

Charlie RANSCOMBE – Curriculum Vitae 2015

Personal details

Name Charlie Ranscombe PhD, MEng
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Academic Qualifications

2012 Doctorate (PhD) as part of the Innovative Design and Manufacturing Research Centre | Faculty of Engineering and Design, University of Bath
2008 2:1 Masters degree (MEng) in Product Design Engineering | Faculty of Engineering and Design, University of Bath
2004 A & B grade A-levels Design & Technology, Maths, Physics | Abingdon School

Employment History

2013 – Present Lecturer (Full-time), Swinburne University of Technology, Melbourne
2010 – 2012 Industrial Designer (Part-time), SSG Ltd. Bath UK
2009 – 2013 Freelance Product Design (Part-time), UK
2007 Industrial Designer (Full-time), InnoValue Design, Changzhou, China

Awards

2013 HowWeCreate, Design-a-Cup. Honourable Mention
2012 InnoCentive design & innovation award
2010 Exhibited & retailed London Design Week
2009 – 2010 3 X InnoCentive design & innovation award
2004 Audi young designer of the year regional shortlist
2003 Arkwright scholarship engineering + design

Learning & Teaching Experience

2013 – Present Swinburne University of Technology
PhD Candidate Supervision (Associate supervisor)
2013 – Present Swinburne University of Technology
Teaching in undergraduate design studios

- Final Product Design Engineering studios (Global Design and Professional Design Attributes)
- Second Year Industrial Design (Design Psychology and Emotion, Sustainable Environments)

2010 – 2012 University of Bath, UK
Teaching in undergraduate engineering design studio

- First year (Introductory Design Studio, Computer Aided Design)

Leadership Service and Engagement Activities

2014 – Present	Course coordinator Product Design Engineering (Design)
2014 – Present	Joint industry project with Oates
2014	Visit to IIT Madras to instigate research collaboration and engagement
2013 – Present	IBL Student Supervisor
2013 – 2014	Joint industry project with O-I glass.
2013 – Present	Progress review panel member
2013	International Sustainable Electronics Competition. Students under my supervision placed 1 st and 3 rd collecting \$3000 and \$1000 respectively

Research and Scholarship Experience

Since 2009 I have been researching in the field of design focusing on product appearance primarily the review of evolution/change in product appearance and its semiotic relationship with consumer perception of brand.

Outcomes of the research have been in the form of systematic approach to evaluate and subsequently communicate consumer associations with brand during the design process. The value of this is in providing designers with empirical evidence to justify design decisions to other stakeholders in the product development process.

From the completion of PhD I was able to publish twice in Design Studies, the highest ranking Journal dedicated to research in design as well as in a number of peer reviewed conferences. Since beginning my position as full-time lecturer I have had four papers accepted for publication at international design conferences.

Since late 2013 I have been associate supervisor of a cross-disciplinary PhD project between industrial design and biomedical engineering. So far this project has resulted in a book chapter submitted and under review, a peer reviewed conference paper, and a conference poster.

In addition to publication and supervision I have also been involved internationally with a number of other highly ranked institutions (Bristol University, TU Delft, IIT Madras). In these engagements I have delivered presentations, conducted studies and had supervisory input to research students. These trips have resulted in publications, plans for further collaboration and a grant application.

Finally I have also been nominated as a reviewer for the International AGIdeas conference, and the International Conference on Design and Emotion.

GRANTS/RESEARCH INCOME

Project: Sustainable Design Innovation: lessons about frugal innovation for Australia from Southern India (1/12/14 – 1/12/15)
 \$42,000
 Australia India Council
 Role: Project team member (named applicant)
 Status: Under review

Project: International travel to present conference paper and collaborate with TU Delft and Bristol University
\$2,750
Ian Potter Foundation Travel Grant
Role: Sole applicant
Status: Completed

PUBLICATIONS

Books/Theses

P. Kinsella, P.R. Stoddart, C. Ranscombe." *Design of Wearable Assistive Devices for the Aging Population*". In Y. Morsi, A. Shukla, C.P. Rathore (eds), "Optimizing Assistive Technologies for Aging Population" IGI Global

C. Ranscombe. "*The creation of a method to measure and compare product appearance*"
2012 University of Bath

Journals (refereed)

C. Ranscombe, B. Hicks, G. Mullineux "*A method for exploring similarities and visual references to brand in appearance of mass-market products.*" 2012. Design Studies. 33, pp 496 -520

C. Ranscombe, B. Hicks, G. Mullineux, B Singh "*Visually decomposing vehicle images: Exploring the influence of different aesthetic features on consumer perception of brand.*" 2012. Design Studies. 33, pp 319 -341

Conference (refereed)

C Ranscombe, P. Kinsella, P.R. Stoddart, "*Investigating shape comparison tools for benchmarking differences in product appearance during product styling*" International Conference on Research into Design (ICoRD) January 2015. Bangalore.

J. Blijlevens, C. Ranscombe. "*Bridging the gap between marketing strategy and design teams: a method to facilitate strategic styling decision making within a company*"
Design for Business: Research Conference, AGIdeas 2015, Melbourne.

D. Boa, C. Ranscombe, B. J. Hicks, "*Pairwise comparison of product appearance using eye-tracking*"
ICED '15, Polytecnic di Milano

C Ranscombe, P. Kinsella, J. Blijlevens "*Searching for the 'Sweet-Spot': Demonstrating the contribution of shape analysis tools in stimuli creation*" AHFE APD 2015, Las Vegas

C. Ranscombe, J. Blijlevens. "*Measurement and visualisation of evolutionary changes in product shape for justification of styling decisions in design.*" NordDesign 2014, Aug 2014 Espoo, Finland / Melbourne, Australia.

B. Kuys, C.C. Usma-Alvarez, C. Ranscombe. "*Are you a designer or an engineer? We are both. An insight into Product Design Engineering through graduate reflection*" DRS 2014 conference, June 2014, Umea.

G. Melles, B. Kuys, J. Thomas, C. Ranscombe. "*Social Entrepreneurship with design in Southern India*"
Design for Sustainable Well-being and Empowerment conference. July 2014. Bangalore

C. Ranscombe, G. Mullineux, B. Hicks "*Evaluating Similarity and Exploring Branding in Vehicle Styling Using Fourier Decomposition*". DESIGN 2012 conference, May 2012, Croatia.

C. Ranscombe, B. Hicks, G. Mullineux, B. Singh "*Characterizing and Evaluating Aesthetic Features in Vehicle Design.*" International Conference on Research into Design (ICoRD) January 2011. Bangalore.

C. Ranscombe, B. Hicks, G. Mullineux, B. Singh “*Vehicle Design and Brand Perception: An Investigation into Visually Decomposing Product Forms.*” International Conference on Design and Semantics (DeSForM) November 2010, Luzern.

Conference Posters

P. Kinsella, P.R. Stoddart, C. Ranscombe “*Wearable Medical Devices: The rise of the patient as the consumer*” DRS 2014 conference, June 2014, Umea.

Articles/Statements

C. Ranscombe “*Spot the difference: brand power and the rise of the copycats*”. The Conversation, 10.10.12.

<http://theconversation.edu.au/spot-the-difference-brand-power-and-the-rise-of-the-copycats-10032>