



WILL NICHOLSON



ABOUT

Born and raised in the Eastern Bay of Plenty in New Zealand, I grew up surfing, skating, cycling, kite boarding, snow skiing and avidly building stuff in the shed.

My passion for making developed from this humble shed in my parent's backyard and ignited a passion for well designed and crafted products.

Workshop building and material exploration led to studying a Bachelor of Industrial Design with 1st class honors, completed at Massey University's College of Creative Arts in Auckland, New Zealand.

I received several national and international awards in recognition of my undergraduate work and continued my studies with a Master of Design at Massey University in Wellington.

My thesis took a holistic, practice-led exploration of New Zealand's primary export industry which uncovered design opportunities within the logistical and transportation systems. My design component focused on rethinking refrigerated containment and challenged the status quo which has been embedded in export thinking for over 40 years. This project received a Gold Award at New Zealand's Best Design Awards.

After my post graduate studies I took the role as Head of Industrial Design at Action Manufacturing in Hamilton, New Zealand. Action is one of the largest vehicle modifiers and manufacturers in Oceania - a specialist in developing design-led, bespoke solutions for the medical, emergency, tourism and commercial transportation industry.

After leaving Action, I relocated to the UK to further pursue my career and travel while freelancing. I soon found myself with an opportunity at CHD Design Works contracting to Triumph Motorcycles.

At present I have been working with Triumph for about 3 years as a lead designer working on a large range of projects. My design works range from model year face lifts to full new model designs.

Design and making continues to be my passion and I am constantly tinkering on new projects. Some of my recent projects include old motorcycles, bicycles, tinkering and modifying my classic mini, making leather goods and photography.

EXPERIENCE **Lead Designer - Contracting to CHD for Triumph Motorcycles 2017 - current**

As a lead designer for Triumph I have worked on several projects over the past 3 years. The largest project has been two major, completely new models which are yet to be released. At the time of writing this, the project has reached the end of the design phase and is going through final detailed engineering for tooling. I was involved from start to finish, including concept sketching/rendering, early CAD concept packaging and onto final A class styling surface release. Being the first point of contact, I was heavily embedded in the design and engineering interaction dealing directly with engineers and project leads at Triumph. I have led both clay/hard modeling and CAD development as the project has developed. I have also had hands-on involvement, spending plenty of time developing the design in clay, building prototypes and working on physical hard models for review. My role also extended to managing our CAD master scheme and data release.

During my time I have also been involved in other new model projects as well as being the lead for several model face-lifts. As of present, only some of this work has made it to public release.

Projects which have been publicly announced:

2019 Triumph Bobber TFC
2019 Triumph Street Scrambler
2021 Triumph Speed Triple
2021 Triumph Speed Twin

2021 Triumph Street Scrambler
2021 Triumph Street Twin
Triumph & Bajaj partnership project - Lead designer
2021 Triumph/Williams TE-1 EV project

Head of Design - Action Manufacturing 2015 - 2017 (2 years)

My time at Action started as a new role for the company in early 2015. During my time I was immersed in all aspects of the custom commercial transport industry and led the design/engineering team to push new boundaries. One of the largest projects was the full redesign of the St John Front-line Ambulance.

Freelance Designer - 2017 - current

I have worked on many freelance projects over the years as and when particular projects have come up which interest me. I've worked on several briefs including domestic products, furniture, marine boat design, motorcycles and conceptual projects. Some of my clients include:

- Bolt Moto - Custom Motorcycle Design
- Campos Racing
- Freight Fish - High speed hydro foil ocean freight
- Triumph Motorcycles - Contracting Directly

Co-Lecturer/External Supervisor - Auckland University of Technology (AUT) 2016

Through my employment at Action Manufacturing I jointly founded two industry supported final year course projects. The first being an exploration of 'adding value' to waste composite wall panel generated in the manufacture of commercial vehicles at Action Manufacturing. The second project was a conceptual design of portable mobile spaces. Both projects were a great success with some students looking to pursue commercial manufacture. I later recruited one of the students to join the design team at Action.

Contract Boat Designer - Confidential Project 2016

Early in 2016 I took on a contract project of designing a medium sized aluminium fishing boat for a client in NZ. Utilising my past experience in the marine industry, I completed a complete 3D CAD model, CNC cut files for router cutting, and workshop assembly drawings.

