

Dr Matt Sinclair

Lecturer in Industrial & Product Design

Dr. Matt Sinclair
Lecturer
Loughborough Design
School
Loughborough University
Leicestershire LE11 3TU
Tel. +44 (0)1509 226957
m.sinclair@lboro.ac.uk

Education

07/2007 - 06/2012
Loughborough University
PhD

09/1993 - 06/1995
Royal College of Art
MDes
Industrial Design
Engineering

09/1998 - 06/1991
Loughborough University
BA(Hons)
Design and Technology

Memberships

11/2016 - present
Member of the Arts and
Humanities Research
Council (AHRC) Peer
Review College

06/2016 - present
Fellow of the Royal Society
for the encouragement of
Arts, Manufactures and
Commerce (FRSA)

06/2015 - present
Fellow of the Higher
Education Academy
(FHEA)

Profile

I am a lecturer in Industrial and Product Design, having joined Loughborough Design School at the end of 2012. My research investigates how digital fabrication technologies enable the increasing involvement of the consumer in the design and manufacture of their own products, and the future scenarios which result from the re-imagining of definitions of designer, brand, manufacturer and user. This, together with my teaching, is grounded in an understanding of professional practice established through more than 20 years experience as an industrial designer, design manager and creative director.

Research Expertise

User Research
Survey Design
Observational Research &
Ethnography
Diaries and Design Probes
Interviews and Focus Groups
Co-Design Workshops

Analysis and Insights
Scenario & Persona Development
Brand Touchpoints &
Customer Journey Mapping
Qualitative Statistics in SPSS

Stakeholder Experience Prototyping
UX Prototyping (paper, digital, html)
Physical Prototyping (lo-fidelity, 3D-
Printed, full aesthetic)
Video Prototyping

Engagement and Communication
Presentation to Senior Management
Audiences
Presentation to Academic &
Industry Conferences
Report Writing for Formal &
Informal Readerships
Social Media Engagement

Research Projects

Co-Investigator (Current)
Directional Composites through
Manufacturing Innovation (H2020-
MCSA-RISE-2017)

Co-Investigator (Current)
Business as Unusual - Consumer
Interventions in re-Distributed
Manufacturing (EPSRC)

Principle Investigator (2013 -15)
Selective Heat Sintering for Consumer
Design Prototypes (EPSRC). Awarded
Equipment Grant for purchase of
BluePrinter M2.

Co-Investigator (2013-14)
Breaking the Mould - Creative
Opportunities for Free-form Concrete
Printing (EPSRC)

PhD Supervision (Current)

Adams, L. 'UK Industrial Design Futures
in a Post-Industrial Economy'

Carelli, A. 'Privacy Issues in the Mobile
User Experience Domain'

Kraszewski, D. 'Methods for the
Exploration of Product Meaning in
Design-driven Innovation'

Pyatt, C. 'The Effect of Product
Personalisation on Compliance in
Wearable Medical Devices'

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Speaker Engagements

Design and Personalisation Symposium
2014, Nottingham, Keynote Speaker

Design Research Society 2014, Umeå
Session Chair, 'Design Case Studies'

PD-I 2013, London
Invited Speaker

Dutch Design Week 2012, Eindhoven
Invited Speaker

Time Compression Technologies 2012,
Birmingham, Invited Speaker

Open Hardware Conference 2011,
New York, Invited Speaker

Nokia Foresight Seminar 2009,
Helsinki, Invited Speaker

Teaching

Visiting Tutor
Tecnológico de Monterrey, Mexico
07/2014 - Present

Visiting Tutor
Umeå Institute of Design, Sweden
01/2013 - Present

Visiting Tutor
Birmingham Institute of Art & Design
06/2010 - 09/2012

Academic Consultation

09/2014 - present
Member of the British Industrial
Design (BIDA) Industrial Design
Education and Industry Special
Interest Group

04/2011
External Advisor to Re-Accreditation
of MA Product Design Course,
Birmingham Institute of Art & Design

Industry Employment

Founder & Creative Director
Matt Sinclair Design
01/2003 - 12/2014
Specialising in the design of consumer
and professional electronics, under-
taking strategic concepting and brand
positioning for established and new-to-
market companies. Responsible for the
management and lead design of all
projects, concentrating on integration of
design concepts with engineering
criteria through to final tooling. Clients
include Benefon, EADS, Nokia, NordicID,
Siemens and Ulysse Nardin.

