

Thomas Woods

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Ambitious, enthusiastic and open minded team member, striving to create user focused holistic products.

Qualifications ::

Umea Institute of Design, Sweden -2002-2004

MA Transportation Design

University of Northumbria, Newcastle (UNN) 1998-2001

BA (Hons) Transportation Design

University of the West of England UWE 1997-1998

National Diploma (HND) Foundation studies in Art, Media and Design

Work Experience ::

'Pilot Fish' product design (Munich, Germany) June 2005 - ?

www.pilotfishproducts.com

Currently working on an in-house consultancy basis for this progressive fast paced international industrial design firm. Specialists in consumer electronics products.

Project work consisting of ideation through to CAID proposals.

Autoliv AB / Interaction Design Lab (Umeå, Sweden) February 2005

Multi - disciplinary workshop investigating ways in which to increase the use and performance of seatbelts. A variety of creative brainstorming techniques were used in order to explore the area efficiently in a wider perspective. Idea generation and evaluation were seperated using CGM (creative group method)

Autoliv AB / Interaction Design Lab (Umeå, Sweden) - Studio Industrial Designer 2004

(3 months)

Research project with Autoliv inc. Beginning with a multi-disciplinary workshop.

Resulting in 3 Scale mockups representing proposals for an advanced Integrated child safety seat.

Final digital presentation to management at the Autoliv site situated outside Gothenburg, Sweden.

Including scale foam mock-ups, 3D CAD models in existing car interior with frame animations of foldout mechanism. Marker and digital (Photoshop) renderings of final proposals.

Interaction Design Lab (Umeå, Sweden) 2004

Short concept illustration assignment for IFOR (Department working on systems for autonomous vehicles)
Two day sketch and Photoshop project.

Field First Label Access (Bristol, England) 2001-2002

Assistant Reprographic Designer

Creating proposals and final plates for a streamlined printing company supplying labeling and packaging solutions for the supermarket and beverage Industry.

Skills ::

Computer skills

Alias Studio Tools (Advanced knowledge)
Adobe Photoshop (Advanced knowledge)
Rhino 3D, 3DstudioMax

Opus Realizer, Solidworks, Illustrator
Indesign, Acrobat, Macromedia Dreamweaver
Director, ArtPro

Awards ::

IAA Frankfurt 2005

interior motives
designawards 2005

Finalist: Best production Interior.

(TIE Concept – Targeted Interior environments)

Projects (collaborations)

(MA - Umeå Institute of Design, Sweden) ::

TIE Concept - Targeted Interior Environments –Exam project Autumn '04

An interior concept providing the buyer with an environment focused to their requirements and aspirations. Instead of one interior to fit all, the buyer is offered a choice of themes more relevant to how they use the vehicle. A system containing a strong common base provides a platform for more personalised functions and aesthetic.

This project was the result of searching for an area within the car industry that had been left open for exploration. Looking from a buyers perspective I went through the experience of looking for and buying a vehicle to see if there were areas that could be improved upon, some area where the customer could be better catered for. Successful marketing models such as IKEA and Dell were an inspiration, offering the buyer a choice and letting them personalize their purchase more to their own requirements.

The recent trend for offering one and more model types from the same platform has made it clear where manufacturers are investing, but also where they are not.

I would like to see the application of the current logic - that different buyers want a car with a different exterior configuration, carried through to the interior with the same degree of application.

SAAB, Sweden. -New body styles for the future

Tasked with using existing packaging information to design a new SAAB model. Presentations were held by Saab's Design, Engineering and Marketing department, providing us with the background material needed for conceptualizing a new style. With feedback from studio designers during the sketching and 3-D modeling process we finished by presenting our concepts to the Exterior and Strategic design chiefs.

Full process from brand analysis and user targeted research, to sketch ideation and development, realized with marker/digital renderings and Alias 3D CAD model.

Dyson UK – Brand Identity Project

The purpose with this project was to collaborate with a non automotive brand and develop a car that would clearly show the company's brand image. I contacted Dyson and came to develop the Dyson Automobile, a car developed with the young family in mind. As part of the research process I visited the Dyson headquarters based in UK.

Digital presentation of full process and final Alias 3D CAD model given to Chief designer from Volvo and Exterior Chief from Saab. (Henrik Otto, and Simon Padian respectively)

Nimbus Boats, Sweden - The Marina Concept

With consultation from Ocke Manefelt design, Formtech, and Volvo Penta

We were challenged to produce a concept boat targeting new markets. The objective was to extend the existing product portfolio of Nimbus motorboats and add an affordable entry-level family motorboat.

Culminating in 3D CAD model and full digital presentation.