

Curriculum Vitae 19/03/03

Name: Christian Mark Rødland

Nationality: Dual Norwegian & British

Date of Birth: 20th September 1973

Address: The Coppice
Inverugie
Peterhead
Aberdeenshire
AB42 3DH

Contact: 07967 728870 (mobile)
Christian@touchinteractive.com

Web: www.touchinteractive.com/design/samples.html

Key Points

Founder of Touch Interactive

5 years full time professional experience

1 year freelance experience

MA Industrial Design

BA(Hons) Industrial Design Marketing

Strong design portfolio

Advanced knowledge of CAID

Written articles for and had work shown in NewDesign magazine and C3 magazine

Fluent English and Norwegian

Professional Experience

1999 - Present
Permanent

Founder and Director
Touch Interactive Ltd., London, UK

Touch Interactive is an Industrial Design and Interaction Design company specialising in computer related consumer product design, future concepts and digital interface design integration.

Responsibilities include securing, managing and directing key accounts from concept to final product. Generally involved in every stage of design development from front end conceptual work to product specification. As the founding director this also involves design marketing, project presentations, management of freelance team, as well the ongoing development of Touch Interactive itself. Work also involves non computer-related consumer product design, digital media and web, venture design, CGI and product design for film.

1998 - 1999
Freelance

Freelance Industrial and Interaction Designer, London, UK

Key accounts included UK Systems Solutions Ltd. (Product Design), Global Leisure (UK) Ltd. (Product Branding), Score Group PLC (web site), JC Rennie (web site). After securing clients at a freelance level establishing Touch Interactive was a natural progression.

1995 - 1996
Permanent

Designer / Design Engineer
Score (Europe) Ltd. Peterhead, Scotland

Responsibilities included the design and reverse engineering of valve / valve related engineered products, setting up the design department with AutoCAD for the digital production of valve related products, teaching design staff in the use of AutoCAD (2D drafting & 3D), 3D modelling and rendering for product visualisation and as well as exhibition design for trading events.

1992 - 1995
Summer Placements

Designer/Visualiser
Score (Europe) Ltd. Peterhead, Scotland

Summer months during undergraduate degree spent visualising (using magic markers) the interior of valve and valve related products as well as a short spell in Score's Norwegian office.

1989 - 1992

Factory Fetteler
Thomas Smith & Co. Ltd. Peterhead, Scotland

Worked as a fetteler 3 evenings a week for 3 years and full time packer during the summer months whilst at School for family owned spinning and weaving factory in Scotland. (Fetteling is the laborious process of cleaning large spinning machines which are used to clean and convert raw wool to yarn).

What a client has kindly said about me:

"I was extremely pleased with how you handled the project, and you certainly vindicated our choice to go with a small rather than a large company, fulfilling our expectation of receiving a more personal and attentive service. The key thing was how responsive you were to our feedback. You were not at all precious and responded effectively to every one of our points. At the same time, you preserved the integrity of your concept and introduced several attractive design/viewing elements of your own You were also fast in responding to our feedback and pro-active in pushing the process forward.(the design) is absolutely faithful to our original brief, and the initial feedback I have been receiving confirms this".

Graham Booth, Managing Director,
Team Research Consultancy

Education

- 1996 - 1998 MA Industrial Design Central Saint Martins
Major Project: Real Tools for Virtual Objects
The development of input devices for generating 3D virtual concepts
- 1992 - 1995 BA(Hons) Industrial Design Marketing (2:1) University of Teesside
Major Project: Electronic Kitchen Appliance
- 1990 - 1992 3 Scottish Highers
English, Art & Design, Technical Drawing
- 1986 - 1990 7 'O' levels & Equivalent
Art and Design, Technical Drawing, English, French, Mathematics, Physics, Geography

Computer Skills

Use 3D and graphic programs extensively throughout my work on Mac and PC platforms. Have extensive experience of training staff with the use of AutoCAD and other design programs. Working knowledge of the following:

- CAID** Rhino3D, Vellum Cobalt (Vellum Solids), Form-Z, AutoCAD, ElectricImage Universe
- Key modelling skills includes high end surface and solid modelling tools including class-A nurbs surfaces using Rhino, Vellum and Universe Modeler. These skills are transferrable to applications such as Alias, Pro-E and Solid Works
- CAD / 2D** Vellum, AutoCAD, CADtools for Illustrator
- 3D/2D Animation:** ElectricImage Universe (for product animation), Premiere, After Effects,
- Graphics:** Photoshop, ImageReady, Illustrator (for 2D product renderings), Freehand
- DTP:** Quark, Indesign, Acrobat, Word
- Interaction:** Director, Flash, Golive, Dreamweaver, (HTML, DHTML, ActionScript, JavaScript, Lingo)

Design Achievements

Written two design articles and had work showed: C3 Magazine (December 1998), New Design Magazine (Issue 5, September 2001)

New Designers Exhibition 1995

Regular attendee of Innotown Design and Innovation Festival, Ålesund, Norway

Languages

English & Norwegian. Learning Spanish.

Interests outside design

Skiing, Cycling, Art, History, Spain, Football (amateur league), Travelling