

hi, i'm nicole agba

SUMMARY

I'm a creative consultant. I have spent the last 7 years creative directing in the automotive industry supporting companies to create, define and deliver colour and materials strategies, as well as deliver world class vehicle projects to production. I recently completed a master's degree in Communications Design, to further expand her strategic skills, taking on projects from design, recruitment, and non-profit industries. I inspire thought and turn stories into action plans. I place value on collaboration and investigative research to deliver insight and holistic strategies through which I champion change. I find the right method for companies to embrace authenticity, sustainable initiatives, and community.

EXPERIENCE

09.2021 - 09.2022 (Master's Degree)

Professional Development

Norwich University of the Arts

- Projects include, brand strategy including creation, creative communications strategy and creation direction for a local community guide

02.2022 - 05.2022 (Master's Internship)

Communication Strategist + Creative Director

Konzepthaus Innovation Consultancy, Munich (Hybrid)

- Inspired and guided client through complex creative strategies to showcase the full scope of their asset (Konzepthaus Design Study)
- Analysis of current communication methods and distribution; using design thinking I problem solved and provided proposals to increase reach and engagement
- Created a brief for graphic designer to create assets for a multi-format distribution plan
- Created boardroom multimedia presentations to explain how storytelling can be an integral communication method to communicating brand objectives and offering - looking at how verbal and visual language are great tools to aid this

05.2021 - 09.2021 (Contractor)

Senior Colour and Materials Designer

Ford, Essex (Hybrid)

- Future product strategy and design research with a focus on sustainability in conjunction with the Global strategic Design Team
- Creating persona profiles and user matrix to inform and define vehicle design - creating scenarios for use
- Telling visual stories through mood boards, material, and colour boards to connect with designers emotively and set the scene; presenting proposals to Directors and Executives


09.2019 - 03.2021 (Contractor)


Colour and Materials Design Consultant


Lotus, Norfolk

- Working cross functional teams including teams in China, understanding their market and consumer base and to define the scope for the rebirth of the brand
- Developed Lotus's colour and materials strategy for its future portfolio, futureproofing strategies inline with Lotus's product delivery timeline
- Lead the delivery of two vehicle projects simultaneously, developing and testing early stage concepts, delivering till final iteration with external suppliers

CONTACT

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EDUCATION

2021-2022

Communication Design MA
Norwich University of the Arts

2010 - 2014

Transport Design BA (Hons)
Coventry University

SKILLS

Advanced Design
Trend Forecasting
Benchmarking
Scenario Building
Branding
Visualisation
Analysis
Creative Strategy
Creative Direction
Design Strategy
Futureproofing
Client management
Workshop Creation
Design Thinking

SOFTWARE

Adobe Creative Suite
Microsoft PowerPoint

AWARDS

2014 Autocar Courland Next
Generation Award

SPECKING ENGAGEMENTS

2022 New Designers
2022 Global Research & Innovation
in Plastics Sustainability Event
2020 Summer Institute Tech Allies
Network
2016 Women in Engineering
2015 Battle of Ideas

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EXPERIENCE

11.2018 - 06.2019 (project shelved)

Senior Colour and Materials Designer

Dyson, Wiltshire

- Guiding client through opportunities and scenarios for strategy development in an industry they were new to
- Defined the colour and materials strategy, aligning it to marketing and vehicle distribution strategy
- Created and implemented workflows for colour and materials design and development
- Led material feasibility discussion with engineering and manufacturing
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- Led material feasibility discussion with engineering and manufacturing
- Investigated future materials
- Mentoring team members new to the industry
- Developing and testing early stage propositions

02.2017 - 11.2018 (Contractor)

Colour and Materials Designer

McLaren, Surrey

- Created and delivered from concept through to production current production, show cars and bespoke vehicles simultaneously
- Used Adobe Creative Suite to create mood boards, concept renders and multimedia presentation to explain materials strategy and offering to directors and company shareholders
- Proposing changes to Trim Level Strategy where applicable and guiding implementation
- Delivering and maintaining Design Intent Report for multiple programs, maintaining alignment with cross function teams; assessing and finding cost down and complexity reduction proposal
- Researching new materials with suppliers for use on current and future programs
- Understanding of manufacturing process and materials used on the vehicle including visible chassis and powertrain parts
- Developing colour and material targets and master samples as defined by studio, ensuring chosen materials meet McLaren testing specification (querying any that do not and working with suppliers and in-house quality teams to resolve this)

02.2016 - 08.2016 (6 month ftc)

Visitor Experience Designer

Advanced Propulsion Centre, Coventry

- Influenced and project managed changes to the use and design of the National Propulsion Showcase (NPS) - which acted as a catalyst for a branding refresh that the company is currently undertaking
- Management of external suppliers, graphic designers, and internal colleagues to deliver a three-phased refresh taking into consideration critical deadlines, financial and feasibility limits, and production methodology
- Managed a budget of £28,000 - adhering to the critical path set out at the beginning of the project, mitigating any problems that could steer me off task
- Created and delivered a strategy to build the profile of the NPS to increase visitor footfall, grow events traffic and maximise showcase usage by the industry, universities, and outside organisations
- Planned, coordinated, and executed all NPS events - Oversaw the planning and execution of logistics and operations for private meetings, conferences, tours, and special events, working with event sponsors and internal/external teams on all aspects of planning the event

11.2014 - 11.2015

Design/ Marketing Intern