



Nicholas Riddle

350 23rd Avenue, #2 San Francisco, CA 94121  
nick@nicholasriddle.com  
415.609.4443

## Summary

I am a practicing designer and educator with a focus on the bicycle and mobility industries. 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 evolving design methodologies to experiment with new form and materials that challenge the status quo.

## Professional Experience

**Senior Lecturer** California College of the Arts 7/2010 - current  
Industrial Design Department & Grad Design Department  
Instruct students on design methodologies and appropriate prototyping strategies. I also conduct research in natural fiber composite alternatives for design.

**Director** Urban Mobility Initiative, CCA 7/2010 - current  
Using bicycles as a starting point, I created this series of classes to explore not only the traditional craft of framebuilding in steel as a means of prototyping, but to investigate and experiment with natural fiber composites to explore new form within the mobility realm.

**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.

Other Design-related Experience	<ul style="list-style-type: none"> <li>- Currently working with start-up clients with projects moving into production.</li> <li>- Currently working with nano-fiber composites start-up on materials development.</li> <li>- Designed brake components for Italian Pro-Tour team for 2011.</li> <li>- Intel sponsored studio in Fall of 2009 with focus on research into how people create collaborative work areas in public spaces.</li> <li>- Gijs Bakker Workshop at California College of the Arts. Participated in a two-day workshop that focused on exploring the concept and storytelling.</li> <li>- Solar technology focused studio sponsored by Ecole Polytechnique Federale de Lausanne that utilized cutting edge solar-cell materials.</li> <li>- Currently working on packaging for businesses with social and ecological agendas.</li> <li>- Haas School of Business and Virgin America joint project.</li> </ul>
Skills	<p>Developed new prototyping techniques in natural fiber composite structures.  Extensive knowledge of rapid prototyping technologies.  Emerging &amp; traditional prototyping techniques.  Team management and program development experience.  Highly developed drawing and sketching skills.  Machine shop: CNC and manual milling and lathe machines, CNC router.  Wide range of knowledge of both manufacturing and art techniques.  Excellent writing ability, including research, design theory and concept development.</p>
Software	<p>Alias Autostudio  Illustrator  Photoshop  In-Design  Solidworks  Pro Engineer  Magiks  Rhino, Rhino CAM, TSplines  Keyshot rendering</p>
Education	<p>California College of the Arts  BFA - Industrial Design Program</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>San Jose Biennale 2010  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 <a href="http://www.nicholasriddle.com">www.nicholasriddle.com</a></p>