



Brendan Lake

Graduated 1999
Bachelor of Industrial Design



Mophie Powerstand

The Mophie Powerstand charger and docking stand for iPad with Lightning connector gives you 180 degrees of versatility. Its multi-axis design offers you a nearly infinite range of angles for viewing movies, reading books, using FaceTime or typing emails.

The Mophie Powerstand even functions as a camera stand for the rear-facing camera on

iPad, plus, it charges your iPad at the same time.

It is made of precision diecast ADC12 aluminum which undergoes a range of post-casting finishing to achieve the high quality finish. It is Apple MFi approved and has won a number of awards and has been ranked the best premium iPad stand on the market.

CV

Kema Plastics: Industrial Designer
Duration: 1 yr
Job Responsibilities: 3D design, 2D drawings, photo-realistic rendering, SOP development.
Clients: Pizza Haven, Mitsubishi, Greenwell

EGR Automotive: Automotive Styling Manager
Location: Queensland, Australia
Duration: 4 yrs
Job Responsibilities: Photorealistic concepting of OEM and aftermarket automotive accessories. Photography, 3D CAD, 2D drawings, Clay modeling, working with international teams, web, print.

Brendanlake.com: Freelance Design
Location: Canada, United Kingdom
Duration: 2 yrs
Job Responsibilities: 3D CAD, 2D drawings, web, graphic

Circle Square: Senior Product Designer Manager
Location: London, United Kingdom
Duration: 2 yrs
Job Responsibilities: 3D CAD, 2D drawings, run team of installation crew across the EU, supply chain management, client servicing.

Production Partners: Design Director / MD
Location: Guangdong, China / Los Angeles, USA
Duration: 8 yrs
Job Responsibilities: Oversee the design and implementation of a wide range of projects from global clients to bring their products to life in China. 3D CAD, 2D drawings, Supply chain management, client servicing, etc.

Other achievements:
Products I've designed can be found in Apple stores, Lowes, Home depot, Best Buy, AT&T, Walmart, Verizon and have been featured on CBS, ABC, NBC, Fox, and the Oprah Winfrey Show.

www.production-partners.com

Awards

- CES 2011 Best in Show Finalist. Product: Mophie Powerstand
- CES 2015 Best of Innovations Award. Product: noke
- CES 2015 Best of Innovations in the Wireless Handset Accessory. Product: noke
- CES 2015 Innovation Award Honoree. Product: FUZ felt case

Advice

- Be a sponge and learn as much as you can. Take advantage of opportunities.
- Nothing is easy and persistence pays off.
- Travel.
- Work your arse off.

