Dr Matt Sinclair

Programme Director, Industrial Design

Dr. Matt Sinclair
Programme Director
Loughborough School of
Design & the Creative Arts
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

External Roles

01/2019 - present
External Examiner, RCA /
Imperial College
MA Global Innovation
Design

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

06/2016 - present
Fellow of the Royal Society
of Arts (FRSA)

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

I am Programme Director for the BA (Hons) Industrial Design programme at Loughborough School of Design & the Creative Arts, responsible for delivery to more than 450 undergraduate students. I am a Fellow of the Higher Education Academy (FHEA), a Fellow of the Royal Society of Arts (FRSA), and a member of the Arts and Humanities Research Council (AHRC) Peer Review College. I currently hold the position of external examiner for the MA Global Innovation Design programme at RCA/Imperial College, and am the School's representative within Cumulus Association. My research is broadly situated within the field of Design Futures, and uses methods such as observational research, design probes, co-design workshops and conceptual provotypes to reveal insights for the development of fictional scenarios, personas and customer journey maps. This, together with my teaching, is grounded in an understanding of professional practice established through 20 years experience as an industrial designer, design manager and creative director.

Teaching

04/2018 - present
Programme Director
Loughborough School of Design &
the Creative Arts

09/2012 - 04/2018
Lecturer
Loughborough School of Design &
the Creative Arts

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

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

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

09/2009 - 06/2011
Visiting Tutor
Central St. Martins

10/1997 - 03/2001
Visiting Tutor
Royal College of Art

PhD Supervision (Current)

Adams, L. 'Integrating Ethnographic Futures Research with Grounded Theory in a Study of UK Industrial Design'

Celikci, B. 'Designing Behaviour Change in Domestic Food Waste Habits'

Motlhanka, K. 'Specification of a Consumer Design Toolkit for Hybrid Manufacturing Futures'

Obi, M. 'The Role of Design Knowledge in Design for Additive Manufacturing'

PhD Supervision (Completed)

Carelli, A. 'Guidelines for the Design of Privacy Management Tools for Smart-phone Devices'

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

Pyatt, C. 'Understanding Wrist Splint-User Needs and Personalisation through Codesign

Yavari, H. 'Consumer Design Toolkits for 3D Printing - An Experience Design Approach'

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Research Expertise

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

Analysis and Insights
   Scenario and Persona
   Development
   Touchpoints and User
   Experience Mapping
   Design Futures
   Qualitative Statistics in SPSS

Stakeholder Experience Prototyping
   Bodystorming
   UX Prototyping (wireframing in
   paper, Marvel, Sketch)
   Physical Prototyping (lo-fidelity,
   3D- printed, full aesthetic)
   Service Blueprint Development
   Video Prototyping

Digital Manufacturing
   Open Design
   Mass Customization and
   Personalization
   Consumer Design Toolkits

Research Projects

Co-Investigator (2018-present)
Directional Composites through
Manufacturing Innovation (H2020-
MCSA-RISE-2017)

Co-Investigator (2015-17)
Business as Unusual - Consumer
Interventions in re-Distributed
Manufacturing (EPSRC/ESRC)

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

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

PhD Examination

Vlachaki, A. Loughborough University,
'Emotionally-driven prostheses: exploring
the effects on users' lives and societies'
attitudes in the UK and Greece' (2020)

Barnes, V. Cape Peninsular University of
Technology, South Africa, 'Empathy in
Practice: A Grounded Theory in Industrial
Design' (2020)

Sikhwal, R. Imperial College London,
'Towards Mass Personalisation: Innovation
Toolkit for Multi-level Optimisation of Open
Platform Architecture Products' (2019)

Kudus, S. Loughborough University, 'The
Value of Personalised Consumer Product
Design Facilitated through Additive
Manufacturing Technology' (2018)

Lou, K. Loughborough University,
'Design-oriented New Product
Development Strategy in Chinese SME's'
(2016)

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Speaker Engagements

Session Chair, 'Power and Politics in
Design for Transition', Academy for
Design Innovation Management
(ADIM) Conference 2019, London

Keynote Speaker, Design and
Personalisation Symposium, 2015,
Nottingham

Session Chair, 'Design Case
Studies', Design Research Society
(DRS) 2014, Umeå

Invited Speaker, Product Design
Innovation (PD-I) Conference 2014,
London

Session Chair, 'Game Changing
Tools and Processes', Product
Design Innovation (PD-I) Conference
2013, London

Invited Speaker, 'When We Design',
Dutch Design Week 2012,
Eindhoven

Invited Speaker, 'Opened Design',
Time Compression Technologies
(TCT) 2012, Birmingham

Invited Speaker, 'Opened Design',
Open Hardware Conference 2011,

Academic Consultation

07/2019 - present
Member of the Royal Society of Arts
'Power, Privilege and Influence in
Design Education' panel

09/2014
Member of the British Industrial
Design Association (BIDA) 'Industrial
Design Education and Industry' panel

04/2011
External Advisor to the Re-accredita-
tion of MA Product Design
programme, Birmingham Institute of

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

Sinclair, M. and Campbell, R.I. The management of style in product portfolios: An industry perspective on 'Design Language', *Design Studies*, (in review)

Pyatt, C; Sinclair M. and Bibb, R. (2019). Co-design methods for eliciting patient needs for wrist splint design, *Design for Health*, 3(2)

Sheldrick, L: Sinclair, M; Dewberry, E. and Moreno, M. (2018). Consumer Intervention Mapping - A tool for designing future product strategies within circular product service systems, *Sustainability*, 10(6)

McGhee, J; Sinclair, M; Southee, D. and Wijayantha, U. (2018). Strain sensing characteristics of 3D printed conductive plastics, *Electronics Letters,* 54(9)

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. (in press), Consumer Intervention Mapping: A case study. In Kalbach, J. *Mapping Experiences* (2nd edition), Sebastopol, CA: O'Reilly Media

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

Sinclair, M; Mitchell, V; Wilson, G. and Cockbill, S. (Feb. 2020). UXD Beyond the Screen: A UX approach to Industrial Design Teaching, *IxDA Summit (Interaction 2020)*, Milan

Carelli, A; Sinclair, M. and Southee, D. (Aug. 2019). Initial recommendations for the design of privacy management tools for smartphones, *Human Computer Interaction (INTERACT 2019)*, Cyprus

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),* Delft

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

Sinclair, M. and Campbell, R.I. (June 2014). A classification of consumer involvement in new product development, *DRS 2014*, Umeå

Sinclair, M. and Campbell, R.I. (June 2009). From configuration to design: capturing the intent of user designers, *World Conference on Mass Customization and Personalization*, Helsinki