



Nicholas Riddle

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Summary

I am a practicing designer who is motivated by the desire for knowledge through deep investigative research. With a past in product development, what excites me are ideas that promote radical change. I am looking for opportunities to work with people and organizations wanting to utilize design thinking to enrich their business and invest in the social capital of their communities.

Professional Experience

Senior Lecturer California College of the Arts 7/2010 - current
Instructed students in traditional craft and basics of bicycle frame building. Students delivered not only completed frames, but constructed bicycles and exhibition. Bikes will also be featured in SJ01 Biennial in 2010.

Internship Karson Shadley 6/2003- 9/2009
Wanting to experience the entrepreneurial intensity of freelance work, I interned for Kason Shadley. I helped to produce and develop models to support his work for overseas and domestic clients. Having an understanding of the brand's aesthetic as well as ideology was important in creating compelling models.

Designer / Consultant Speed Research Inc. 10/2006-2008
Desiring more investigative design work, I helped Speed Research develop a new product for high-performance motorcycles. I designed and developed a unique system that enables motorcycle riders to make adjustments for leg length and foot size. Working with test riders, I created prototypes to solve vehicle fit issues, as part of the iterative design process. I delivered complete CAD model and engineering drawing package to client.

Design and Engineering Fox Racing Shox, Inc. 8/2003 - 8/2006
After managing the engineering department at Titec, I wanted to explore more complicated systems. As part of a small team, we designed and developed suspension components for motor sports vehicles. I was directly responsible for creating concepts, and providing CAD models and drawings to meet customer specifications. I introduced rapid prototyping technologies to Fox, cutting development time and cost by half.

Engineering Manager Titec Cycles, USA 8/2001 - 8/2003
Using my knowledge from previous work in carbon fiber, I designed and developed Titec's first line of composite bicycle components. I also created new test lab procedures and improved the equipment. From CAD modeling, prototyping and finite element analysis, I improved my own knowledge of the design process as an engineer. Titec Cycles was given the Editor's Choice award by *Bicycling* and *Mountain Bike* magazines for the new products lines.

Associate Engineer RockShox, Inc 9/1997 - 8/2001
I was responsible for research, development and implementation of new bicycle suspension technology and providing feedback to the engineering team through lab experimentation and field testing. Our most ambitious project was the development of the first carbon fiber structure for a suspension fork. Using my knowledge from years of racing at the national level provided important insight to development of high-performance products.

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| Other Design-related Experience | <ul style="list-style-type: none"> - Intel sponsored studio in Fall of 2009 with focus on research into how people create collaborative work areas in public spaces. - Gijs Bakker Workshop at California College of the Arts. Participated in a two-day workshop that focused on exploring the concept and storytelling. - Solar technology focused studio sponsored by Ecole Polytechnique Federale de Lausanne that investigates human behaviors and gestures, and examines contemporary issues. -Currently working on packaging for businesses with social and ecological agendas. - Haas School of Business and Virgin America joint project. |
| Skills | <p>Extensive knowledge of rapid prototyping technologies. Traditional model making techniques. Chair making techniques and basic fine woodworking. Well developed drawing and sketching skills. Machine shop: CNC and manual milling and lathe machines, CNC router. Basic knowledge of glass blowing and forming technique. Excellent writing ability, including research and design theory.</p> |
| Software | <p>Alias Autostudio Illustrator Photoshop In-Design Solidworks Pro Engineer Magiks Rhino and RhinoCAM Bunkspeed Hypershot</p> |
| Education | <p>California College of the Arts BFA - Industrial Design Program Due to graduate: 2010</p> |
| Awards + Scholarships | <p>James Dyson Award, 2009 - Judges' Finalist All College Honors Award and Scholarship 2009 Carmen M. Christensen Scholarships, 2007-2009 Editors' Choice Award - Mtn Bike Magazine, 2003</p> |
| Exhibitions | <p>Playspace Gallery - Conflation Fall 2009 CCA Pop-Up Gallery sponsored by SF Art Buyers Assoc. - December, 2009</p> |
| References and Portfolio | <p>Available upon request. Portfolio can be found at www.nicholasriddle.com</p> |