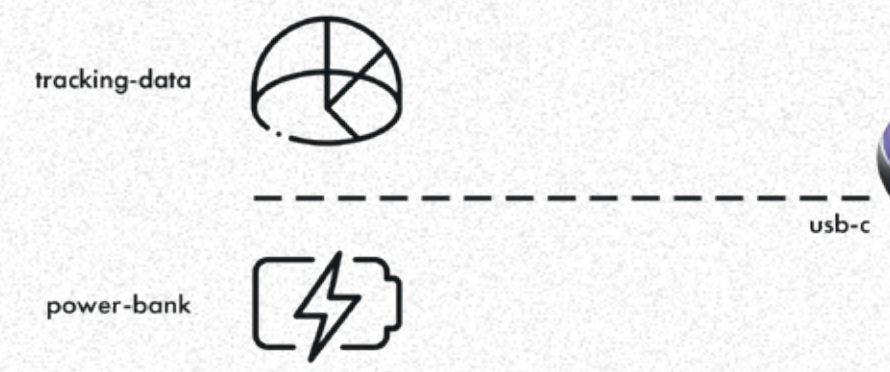
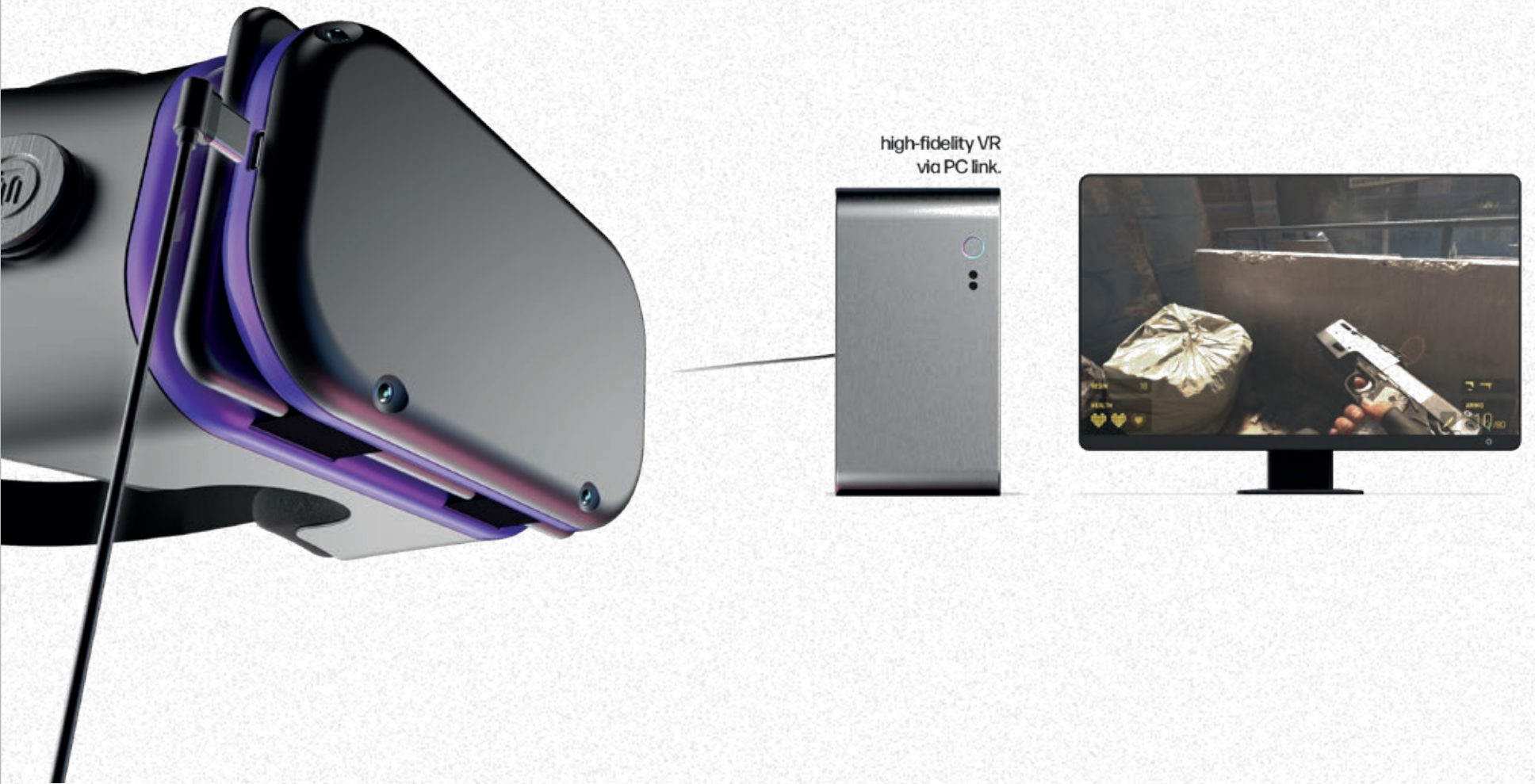
Stage 3
Low Pressure
Stainless Steel
Microfilter
Stainless steel 1um
filter which removes
silt, clays, Giardia
lamblia and
cryptosporidium cysts,
algae, and some
bacterial species.





