

Knowledge  
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# Graduate Case Study

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# Associate Profile: Lynne Murray

**Name:** Lynne Murray  
**Qualifications:** BA Hons Jewellery & Silversmithing,  
MA Jewellery Design and Digital Manufacturing  
**Current Role:** Head of Design, Holiton  
**Location:** London

## IN MY KTP I...

My KTP with R Holt and Co (Holts) and Birmingham City University aimed to establish a design, manufacturing and virtual sales facility for bespoke gemstone jewellery, utilising individually cut stones as an integral part of the design. I initially researched the existing jewellery market in the UK and abroad, and used new CAD skills to design a collection of jewellery for Holts. As the project progressed, I highlighted that the virtual sales facility for Holts could have further commercial applications both online and instore, and across multiple retailers. We subsequently set up a joint venture with Inition, a company at the centre of 3D expertise and technology, to further develop products owned by Holts and Inition. The new company is called Holiton.

## HIGHLIGHTS OF THE PROJECT WERE...

One of the highlights was being given the support by Holts and the university to allow me to take ownership of the project. I am interested in business management and the project provided me with good challenges to get experience and realise my capabilities. Being involved in the creation of the new company and the patenting of a new product has been a huge learning experience.

## THE BEST THING ABOUT BEING A KTP ASSOCIATE IS...

The whole package! Having access to the facilities of the university was essential and I don't know how I'd have managed the project without them. I enjoyed working with a variety of people from different backgrounds and creating relationships to ensure that all staff were on board with the project. The ability to use my design skills and integrate these into a business environment has greatly increased my confidence.

## FROM KTP I HAVE LEARNT...

The training budget provided by KTP is excellent. The courses provided gave me a good foundation in business related issues, such as finance and business development, with which to start up the new company. I represented Holiton on a trip to Japan and introduced the new product to leading business people in Tokyo. I arranged a lecture at a university in Japan about emerging technology and my own research work, and this came about through contacts with my university and support from academics. I also made a presentation in Amsterdam based on my own work that included elements of the KTP project.

## LIFE AFTER KTP IS...

I am now Head of Design at Holiton. As this is still a start up company, I am working on new products and building a client base for the business. I work closely with the five directors, the full time developer and freelance design consultants.

## I WILL RECOMMEND KTP BECAUSE...

It can be difficult to find a role for my background in jewellery design. KTP has given me the opportunity to get a foot in the door with a company where I can use my knowledge. I have learnt a huge amount and have been able to quantify my abilities in a commercial setting. I have already recommended a newly advertised KTP in jewellery to friends.

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*"KTP helped me get a foot in the door with a company where I can use my knowledge in jewellery design, but also provided considerable experience in business management."*

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