

# James Harness

INDUSTRIAL DESIGNER

If you've received a link to this, it's because I am examining the next step in my career adventure & personal development.

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I've spent the last 8 months working on the Dyson electric car project, in which time I've received awards for the quality of my work and dedication to the task.

I love to work on cars, especially interiors, but also bicycles and related products. In my experience, enjoying this breadth of interests has allowed me to often provide unexpected insights within each discipline. I am also pragmatic and I understand that not every brief can be an opportunity for genre-defining innovation. In these cases I use my detail orientated approach to ensure each design challenge is executed flawlessly by working hands on in data with surface engineers or if necessary doing it myself.

## Contact

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Bath

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## Experience

Senior Designer

**Dyson Automotive**

Hullavington, UK

Jan 2019 - Present

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Design Contractor

Crewe, Cheshire, UK  
Mar 2012 - Present

## Bentley Motors Ltd

My work at Bentley has been extensive and varied. Being a relatively small OEM studio, all team members work on a range of projects from Advanced Design to full scale Production.

My work is almost completely within the Interior Design Team, where I have worked on all aspects, but in particular the Interior Components & Details that elevate the interior of a Bentley above that of any other. I have also worked occasionally on HMI related projects, as well as Exterior Design.

I have also given presentations on behalf of the company at Product Launches and represented the Bentley Design Team within the international design community.

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Industrial Product Designer

Notting Hill, London, UK  
Oct 2011 - Dec 2011

## Ross Lovegrove

I worked with the acclaimed design visionary Ross Lovegrove and his design team on proposals for his commercial partnerships with Artemide, Serralunga & Biotherm.

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Industrial Product Design Intern

Givisiez, Fribourg, Switzerland  
Jul 2010 - Sep 2010

## Scott-Sports

At Scott I worked with the design team on early stage Advanced Design for the current Addict, Plasma and Spark models.

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Advanced Design Intern

## Decathlon

Villeneuve-d'Ascq, Nord-Pas-de-Calais, France  
Sep 2007 - Feb 2008

At Decathlon I worked within the Advanced Design team where my role was to support the 'House Brands' with new design concepts. This involved many design innovation workshops which were a fantastic catalyst for new products from this forward thinking brand.

Also while at Decathlon I was able to develop my own concept - a Multi-Use Road Bicycle or Vélo Polyvalent which I proposed internally to B'Twin. It featured many innovations for 2008 - variable depth & section carbon aero rims and adjustable Road/TT/Track geometry.

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Design Consultant

## Alex Moulton Developments Ltd

Bradford-On-Avon, Wiltshire, UK  
Mar 2008 - Dec 2012

I worked on the design development, patents and testing of the MDev90 'Flat Pack' Bicycle Concept.

'Dr Moulton is happy with the Mdev 90 representing his ultimate endeavor of 50 years aspiration to make riding more pleasing than on the classic big wheeled bicycle.'

### Education

Vehicle Design MA

## Royal College of Art

Kensington, London, UK  
Sep 2009 - Jul 2011

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Transport & Product Design BA (Hons)

## Coventry University

Coventry, West Midlands, UK  
Sep 2004 - Jul 2009

1st Class Honours

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Foundation Art & Design BTEC Diploma

## University of Lincoln

Lincoln, Lincolnshire, UK  
Sep 2003 - Jul 2004

## Awards

### German Design Council

'Team of the Year' - Winners 2016

"With the Bentayga's interior, Bentley has transformed its design history and specific details of the brand into an entirely new vehicle configuration. What has been created is a perfect, British luxury interior."

## SKILLS

### Physical Skills

Freehand Sketching & Rendering

Clay & Hard Model Making

Tape Drawing

Ergonomic Rig testing

Collaboratively working cross functionally with many departments - from modellors, engineers aerodynamicists and ergonomists, to marketers, purchasing, and project teams.

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### Digital Skills

Adobe Photoshop, Illustrator, InDesign

Alias Studiotools

Keyshot

VRED

Wacom

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### Design Processes

Entrepreneurship & Innovation

Innovation Workshop Management

## Interests

All cycling - Road Racing, Track Racing, Cyclocross, Time  
Trial Competition, Sportive and XC.  
Small wheel bicycles too!

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