Resume

Tom Eaton

2147 Princeton Ave. LA. CA. 90026
eaton.tom@gmail.com
+1 714 330 8326

Summary

As a designer, and leader, I strive to build a design culture inspired by instinct and observation, facilitating rapid, targeted innovation. This approach relies on promoting a dynamic environment that simultaneously explores all aspects of product creation, fundamentally interlinking the disciplines involved. The result of this are products, services, and environments that are beautifully harmonized with integral quality.

As a visionary and inspirer, I use Design to change how people look forward - I bring shape and legibility to highly complex and foreign situations, enabling cross-functional teams to work towards common aspirational goals.

The Boeing Company, Chief Industrial Designer

June 2019 – Present

Shaping the future of air travel through human-centred design. As an executive design leader, I guide a global multidisciplinary team to develop a complete ecosystem of products and services for Boeing's customers worldwide.

Responsibilities

- Design leadership for all cabin related solutions—physical and digital, conceptual and production.
- Global design studios
- Management and creation of internal design standards
- Retaining and promoting an agile working culture
- Steering committee for Boeings EcoDemonstrator platform
- Future product roadmaps

Adient Aerospace, Creative Advisor, Huntington Beach, Los Angeles

June 2019 – Present

Created as a joint venture between Boeing and the automotive seating manufacturer, Adient. Our mission is to bring the technologies and processes of the automotive industry to aerospace—transforming business class seating.

Responsibilities

- In conjunction with my role at Boeing – I mentor and guide the Development, Design and Marketing teams
- Establishing the foundational architecture of their Business Class seating portfolio

LIFT by EnCore & EnCore Interiors, Director of Design, Huntington Beach, Los Angeles

January 2016 – June 2019

As a founding team member of LIFT, an economy-class seating startup, I focused on rapid, interdisciplinary product development and dynamic safety certification.

Acquired by Boeing in 2019.

Responsibilities

- Leading Design in a cross-functional product development team
- Marketing, advertising and brand identity
- Design and layout of all manufacturing facilities
- Creative direction and management of all trade shows

Zodiac Aerospace, Huntington Beach, Advanced Concepts Team Manager

October 2013 – January 2016

Based in Huntington Beach, CA, I led a multidisciplinary team of Industrial Designers, Advanced Engineers and Visualizers. Our focus was on developing seat shells for the business class seating market, and bespoke solutions directly for airlines.

Responsibilities

- Creative direction for Business Class seat shell design
- Corporate advisor for product strategy and road mapping
- Guiding R&T to support next generation of products
- Providing a customer facing design service (airlines)
- IP focal for seat shell patents

SRAM, Chicago, Senior Industrial Design Lead

October 2010 – October 2013

Located in Chicago, I led a global team with centers in Europe and Asia. Responsible for the five brands that make up SRAM's Mountain Bike Category, I was tasked with harnessing their potential through integration and design cohesiveness, to create world champion winning products.

Responsibilities

- Creative Lead for mountain wheels, brakes and suspension teams across the US, Europe and Asia.
- Managing the unification of design practices
- Guidance of brand statement on fully built bikes.
- Exploration of new finishes and manufacturing processes.

LG European Design Lab, London, Senior Designer

January 2009 – August 2010

Our team was one of five international satellite studios reporting to LG's headquarters in Seoul. We were eight multidisciplinary European designers. Our task was to forecast trends and create insights that could be translated into opportunities for a global market.

Responsibilities

- Mentorship of UK design team.
- Development of design languages, consumer insights and brand identity.
- Building of cross-cultural working relationships between the UK Design Studio and the Seoul Headquarters.
- Direction of external design and research agencies.

Nokia Design, London, Senior Designer and Team Lead of XpressMusic

August 2005 – December 2009 (Pre June 2007, Designer).

I was engaged as Nokia's first designer for Xpress-Music, part of a strategic move to bring all design work in house. Over the next four years I lead the team as it expanded to eight members, responsible for both initiating design strategies and coordinating their realization.

Responsibilities

- Initiation of the future Experience strategies for XpressMusic.
- XpressMusic's visual language and user experience.
- Oversight of design quality for all XpressMusic products from concept to launch.
- Design representative to global operators for XpressMusic.

British High Commission, Singapore, Creative Adviser

May - July 2005

Assisting the director of the UK Trade and Industry, Peter Clusky, I advised on art direction, curation and production. We created a yearlong public exhibition in support of the UK's bid for 2012 Olympic Games. We won!

Responsibilities:

- Art director, curator and production advisor to the UK Trade and Industry's 'Sports, Science and Technology' Exhibition at Singapore's Science Museum.
- Assistant spokesman and VIP guide for opening ceremony.

JCB Excavators, UK, Industrial Designer

July 2002 - May 2005

After presenting a self-initiated study which reappraised the needs of domestic construction in the home environment, I was commissioned to continue this work with JCB's support. The resulting partnership led to a two-year sponsorship package to study Vehicle Design at the Royal college of Art.

Responsibilities:

- Design research into the 'domestication' of Industrial
- Machinery for the growing private hire market sector.
- Creation of showcase vehicles.
- I worked across JCB's full range of machinery to realize concepts for new business opportunities.

Education

2002-04 Royal College of Art, Vehicle design
MA (RCA) (Dissertation Distinction)
1998-02 Coventry University, MDes,
(Masters of Design) Transport Design
2000-01 Internship at Design Storz, Austria.

Awards and Nominations

2021 Good Design Award – Ascent
2021 International Yacht & Aviation Awards-
Winner
2016 Red Dot Award – Lifestyle Cabin
2016 1st Place Crystal Cabin Awards – Visionary
Concept
2010 www.mobiledia.com, most-popular phones -
XpressMusic X6, XpressMusic 5800.
2009 T3 Awards, Gadget of the year nominee,
XpressMusic 5310
2008 Red Dot award, Product Design (Awarded to
Design Lead, Adam Stone).
2004 1st place, Stephen Morley Award RSA,
Engineering for the Olympic Games;
1st place, Mobility, Helen Hamlyn Center.
Best Design, Pilkington Glass.
Bursary Award, Worshipful Company of Coach
Markers and Harness Makers of London.
2003 Special prize, Innovation, Toyota Europe
Design; Highly commended, Urban Flow,
Worshipful Company of Carmen.

Lecturing

2012 University of Chicago Illinois
2010 Royal College of Art, Vehicle Design
2009 Metropolitan University, Product Design

Training

2015 CATIA V5, Proficient
2010 Pro E Wildfire 4. ISDX, literate / proficient
2008 Media Training, Rough House Media, London.
2002 Alias Autodesk, BlueSmith (Fluent).

Personal

Nationality - British
Green card

References

Upon request

Patents

2026 26-0138-US-NP Barrier Assembly With Cover Panel
2026 26-0540-US-NP Galley system for an internal cabin of an aircraft
2024 23-0656-US-NP Entryway system for an internal cabin of an aircraft
2024 Pub. 20240351690 Lounge system for an internal cabin of an aircraft
2024 Pub. 20240351686 Divider System for an Internal Cabin of an Aircraft
2022 US-11312495-B2 Compact seat assembly for a vehicle
2022 EP-3988388-A1 A seat back for a vehicle seat
2019 US-10392114-B2 Aircraft seating assembly
2018 US-10144515-B2 Aircraft seating assembly and components
2016 US20200180766A1 Aircraft with partition system
2009 WO2010103168A1 Keys for an apparatus
2009 US8138436B2 Keypad with cantilevered keys
2008 USD585411S1 Nokia phone design
2007 USD605160S1 Nokia phone design