Project Name / Year VEAYA Mobile Hybrid VR	Client / Role Personal Learner	Responsibilities Learn, Study, Have Fun.
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Leveraging the **screen-fidelity, power, ubiquity, and upgradability of smartphones**; and pairing with the **lenses, battery & sensor data of standalone** inside-out VR headsets.

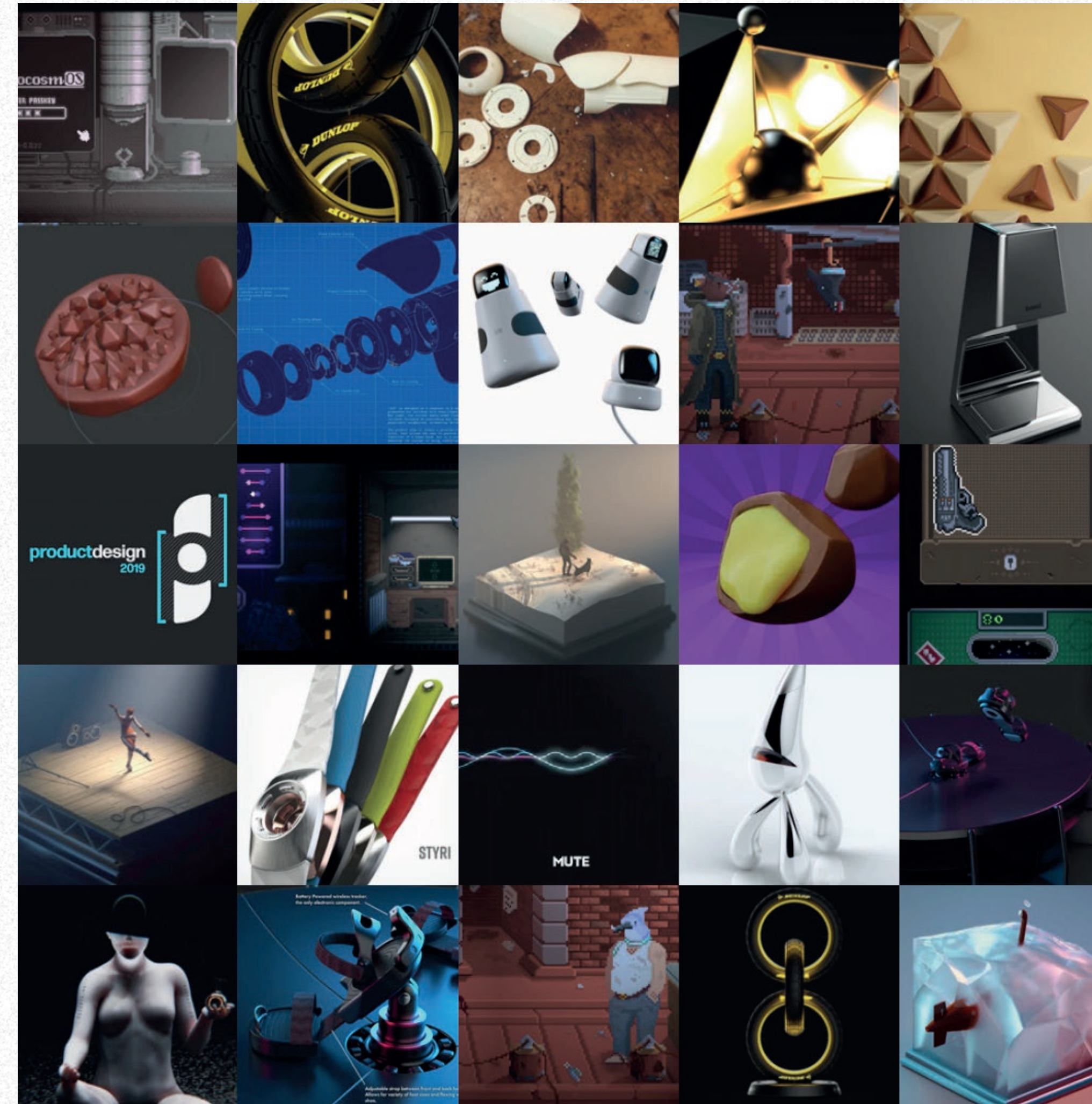


Allowing **third-party USB connectivity** to provide the added power and computation of desktop PC's for AAA experiences.





THERE'S MORE?!



Far, far too much, yes.

But you can find it all: **game-designs, graphic design, one-off 3D projects**, even more **industrial design**. It's all over at my site, so feel free to have a look!

www.thundow.design

Thanks!



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