Research Assistant - Massey University 2014

Surtees Boats - CAD Designer/Boat fitter 2008 - 2013

I began working with Surtees whilst still at high school as a boat fitter where I learned valuable hands-on skills, manufacture techniques, and communication skills. Later while studying at University I was employed as a CAD designer to develop new boat models and accessories for national and international markets. The design challenges were unique as almost all parts were made in house from sheet metal aluminium and any design solutions needed to be resourceful and robust.

EDUCATION Master of Design - Massey University, College of Creative Arts, Wellington 2014 - 2015

Social Media Strategy and Business Marketing - Yobbee School of Design Auckland 2015

Human Centered Design - IDEO 2015

Bachelor of Industrial Design with 1st Class Honours - Massey University School of Design, Auckland 2010 - 2013

SKILLS Software:

I have been using Rhino3D for over 10 years and is my CAD software of choice, however I have also used SolidWorks in the past and more recently have been using Creo as an engineering package with Triumph. I am completely comfortable working through information and resolving these in CAD, modeling styled surfaces for release and managing large complex assemblies. I also have solid experience using CAD for 3D printing, milling and other CNC manufacturing as tools to supplement design and development. I also have experience using a Faro Arm 3D scanner on a regular basis when working between clay and CAD.

For digital CAD rendering I like use KeyShot, however have used VRED as well. I am very experienced with the majority of the Adobe Creative Suite, with particularly strength in Photoshop.



Practical:

Drawing from my vast knowledge of manufacturing and fabrication, I am at home in a workshop and very capable with all hand and power tools. In the last few years I have done a lot of clay and hard modeling and have worked on many projects which were used in formal design reviews with Triumph. I am happy working with materials such as wood, foam/model board, leather, composites (mainly fiberglass and carbon - wet lay-up, vacuum and infusion) aluminum and steel. I have great communication skills, a calm nature and completely comfortable liaising with designers, CAD modelers, clay/hard modelers, team leaders, engineers and management. I consider myself well organised and comfortable planning work for small-medium sized teams.

Dual citizenship (New Zealand & European) with visa free right to live and work throughout Europe.

AWARDS **IMP³rove Innovation Awards - 2016 Finalist**

In 2016 I was the key facilitator of the submission of Action Manufacturing in the International Innovation Awards held by IMP³rove AT Kearney. We were very successful and received a Top 5 Finalist award for our internal design-led culture in the small to medium sized enterprise category. My work as the Head of Design is testament to my success of developing a company-wide design culture.

Best Awards 2015 - Student Product | Gold Pin Winner

In 2015 I was awarded the gold pin award in the student product design category for my Master's project and accompanying thesis titled: Rethinking Refrigerated Containment: a new vision of refrigerated exports.

Judges' Comments

"Responding to a thorough and intelligent research investigation this project presents a vision of how New Zealand could work smarter to capitalise on a lucrative global trade opportunity, by offering an alternative to the current logistics and transportation infrastructure of refrigerated exports. The judges recognized the challenge inherent in this project and appreciated the outstanding quality of creativity, design thinking and resolution demonstrated."

Masterate Scholar - 2015 | Massey University

Awarded with the Masterate Scholar Award for my Master of Design study 2014/15 at Massey University, Wellington - New Zealand.

Best Awards 2014 - Student Product | Gold Pin Winner

I was awarded the gold pin award for my honors year project: Vanguard 3D | Portable Additive Manufacture

ECC Student Design & Craft Awards 2014 | Supreme Winner

Awarded in Wellington, New Zealand for my flat pack stool project.

"These prestigious annual awards, run by the Friends of the Dowse and hosted at The Dowse Art Museum, have been supporting the careers of designers and artists for over 25 years. Nearly 100 entries were received for this year's ECC NZ Student Craft / Design Awards with the winners ranging from furniture design to fashion."

Massey Scholar 2013 | Massey University

Awarded by Massey University recognizing academic accomplishment amongst the Top 5% of graduates in the College of Sciences in 2013.

James Dyson Design Awards 2014 | International Top 20

My honors project, Vanguard 3D, was amongst the Top 20 International Finalists in the James Dyson Design Awards 2014.

James Dyson Design Awards 2014 | National Finalist - Top 5

My honors project, Vanguard 3D, was amongst the Top 5 National Finalists in the James Dyson Design Awards 2014.

REFERENCES

Chris Hennegan - Owner/Director CHD Design Works Ltd.
Oliver Neuland - Senior Lecturer, Auckland University of Technology
Tulia Moss - Visual Communication Strategist and Designer
Sue McLaren- Regional Director, Massey Auckland School of Design
Phillip Sheaf - Managing Director, Surtees Boats.

More references available on request.