

# CV

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**Diana Simpson Hernandez**

**MA RCA Design Products  
FRSA**

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## **Education**

**MA Design Products.** Royal College of Art  
London, UK. 2011-2013

**BA (Hons) Product Design.** Central Saint Martins  
London, UK. 2007-2010

## **Work Experience**

### **Design Consultant for Healthcare Startup XTOPI**

London, UK. January 2019-Present

- Responsible for Design & Prototyping MVP
- Designed multiple prototypes (low-fi to high fi) to conduct user testing and test conceptual models.
- Created scenarios and wireframes
- Ideation & Brainstorming
- Helped develop the User Research strategy

### **Senior Lecturer at Nottingham Trent University.**

Nottingham, UK. 2017-Present

- Year 1 Course Leader for BSc Product Design
- Increased student engagement by 25%
- Re-designed the BSc Product Design Year 1 Course Curriculum
- Designed briefs around Music & Technology in partnership with Roli; created a partnership with the Micro:bit for introductory electronics and coding.
- Portfolio & Industry lecturer for Year 2 BSc Product Design
- Studio Tutor for BA Product Design Year 1 for Innovation & Tech
- MA & MSc Project Supervisor for Micro:bit Project
- Create Lectures around trends, technology and design futures.
- Idea Generation, Creativity, Innovation & Technology workshops and lectures
- Proposed a strategy for the development of a Materials Library and the accompanying lectures and workshops to enhance the understanding and potential of materials in Design.

- Introduced lectures from NTU specialists around prototyping, materials and innovative making techniques.

## **Higher Education Consultant for the BA Product Design course at Worcester University.**

Worcester, UK. September 2018- March 2019

- Providing insights and guidelines for curriculum development around Materials & Processes, Craft, Design & Innovation
- Module and Brief Development
- Partnership Strategies for increased enrolment
- Mapping opportunities for course marketing through storytelling
- Technical advice on equipment and facility logistics

## **Head of Product Design & Strategy for Shake Your Power, CIC.**

([www.shakeyourpower.com](http://www.shakeyourpower.com))

London, UK. November 2013-2017

- Designed award-winning and patented musical instrument SPARK (London Design Awards 2014), the world's first clean energy-generating musical instrument, creating a new product category in the hardware market.
- Planned and led the Research Strategy for the SPARK project, focusing on storytelling and community engagement.
- Designed award-winning DIY SPARK educational kits (London Design Awards 2015), which merge clean energy technologies and music to provide functional products and educational materials.
- Managed a team of storytellers, illustrators and script writers to create the comic book The Adventures of Gaia the Earth Tech Warrior which focuses on sustainability and innovation.
- Created a Hack-STEM proposal for Microsoft with Ankur Anand, the Head of Microsoft Education, focusing on using hardware data capture and visualization through the Excel plug-in Cordoba.
- Created the Product Strategy for the SPARK shaker as a Minion Toy for Universal Studios USA.
- Ran a 13 week pilot educational program with UCL Academy focusing on delivering Design Thinking and Innovation methodologies.
- Managed the Beta Testing program for the DIY SPARK kits within UK and US schools.
- Managed the partnership with the School of Entrepreneurship at Lamar University in Texas, leading the Marketing Strategy & Product Development for

- new Shake Your Power products.
- Represented Shake Your Power at the EU Commission in Brussels as part of the EUSEW Week 2016.
- Designed the exhibition stand for the Africa Energy Forum in Dubai, Washington & London.
- Managed the User Testing program with NGO Pratham in India, taking the DIY SPARK kits to several Indian districts.
- Managed a team of engineers to deliver technology improvements in a specific time-frame.
- Designed and developed second and third iterations of the SPARK shaker that delivered increased efficiency whilst establishing the brand aesthetic guidelines for future products.
- Managed the DFM process and liaised with our manufacturing team in China to deliver products according to the brand's identity and technological requirements.
- Managed the patent process to secure the US patent for SPARK.
- Developed a Future Product Strategy to generate more income streams through new products and services for Shake Your Power, CIC.

## **Designer in Residence at 19Greek Street Gallery**

([www.19greekstreet.co.uk](http://www.19greekstreet.co.uk))

London, UK. February- October 2014

- Developed new innovative materials using local waste.
- Designed and implemented a new waste-based business, collecting and processing glass waste to manufacture high end products for the hospitality sector.
- Designed and created a series of bespoke products for high end Hotel Library London, (<http://www.lib-rary.com/>) using their own glass waste.
- Developed the business model and brand strategy that will commercialize products made from glass waste.

## **Material Consultant, Researcher, Product and Furniture Designer at DiSH Design**

London, UK. 2009-2014

- Designed and developed several product and furniture projects for exhibitions.
- Established innovative methodologies to generate fresh and creative content.
- Created and delivered talks to further engage the design and general public in the activities and philosophy of our studio.

- Liaised with clients and potential collaborators to establish mutual points of benefit and development.

## **Concept Development and Logistics for Fixperts**

([www.fixperts.org](http://www.fixperts.org))

London, UK. 2013

- Brompton Pitch stand at Exhibition Road.
- Led the concept generation and development of the Brompton Pitch stand for Fixperts during LDF 2013.
- Managed and created a schedule of activities where designers engaged the general public on the activities of Fixperts.
- Developed a zine where I gathered writings and visuals from some of the most prominent collaborators of Fixperts, the zine was freely distributed.
- Coordinated logistics and organized a team of volunteers that helped to run the stand during the LDF.

