

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 my 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.

EDUCATION

2021-2022
Communication Design MA
Norwich University of the Arts

2010 - 2014
Transport Design BA (Hons)
Coventry University

SOFTWARE

Adobe Creative Suite
Microsoft PowerPoint
Autodesk VRED

SKILLS

Workshop/ Scenario Building
Creative Strategy
Creative Direction
Advanced Design
Design Thinking
Visualisation
Foresight
Branding
Analysis

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

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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

SPEAKING 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


AWARDS

2014 Autocar Courland Next
Generation Award

CONTACT

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