

WAZIER KARIEM KARA

Design Engineer | Industrial Designer

📍 Ottery, Cape Town

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PROFESSIONAL PROFILE

Design Engineer with 6+ years of experience taking products from concept through to production. Specialist in DFM, composite manufacturing (GRP/fibreglass), sheet metal fabrication, and 3D CAD. Proven track record delivering real-world solutions for FMCG, retail, and last-mile logistics sectors, with clients including Woolworths, Bootlegger, Pick 'n Pay, and Takealot.

Equally comfortable at a CAD workstation or on the workshop floor.

WORK EXPERIENCE

Lead Industrial Designer / Design Engineer | Mellowvans

2023 – Present

- Led end-to-end design and manufacture of custom van conversions — concept, CAD, technical drawings, prototyping, and production sign-off.
- Designed and manufactured fibreglass (GRP) panels and vacuum-formed components with a strong focus on DFM and production scalability.
- Developed a mobile coffee van from brief to production prototype for Woolworths, subsequently adopted by Bootlegger. Integrating all power, water, and equipment systems into a compact, ergonomic unit capable of 200 cups per deployment.
- Designed a delivery racking system (Pick 'n Pay, Spar2U, Takealot franchises) featuring net-retention shelves and modular load configurations.
- Redesigned the Mellowcab passenger van — surface modelling for fibreglass mould parting lines, new split body panel system, and upgraded interior for GreenCabs V&A Waterfront operations.
- Collaborated cross-functionally to refine composite production processes, reduce complexity, and elevate product quality.
- Produced operator/driver manuals with OEM-style illustrations, maintenance guides, CI guidelines, pitch deck, and vehicle wrap branding.

Industrial Designer | Point Group at Tiger Brands

2022 – 2023

- Designed and reviewed Point of Sale Materials (POSM) including structural cardboard and vacuum-formed production trays for the Purity brand (now in retail).
- Led brand identity development: document redesign, custom templates, and visual strategy to ensure consistency across all platforms.
- Delivered concepts to enhance brand visibility and drive consumer engagement for the leading FMCG company.

Brand Manager | Muslim Students' Association Union (MSAU)

2020 – 2021

- Managed brand identity and communications across digital platforms for a large student organisation.
- Developed and implemented visual communication strategies aligned with organisational values.

EDUCATION

MA Industrial Design | *University of Johannesburg – Faculty of Art, Design & Architecture* 2020 – 2022

BA Honours Industrial Design | *UJ FADA* 2019

BA Industrial Design | *UJ FADA* 2015 – 2018

TECHNICAL SKILLS

CAD & Software

SolidWorks	SW PDM	Fusion 360	Keyshot	Blender
Adobe Illustrator	Adobe Photoshop	Unreal Engine*	Most Slicers	

* self-teaching

Manufacturing & Fabrication

GRP / Fibreglass	Vacuum Forming	Sheet Metal	3D Printing	Woodworking
Metal Working	Plastic Fabrication	Basic Clay / Ceramics	Prototyping	DFM

Professional

Design Thinking	Technical Drawing	Graphic Design	Video Editing	Leadership
Cross-functional Teams	Attention to Detail	Planning & Organisation		

LANGUAGES & OTHER

Languages: English, Afrikaans | **Licence:** Code B (own vehicle)

REFERENCES

Mr Wian Smith <i>Mechanical Engineer</i> Mellowvans 074 044 6822 Wian.smith@gmail.com	Mr Salif Abrahams <i>Industrial Designer</i> Point Group 078 260 7437 Salifabrahams2@gmail.com	Mr Shakeel Garda <i>President</i> MSAU 078 404 4979 gardainnovate@gmail.com
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