## **Designer at Bethan Gray Studio**

([www.bethangray.com](http://www.bethangray.com))

London, UK. 2011

- Worked as a trend and colour researcher and 2D & 3D visualiser for Bethan Gray's furniture and products.

## **Material Trend Research and Development for CPHLondon**

London, UK. 2011

- Researched and developed a range of inspirational materials to be used as part of a trends and materials pack.

## **Product Design and Research at Anthony Dickens Studio**

([www.anthonydickens.com](http://www.anthonydickens.com))

London, UK. 2010

- Developed trend analysis documents for client presentations and pitches.
- Engaged with manufacturers and suppliers for several different projects.
- Developed research and concept generation proposals for potential projects.

## **Product Designer at DesignWright**

([www.designwright.co.uk](http://www.designwright.co.uk))

London, UK. 2009

- Assisted in the concept generation and development for different products including the award winning Pie Timer, manufactured by JosephJoseph.

## **Product Designer and Research at Afroditi Krassa Ltd**

([www.afroditi.com](http://www.afroditi.com))

London, UK. 2008

- Collaborated in projects as a 2D and 3D designer
- Assisted in both the concept generation and development stages.

## **Teaching & Talks**

Radical Design. CAMEo Research Institute for Cultural and Media Economies. Leicester University. UK. October, 2018

Idea Generation Workshops with Designer Magnus Long. Central Saint Martins. London, UK. July & August, 2018

Under Her Eye. Women in Sustainability. Design & Policy talk. British Library, London, UK. June, 2018

Designers in Industry lecture. Nottingham Trent University. Nottingham, UK October 2017

Idea Generation Workshop with Designer Magnus Long. Central Saint Martins London, UK., July, 2017

Virtual Lecture on Design & Entrepreneurship. Tekoa Academy, Orange Campus. Port Arthur, Texas. U.S. April, 2017

Guest Speaker on Design & Technology. Priory School Hitchin, February 2017, UK.

Clean Energy & Education Through the Power of Music. Open session. Disruption Innovation Festival, November 2016.

Visiting Tutor for Design & Media. Hertfordshire University. November 2016.

Innovation through Design. Guest speaker. European Commission. June 2016.

Brussels, Belgium.

Guest Lecturer for Design & Technology, Engineering Department. UCL Academy, September 2016- January 2017 London, UK.

Sustainability & Design. Guest Lecturer. Central Saint Martins, London, UK. February, 2016

Praxis: Culture and Sustainability. Wysing Arts Centre. Guest Speaker. January 2015. Cambridge, UK

Waste: Land of Plenty. 19 Greek Street Gallery. Guest Speaker. January 2015. London, UK.

Sustainability in Design: What's Next?. 19 Greek Street Gallery. Guest Panellist. November 2014. London, UK.

Design Charities. 19 Greek Street Gallery. Guest Panellist. November 2014. London, UK.

Waste-land of Plenty. Julie's Bicycle. Guest Speaker. The Proud Archivist. May 2014. London, UK

## **Exhibitions & Awards**

- Africa Energy Forum. June 2016. London, UK.
- Africa Energy Forum, January 2016, Washington, USA.
- London Design Awards 2015. Gold Winner for Best Educational Product, London, UK.
- Africa Energy Forum. June 2015, Dubai, UAE.
- Green Tec Awards. 50 Hertz Guest Exhibitor. May, 2015. Berlin, Germany.
- Design for Life: 99 Projects for the real world. Museu del Disseny. February-May 2015. Barcelona, Spain.
- London Design Awards 2014. Gold Award winner for SPARK Shaker. London, UK.
- Construct de-Construct. Droog. July 2014, Amsterdam. Netherlands.
- Resource. Excel London. March 2014. London , UK.
- Going Into Business. Protein. September 2013, London, UK.
- Sustain RCA. Awards Shortlist. Royal College of Art. September- October 2013. London , UK.
- Show RCA 2013. Royal College of Art. June 2013. London , UK.
- Mind the Gap. Royal College of Art. September 2013, London, UK.

- Mind the Gap. Judges' Choice Award winner. NCKU. April 2013, Tainan, Taiwan.
- Calling the Future. Victoria & Albert Museum. November 22, 2012. London, UK
- Bureau Odyssey. Iceland Design Week. March 2012. Reykjavik, Iceland

## **Additional Skills**

- Solidworks, and Keyshot
- Visual/ Graphic Design
- Sketching & Storyboarding
- Wireframing
- Project Management
- Industrial Design
- DFMA
- UX/UI
- Service Design
- User Research & Insight
- Physical Prototyping
- Digital Prototyping
- Rendering
- InVision & Lunacy (Sketch for PC)
- Adobe XD
- Word, Excel, Power Point
- Experience in electronics and hardware programming (Arduino, Processing, Python)
- Experience in 3D rapid prototyping, working in metal, wood and plastics for product prototyping, as well as casting techniques and glass making.
- Material R&D

## **Languages**

Fluent Spanish and English.

References available on request