

Augustin Boisleux: Industrial Designer

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EDUCATION:

Institut Supérieur de Design, Valenciennes, France. **Bachelor in Engineering Design with Special Distinction**, Fall 2004.
Major subjects: Transportation and Product design.

SKILLS:

-Design Consultancy : Expert in Design Thinking, innovation, creativity. Analysis of business models and trends. Great communication and presentation skills.

-Strong knowledge of Design and Industrial processes -10 years of experience in Industrial design, especially in transportation. Expert in project management and monitoring industrial development.

EXPERIENCE:

- **Woolf&Woode Design Consultancy:** Director and Founder, 2016 - present

Foundation of the Woolf&Woode Design Consultancy Company which aims to support transportation companies to bring their projects to success by :

- Investigating new business opportunities and enabling an ambitious creative strategy
- Boosting the creativity of the different teams through Design-Thinking workshops
- Creating striking Design and visionary innovations

- **Alstom Transport:** Senior Industrial Designer, 2004-2015 (www.alstom.com, Paris, France).

-Contributed to the creation of the Design&Styling Department in 2005. Director: Xavier Allard. My role was to introduce the Design process within the different departments of the company and to refine Alstom's corporate identity.

-Assessed Design strategies of clients, analyzed process workflows, cost efficiency and new business opportunities for Alstom. My role was also to advise the customer on having the best design and a visionary user experience at the lowest cost and highest reliability.

-Lead designer on major tenders; handled industrial development and Research&Development projects.

Major projects gone into production :

Sydney's tramway (Australia): Exterior design (2014) – Still under development.

TGV duplex (SNCF, France): Interior design, creative workshops with the customers' teams and industrial development. (2012-2013).

Nottingham's tramway (England): Exterior design and industrial development (2011-2013).

Régiolis: Next Generation Regional Train for SNCF (France). Exterior design and Industrial development (2008-2013).

AGV: Next Generation of very-high-speed-train (Italo, Italy). Exterior and interior design (2005-2008).

Major Reports and Workshops :

- **European Commission Report 2015:** Wrote a major report for the European Commission's 'Shift2rail' program, on how to improve comfort and attractiveness of rail transportation. This report analyzed comfort and attractiveness, compared it with the other means of transportation in Europe and gave keys to improve it. My work involved a strong analysis of the current transportation market, the future needs of the users in the next 50 years following a user experience centric-approach. The report was based on extensive European surveys, universities studies, and analysis of the competitors.

-**Perceived-Quality Report 2015:** Wrote a report on Perceived-Quality and introduced its benefits to the Technical Department in Alstom.

-**Design Thinking Workshop:** Introduced the design thinking process to the Alstom's directors board seminar in 2015. Performed a workshop focusing on their vision of User's Experience.

- **Jaguar Cars:** Junior Designer (Intern): 2002-2004 (www.jaguar.com, Coventry, UK). Mentors: Tom Owen (Principal designer), Ian Callum (Chief designer).

Jaguar L-type : Made a proposal for a SUV in the Jaguar Range. Exterior and Interior design. Collected and analyzed data which ensured better industrial engineering, and design optimization for Jaguar.

Jaguar X-type, exterior design : created different proposals for the X-type facelift.

Created 19" and 20" wheels proposal for Jaguar XJ and XK cars. **The proposal "Sabre" was selected and produced for the American market in 2005.**

OTHER ACTIVITIES:

Teaching at Design schools:

Workshops' Instructor and Jury member for major Design schools; Institut Superior Design (ISD), Nantes Atlantique, Creapole, and Strate College in France, and at DSK in India. 2009-present.

Volunteering:

Social actions: Robin des rues Association taking care of homeless people, Paris, France. 2010-2011

-Taught drawing and English to disadvantaged children at Wahoo Commune in Delhi, India. 2012.

PERSONAL INTERESTS:

Eco-citizen: Planted 3000 trees on my home property in France to reduce my carbon print. 2012

Traveling: Travelled around the World in order to learn more about human mobility and expand my creative process as an individual and as a designer. 2011-2012

Sports: Hiking, running, swimming.

Arts: Drawing, painting and photography (conducted an exhibition on my work in Paris in 2009 about Initiatory Route).

SOFTWARE:

Microsoft Office (Excel, Word, PowerPoint), Adobe CS suite including Photoshop, Illustrator and InDesign, Alias Studio for sketch modeling, Keyshot 4 for Rendering.

LANGUAGE:

French (Native), English (Fluent, IELTS score: 7.5/9), German (Basics), Spanish (Basics).