

Professional Background for Industrial Designer

Jeffrey Warden

Jeffrey Warden is a Raleigh, N.C. – based industrial design engineer and founder of 1859 Design Inc. Warden holds several patents for products he has designed and is an accredited member of the Industry Designers Society of America. He has been a consulting designer and engineer for more than 17 years, creating products for clients in the retail and medical industries, including major corporate brands such as Whirlpool, Rubbermaid, John Deere, Chrysler, Bayer, Oriel Therapeutics, United Pet Group (UPG) and Coca-Cola. Warden has been a frequent collaborator with Tetra and UPG over the past 12 years.

Warden's guiding design philosophy in manufacturing products is the "less is more" approach. His belief is that a successful product will be intuitive to the consumer, stripped to its essence, with no unnecessary features. This belief is exhibited in the Whisper[®] EX filtration system that Warden, along with the Tetra engineering team, designed. An example of the "less is more" approach can be seen in the filtration system's motor; it has been moved to the front of the system and submerged below the water line. This seemingly simple move ultimately makes the motor more efficient, fool proof, quieter and, most important to aquarium keepers, self-priming.

As a result of Warden's collaboration, the new Tetra Whisper EX filtration system offers consumers a sleeker, quieter, more efficient operation, while new design features require less interaction by the consumer and make the filtration system more aesthetically pleasing.

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