

JOSEPH LAWLESS

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My interest in coffee really began when I started working in the hospitality industry in Melbourne, but has grown over the past two years in London, where I have had the opportunity to work behind the scenes.

I have worked with green bean importers, been involved in Cup of Excellence auctions, trained dozens of baristas and installed a dozen machines. I have fallen in love with coffee.

I recently returned to Melbourne from two years based in London. I am looking for a position that I can really sink my teeth into, while keeping the customer-facing aspect that I enjoy about hospitality.

SKILLS

COFFEE + HOSPITALITY

- » Skilled barista with both espresso and soft brews
- » Use of a refractometer and taste to manage consistency, work with new beans and develop new recipes
- » Developing and running professional and public training across espresso extraction, filter brewing, coffee growing and processing, and flavour perception
- » Equipment maintenance including specification and installation, grinder servicing and repair and front-end servicing on a range of machines.
- » Cupping as a tool for evaluating new coffees, training and education, and managing consistency
- » Basic production and sample roasting, across different beans and levels of development, and using visual cues and cupping feedback to maintain consistency

- » Managing a venue and a team, including maintaining standards, training, hiring and, where required, letting people go
- » Managing staff, ingredient and wastage costs, with consideration on products' sales, returns and price points
- » Finding suppliers that fit with a venue, and developing and maintaining relationships with them
- » Advising on workstation layout, equipment sourcing and venue fit out, with work-flow, cost and aesthetic considerations
- » Interacting with, building relationships with, and looking after customers

MANAGEMENT + DESIGN

- » Use of design methods to identify issues and find novel solutions
- » Strong written and verbal communication skills with both internal and external stakeholders
- » A good grasp of business fundamentals
- » Highly competent on multiple computer platforms, particularly Microsoft Excel in a business context
- » Skilled graphic designer, across print, web and branding
- » Experienced with Adobe Creative Suite 6 — Illustrator, InDesign and Photoshop
- » Proficient CAD Modeller, with both parametric (SolidWorks) and surface (Rhino) packages

EXPERIENCE

London
September — December 2013

THE PROUD ARCHIVIST

Consultant / Trainer

The Proud Archivist is a restaurant, cafe and gallery space on Regents Canal that opened in October 2013. I consulted leading up to opening on their coffee offering, including products, price points, equipment options, staffing, workstation set-ups and suppliers.

Through opening, I managed the relationship with the roaster, established ordering procedures and stock levels and provided initial staff training. I worked in the venue two days per week over the next two months, training staff and ensuring the section was running smoothly, and saw coffee sales exceed all projections.

London
July — December 2013

NOTES COVENT GARDEN

Barista

Notes have four cafes in England and a number of coffee carts across London. I worked at their Covent Garden cafe as they moved from running Square Mile to roasting their own coffee.

I used a La Marzocco Strada with Robur, Anfim and Tanzania grinders and an Uber Boiler with reverse osmosis water for a variety of brew methods.

London
April 2012 — August 2013

VOLCANO COFFEE WORKS

Roastery Manager / Head Trainer
/ Account Manager

Volcano Coffee Works are a small-batch, specialty roaster based in South London. For 18 months, I oversaw the roastery operations as they grew from a three man operation, to a team of eight with over 300% growth in turnover.

I was responsible for managing Volcano's relationship with existing and new wholesale customers, developing and implementing training programs and managing production volumes. I also oversaw the cafe and was involved in green bean selection and quality control, including lots of cupping and a little roasting.

Melbourne
2008 — 2011

HOSPITALITY INDUSTRY

Before I moved to London I spent three years working in cafes in Melbourne. I have since worked in roles more involved in specialty, but this is where I learnt what coffee is, how cafes work, how to pull a shot, and to look after customers. I have solid understanding of the Melbourne coffee industry, and where it differs from London. I cannot wait to get back into it.

- » Hermes Fine Food — Lead Barista
- » Slow Down — Venue Manager
- » Briscola — Barista and Cafe Hand

Melbourne
2012

HIMESH CHHIMA DESIGN

Freelance Graphic Designer

Freelance graphic designer responsible for managing projects from consultation, ideation and proposal to final resolution working across print, web, branding and strategy.

Dunedin
2007

EVOLUTION MARINE

CAD Modeller

Before moving to Melbourne I worked as a computer modeller for a small boat manufacturer in Dunedin, New Zealand. Using their existing designs, I created models, production documentation, visualisations, and final CNC cutting files. I also worked with the team to refine the designs, and streamline manufacture through standardisation of parts across products.

EDUCATION

Dunedin
2004 — 2007

UNIVERSITY OF OTAGO

Bachelor of Applied Science (Honours I)

Major Design for Technology
Minor Energy Management

REFERENCES

Available on request