

Jonathan Biddle

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Information

Nationality	British
Date of Birth	19.04.1979
Experience	8+ Years

Profile

I strive to make deeply satisfying, useful products, I seek to understand why and how to make the complex, intuitive and pleasurable, and I enjoy thinking about how best to work with people and processes in pursuit of these goals.

I have 8+ years of international experience, deep knowledge of executing complex, business-critical products in China and Taiwan, and a track record helping companies invent, design and deliver products spanning IT, consumer and medical devices.

My work has been recognised with multiple awards and patents, but nothing beats the kick of seeing your product in the hands of a happy customer.

Experience

Dell Taipei, TW	Industrial Design Senior Manager April 2008 - Present
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Design Lead on the international Latitude and Vostro ID team:

- Lead on Dell's highest volume Latitude business notebook programmes.
- Responsible for the multi-award-winning Vostro V13 / V130 ultra-thin.
- Primary engagement gateway for Taiwanese and Chinese suppliers.
- Design language and product strategy, working across disciplines and cultures.
- Principle designer on 'futures' projects looking at IT's developing role in business.
- Lead customer engagement representative in Europe and Asia.

DEM Inc. / 橙果設計 Taipei, TW	Lead Industrial Designer August 2005 - April 2008
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Taiwan's highest-profile bureau leading a team of five, overseeing creative direction and responsible for international clients. Achievements include:

- Strategy and development lead on Education mini-PCs for Intel.
- Lead on pan-Asian design analysis and strategy for Otis Elevators.
- Directed development of award-winning lifestyle bikes for Giant Bicycles.

Asus Taipei, TW	Industrial Designer May 2004 - August 2005
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Lead designer on IP communication products. 'Futures' development of cell phones, and member of Asus' cell phone design guideline steering group.

Freelance Cambridge	UK Clients October 2003 - May 2004
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3M, Pyranha Kayaks, Reckitt-Benckiser, Sagentia; Keyhole Surgery tools.

IDEO London	Research project with Cambridge University February - May 2003
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Product & UI design of a music player, distribution model and sharing protocol.

Education

Cambridge University

ACDMM

Advanced Course in Design, Management & Manufacture 2002 - 2003

ACDMM is a post-graduate course that gives a broad understanding of design and manufacture; 87 company visits, 8 industrial projects and a USA tour. Projects included IDEO, Motorola, SCA Packaging and Morphy Richards.

Glasgow University + Glasgow School of Art

Product Design Engineering (BEng, First-Class Honours) 1998 - 2002

PDE combines the analytical skills of mechanical engineering with the creative approach of product design, in a joint course taught between two institutions.

**Royal Academy of Engineering
Hills Road College, Cambridge
Impington College, Cambridge**

'The Year in Industry' 1997 - 1998
A-Levels 1995 - 1997
GCSE's 1990 - 1995

Skills

Design & Creativity

A proven track-record of conceiving highly-successful products, able to drive a project from concept stages, through to manufacture.

Strategy & Communication

Excellent communication skills and ability to synthesise ideas into a coherent, compelling strategy; a frequent professional writer and speaker.

Execution & Delivery

Able to lead cross-disciplinary, multi-cultural, intra-company development processes, and deliver innovative products, executed to the highest-standard.

Leadership

Frequently relied upon to motivate and drive disparate teams or suppliers to 'the right answer', and engage with key decision-makers.

Additionally

Interests

- A frequent writer and speaker; articles published in Designweek magazine in the UK, monthly technology features in the Taipei Times, and a regular web-presence.
- A keen photographer, cook, reader and live music junkie.
- A committed mountain biker, riding most weekends in the Taiwan mountains.

Qualifications

- Languages Intermediate Mandarin Chinese: 4000+ characters
- Software Pro/E Wildfire 4, Adobe CS4, HTML

Awards

Recognised by Red Dot, G-Mark, iF, iF China