

# EMMA RHIANNON SHELDON

## COLOUR & MATERIALS DESIGNER

### CURRICULUM VITAE >>>

DOB > 22 - 02 - 1987

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### EDUCATION >>>

|             |                                       |                                      |
|-------------|---------------------------------------|--------------------------------------|
| 2011 - 2013 | Royal College of Art, London          | MA Textiles                          |
| 2006 - 2009 | University College Falmouth, Cornwall | Textile Design BA (HONS) First Class |

### RELEVANT EMPLOYMENT >>>

#### **July 2014 - Current - Contract at Nissan Design Europe, London**

Contract Colour and Material Designer for the Nissan European satellite studio. Working across both Nissan and Infiniti brands. Experienced in devising colour and material strategy and delivering advanced colour and material design concepts through to production. Liaising with suppliers, engineering and testing, and outsourcing material development and trim work to achieve colour and material intention. Practised in working with visualisation software VRed and compiling internal design milestone presentations and material specs for engineering. Show Car lead designer: Nissan Gripz (EUR only), Nissan Blade glider, Nissan Navara Enguard.

#### **January 2015 - Current - Associate Lecturer, Falmouth University**

Associate Lecturer for the Mixed Media discipline on the Textile Design BA (Hons) course. In this role I deliver workshops, group crits, 1:1 Tutorials and PP (professional practice) sessions whilst also supporting the full time course staff and inputting to the future of the course. Previously Visiting Lecturer from 2010.

#### **January 2014 - Current - Visiting Lecturer, Hereford College of Arts & RCA**

Hereford College of Arts - Visiting Lecturer, focusing on developing final year students and delivering group crit sessions, 1:1 tutorials and PP sessions.

Royal College of Art - Since leaving the RCA I have been invited back annually to contribute to the delivery of professional practise workshop on portfolio preparation and presentation. This year I am also teaching on a CMF brief for the first year students.

#### **October 2013 - July 2014 - Contract at Aston Martin Lagonda, Gaydon**

Contract design role split across the Colour and Materials and Design teams. Working on advanced material developments and future strategy. Colour and Materials lead on Sony Gran Turismo project and Aston Martin DP100, including completion of a full-scale model.

#### **June 2013 - October 2013 - Contract at Jaguar Land Rover, Coventry**

Colour and Materials Designer in the Jaguar Advanced Design Department.

#### **January 2010 - September 2010: Embellishment and Print Designer at Rebecca Taylor, New York**

Embellishment and Print Designer for the womenswear fashion house in New York. I was responsible for the design and delivery of prints for 9 collections whilst working for Rebecca Taylor and assisted on embroidery designs. This was a position of high responsibility in a fast paced industry.

## PROFILE & DESIGN SKILLS >>>

As a Colour and Materials Designer I am skilled in constructing innovative material palettes with a genuine understanding of how to deploy colour, pattern, texture and trends across research and design. I am assertive in communication with colleagues, suppliers and engineers to ensure colour and material design intent is realised. My design skills include :

- A highly analytical approach to material choices with an emphasis on the research and investigation of material properties and contemporary manufacture technologies.
- Skills in researching and reporting of trends.
- Sophisticated presentation and communication skills.
- Confident practice in Autodesk VRED (completed Autodesk VRed Fundamentals training course Jan 2015), Adobe Illustrator, Photoshop, Mac OS, MS Word, MS Excel.

## EXHIBITIONS AND FREELANCE CONTRACTS >>>

|                  |   |
|------------------|---|
| Various 2015     | Lectures at Conferences of Association of Guilds of Weaver, Spinners and Dyers  |
| May – Sept 2014  | John Lewis 100 years Exhibition, work exhibited in the ‘Futures’ exhibit.   |
| June 2014        | Den Frie, Copenhagen  |
| June 2013        | Show RCA 2013 Graduate Exhibition   |
| January 2013     | Work In Progress Show. RCA  |
| November 2012    | Audi model exhibited at Audi Design Universe Exhibition. Ingolstadt, Germany  |
| October 2012     | KIA Materials project. Collaboration with RCA Vehicle Design Students and Chris Lefteri Design Studio, designing new interior materials for automotive applications   |
| June 2012        | The Natural Audi Exhibition. Quattro Rooms, London  |
| April - May 2012 | Theatre on the Fly, Chichester. Material consultant for a project by contemporary architecture practice <i>Assemble</i> who specialise in temporary pop-up environments. My role was to oversee the textile cladding of the public building’s exterior and design a system of construction that could be made by volunteers of all ages. I oversaw the application of my architectural designs and was personally involved in the manual build. |
| April 2011       | DOT Design, Hong Kong, Work Placement.<br>Placement with garment manufacturing company. I travelled China visiting factories and was involved in client meetings in Hong Kong, as well as taking on fabric research and sourcing.   |

## AWARDS >>>

|               |   |
|---------------|---|
| March 2013    | The Textile Society Postgraduate Bursary Award Winner                         |
| March 2013    | NEWH Award (Network of Executive Women in Hospitality)                        |
| March 2013    | Second Place in the Jaguar Clarkenwell Design Competition Brief               |
| November 2012 | Leathersellers Bursary Award  |
| June 2012     | Coats Foundation Award  |
| May 2012      | The Haberdasher’s Award   |
| April 2012    | Bradford Textile Award, First Prize, Commendation and The Presidential Award. |
| March 2012    | Julian Trevelyan Foundation Award   |