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LLOYD PITT

INDUSTRIAL & UX DESIGNER

Creative designer with a strong technical background and experience of applying design processes across multiple disciplines including digital, industrial and manufacturing. Enthusiastic and rigorous problem solver, as supported by industry and academic achievements. Experienced in end-to-end management of in-depth projects, both academic and professional, working collaboratively and independently. Looking for an opportunity to work on connected experiences across physical, digital and user experience design projects.

Experience

3D Design Intern

July 2015 - October 2015

Design Against Crime Research Centre, UAL, London

Collaborative project with Oslo Council, scoping and designing interventions for the regeneration of a city district. Detailed research and problem mapping, insight translation and concept generation for presentation to various project stakeholders.

Industrial Design Intern

June 2014 - October 2014

And Design, London

3-month placement with an award winning consultancy working on kitchen products from concept to production. Iterative prototyping and problem solving for injection moulded plastics manufacture.

Group Research Project

April 2014 - June 2014

Microsoft Envisioning, London

Live project with Microsoft Envisioning on the "Future of Work" in 20 years, constructing design fictions based on technological trends and grounded in ethnographic insight.

Online Marketing Assistant

October 2011 - September 2013

Emerson Control Techniques, Mid-Wales

Worked to improve, maintain and provide training for the company's website globally. Project managed and developed a new mobile application for their largest ever product launch, attending exhibitions and conferences in support of this.

Graduation Project

October 2009 - May 2010

Concentric Pumps, Birmingham

Graduate degree project with a leading pump manufacturer, using Design for Manufacture and Assembly techniques to improve design efficiency of a fuel transfer pump by 20%.

Engineering Technician

September 2008 - September 2009

Doncasters Aerospace Components, Shrewsbury

Comprehensive experience working in a fast paced environment; managing projects, applying complex engineering techniques and contributing to lean manufacturing objectives.

Web Designer

2004 - September 2013

Lloyd Pitt Web Design, Mid-Wales

Freelance web design projects completed for numerous clients, including a photography firm and local charity.

Achievements



D&AD Commendation Student Awards

2010

Awarded a Commendation for BBC Parcels, a response to a BBC sponsored user interface design brief aimed at improving the social and sharing capabilities of its iPlayer product. See the project here <http://goo.gl/rke421>

Product Design Prize for Best Overall Performance

2010

Aston University prize for performance in Final Year Product Design.

Selected for New Designers

2010

Selected as project manager of a 13 person team chosen by Senior Design Lecturers for inclusion on the Aston Inspired stand 2010 at the Business Centre, London.

Education

MA Industrial Design Distinction 2013 - 2015

Central Saint Martins, UAL, London

Highly creative and renowned course, focused on critical experimentation, design thinking and user insight translation as a way of informing an agile design process. Featured highly collaborative design projects across disciplines and with industry.

Final project *Narratives* explored the tension between the value of physical and digital "things", with the aim of making technology more human-focused and embedded in the everyday. Final outcome evolved through codesign methods, innovation with technologies and inputs of industry experts from Microsoft Research and Southampton University.

BSc Industrial Product Design First Class Honours 2006 - 2010

Aston University, Birmingham

Consisted of numerous individual and group design projects, covering topics including Design for Manufacture, Quality Engineering, Innovation Management, Ergonomics, Market Analysis, Sustainability, and CAD.

A-Level 2004 - 2008

Welshpool Sixth Form

A-Levels in Design Technology (B) Mathematics (C) and Physics (C)

GCSE 1999 - 2004

Welshpool High School

10 GCSE passes (A*-B) including Technology (A*), Physics (A) and Mathematics (B). First language Welsh to grade B GCSE standard.

Software Skills

Photoshop 

AfterEffects 

Solidworks 

Illustrator 

Dreamweaver 

Keyshot 

InDesign 

Axure 

Arduino 

Premiere 

HTML/CSS 

Processing 

Key Projects

Narratives <http://goo.gl/bpu9ZD> 2015

Exploring people's relationship with the digital world and the tension between the value of physical and digital "things". Narratives is a new form of physical-digital interaction, which helps users make parts of their digital lives more tangible and precious.

Aegis Headset <http://goo.gl/bEzUfV> 2014

Technology is only useful if users can confidently use it in situations they most need it. Aegis offers a new form of connected headset which can be used to discreetly guide the user and support them should the worst happen.

Microsoft Nacs <http://goo.gl/S85IOz> 2014

In a future of freelance and homeworking, Nacs offer a vision of how technology can coalesce with home-life for a better work/life balance. A design fiction, built on trend research and ethnographic insight, showing a new way of embodying technology.

Skåler Weighing Spoon <http://goo.gl/lmLqg4> 2014

Part of the team at kitchen innovation design house, developing a simple weighing product designed to save space by allowing the weighing of common ingredients with the spoon, removing the need for kitchen scales when cooking or baking.

Unidrive M Apps <http://goo.gl/yQAv0M> 2012

Mobile apps designed to promote product launch, acting as a sales tool and exhibition draw. Project lead working with consultants and developers to wireframe and iterate highly finished and usable mobile applications.
