

## Donovan Penaluna

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**Industrial Designer • Product Development Engineer • New Product Strategist  
CAD • Graphics • Web design**

Experienced product designer with solid background in manufacturing, automotive, and industrial sectors. A talent for proactively identifying and resolving engineering problems and critical design deficiencies. Multi disciplined and commercially astute designer who has held positions as Associate Director, Chief Designer, Studio Manager in Design consultancy, Engineering, Manufacturing, and Automotive companies. Good interpersonal and people management skills, with sound engineering knowledge. Energetic and innovative. A strategic design thinker who has added value to every project he has been associated with.

### Higher Education:

**1983 – 1986: Technikon Witwatersrand -: Industrial Design**

**Qualification: Nat dip Industrial design**

Subjects passed : Product Design; Product Graphics; Prototyping; Presentation Drawing; Business Studies; Technical Drawing; Photography; History of art

**1982- :University of the Witwatersrand BSc Mechanical Engineering (did not complete)**

### Education:

**1981-: Mondeor High School : Matric**

### Employment Record:

**June 2011 - Present: Self employed as Penaluna design consultants**

Present clients:

NovoSan (Waterless toilets)  
Apex Leads (Multi Plugs and sockets)  
Detnet (AEL) (Mining detonator components)  
Herber Plastic (Cosmetic containers)  
Diy Den: ([www.diyden.net](http://www.diyden.net)) Website selling plans for the DIYer

**June 2007- July 2011: RGMotorsport (Rob Green Motorsport)**

RGMotorsport is a motorsport tuning facility aimed at the high end vehicle. Awarded Top Tuner in SA by SAMIA in 2009

Position held : Head of Engineering and Design

Projects worked on :

Supercharger systems- Mercedes Benz c63 AMG, BMW E46 M3, BMW E92 M3, Lexus, Toyota Prado, Toyota Hilux, Nissan Navara, Chev Lumina, Jeep SRT8, Chrysler SRT8

High performance brake calipers- including new Monoblock range  
Induction kits: Bolt on as well as custom Carbon Induction systems  
Aerodynamic aids and composite body kits- Diffusers/Splitters/Bonnets  
RG Motorsport identity and website.

### **July 2002 - May 2007: Self employed as Penaluna Design Consultants**

Projects worked on :

Apex: Range of Cordset adaptors  
Detnet (AEL): Mine detonator connector, Mine blaster control panel  
Qube: Cash deposit system including money verification mechanisms, Standard Bank : Mini ATM  
Diy Den: ([www.diyden.net](http://www.diyden.net)) Website selling plans for the DIYer  
Solasan: Waterless sanitation systems  
Gaflax: Jeep water cooler, Nestle water coolers, Little luxury water coolers  
RG Motorsport: Supercharger systems, High performance brake calipers  
Tritech: Various product dispensers  
O2X: Compressed air multi-gym

### **January 2001 - June 2002: Engineering Café and Design**

Engineering café is a product design consultancy primarily involved in design and innovation of exercise equipment and electric vehicles

Position held : Senior Designer

Projects worked on :

Pumpabike : Human powered hydrofoil  
DK City (Taiwan): Home gym equipment  
Big Boy: Commuter scooters

### **April 1999 - December 2001: Qube Technologies**

Qube is a technology product development house primarily involved in design and innovation of banking machinery and equipment

Position held : Senior Design manager

Projects worked on :

Mcat: Mobile cash acceptance terminal  
CATbox: Dye protected money carrier  
Albatross: 3 wheel single seat golf cart  
Standard Bank: Mini ATM

### **July 1997 - March 1999: KSDP Pentagraph (now Enterprise IG)**

KSDP is a multi disciplinary design agency offering:  
Graphic, Product and Environmental design.

Position : Associate/ Industrial design studio manager

Projects worked on :

Exel: Petro Corporate and Retail forecourt Identity and signage systems  
Game: Design of new bottle  
Cambell Guardwell: Welding helmet  
MSI: Security transponder design  
Winfield Williams: F1 race livery

**April 1994 - June 1996: Radhaus/ Pintech**

Radhaus was a fresh design consultancy. Staffed by young dynamic designers

Position : Senior Product/Industrial Designer  
Projects worked on :

Natech: FP300 Finpos  
Pintech: SST self service terminal

**September 1989 - March 1994: Pentagraph (now Enterprise IG)**

Pentagraph was the largest multi disciplinary design consultancy in South Africa

Position : Product / Industrial Designer  
Some Projects worked on :

Engen: Petro Corporate and Retail forecourt Identity and signage systems  
Dotz: Styling of Magnesium Wheels  
Schoonspruit: Design of New Bottle (Winner of New York Art Director's Award 1992)  
Durabuild: Modular 27 Seater Bus Concept Design and styling  
Telkom: Signage System Design  
LIW: CP1 vector pistol  
Gary Player Golf Equipment: Golf club design

**January 1989 -October 1989: Roger Williams Associates (Design Matters)**

Design Matters is a product design consultancy primarily involved in design of housings for the telecommunication and computer industries.

Position held : Junior Designer, Assistant to Principal  
Projects worked on :

P 150 Minitel computer: Concept Design and Model Making  
M-Net decoder: Revisions and Design Changes  
Andromeda/TSM: Mainframe Panels Design, Modelling and Engineering  
Venus Telkom telephone: Concept Design

**January 1987 -December 1988: South African Defence Force**

Position held : Full Luitenant

Responsibilities: In charge of Media office- Soutpansberg Military Area (Messina)

## **OTHER**

Software proficiency :

CAD:- Solid Edge, Solid Works, Prodesigner (CDRS), 3D studio max, Autocad, Microstation

Graphics:- Coreldraw, Photoshop

Other:- Word, Exel, Netobjects website designer

**Personal Interests:** Historic motor racing –(In the process of rebuilding a Porsche 914), Slot car building and racing, Karting, Motor racing, Art, Sailing, Radio controlled yacht racing, Political Cartooning, Genealogy

**References :** on request

Online portfolio available see: [http://www.diyden.net/html/design\\_services.html](http://www.diyden.net/html/design_services.html)