Category Design Manager
Nokia Finland
04/2001 - 11/2003
Managed the design and branding
activities of all Sports category product
programs. Responsible for the design
language of the category as well as the
evolution of that language. Developed a
long-term vision for the category,
including management of a €200 000
budget to run future concepting
programs which pioneered the use of
lead-user co-design within Nokia,
resulting in three spin-off product
programs.

Senior Industrial Designer
Nokia Mobile Phones UK Ltd
03/1999 - 03/2001
Acted as lead designer and managed
design teams on a number of product
programs including the Nokia 7210

Industrial Designer
Nokia Mobile Phones UK Ltd
09/1995 - 02/1999
Worked on concepts and product
programs for the Japanese market,
including co-ordination of a 14-month
ethnographic study of youth trends.

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Journal Papers

Pyatt, C; Sinclair M. and Bibb, R. Codesigning with patients to understand wrist splint compliance, *Codesign* (in press).

Sheldrick, L; Sinclair, M; Dewberry, E; Moreno, M. and Makatsoris, H. Consumer Intervention Mapping - A tool for the imagining of re-distributed manufacturing futures with Consumers in the Loop, *Journal of Cleaner Production* (in press).

McGhee, J; Sinclair, M; Southee, D. and Wijayantha, U. Reliability of 3D printed conductive plastics and their applications as embedded piezoresistive sensors, *Smart Materials and Structures* (in review)

Sinclair, M. and Campbell, R.I. The Management of Style in Product Portfolios: An Industry Perspective on 'Design Language', *Design Studies* (in review)

Sinclair, M. (2015), Connoisseurship as a substitute for user research? The case of the Swiss watch industry, *Journal of Research Practice*, 11(2).

Book Chapters

Sinclair, M. (2017), What will designers do when everyone can be a designer? in Kuksa, I. and Fisher, T. (eds), *Design for Personalisation*, Farnham, UK: Ashgate. ISBN: 978-1-4724-5739-4.

Conference Proceedings

Dewberry, E; Sheldrick, L; Sinclair, M; Moreno, M. and Makatsoris, H. (Nov. 2017), Developing scenarios for product longevity and sufficiency, *Product Lifetimes and the Environment (PLATE) 2017*, Delft

Carelli, A; Sinclair, M. and Southee, D. (Sep. 2017), Mapping the emerging landscape of design and personal data, *MyData 2017*, Tallin / Helsinki

Sinclair, M; Campbell, R.I. and Yavari, H. (2014), Specification of an Additive Manufacturing Consumer Design Toolkit for Consumer Electronics Products, *Proceedings of the 19th DMI International Design Management Research Conference*, 2-4 September, London.

Sinclair, M. and Campbell, R.I. (2014) A Classification of Consumer Involvement in New Product Development, *Proceedings of the Design Research Society Conference 2014*, 15-19 June, Umeå, Sweden.

Sinclair, M. and Hughes, B. (2010), Next stages in automated craft: The integration of rapid manufacture technologies into craft and DIY applications, *2010 Industrial Designers Society of America (IDSA) Conference: DIY Design*, 04-07 Aug, Portland, Oregon.

Sinclair, M. and Campbell, R.I. (2009), From configuration to design: capturing the intent of user-designers, *Proceedings of the 2009 World Conference on Mass Customization and Personalisation*, 4-8 Nov, Helsinki, Finland.