

# 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 prototypes 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  
Observational 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,  
New York

## 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

## 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 Benetton, 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