

# Ricky Blair

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## profile

I'm a dedicated designer with experience in product, graphic, web and service design. Becoming a pluralist creative is my aim and using a wide variety of experiences to enrich my work is important to me.

I have been described as "analytical and perceptive" by a peer, two qualities that I pride myself in. Addressing a design project with sensitivity and a curious attitude is the way I work.

As a creative graduate, I am looking to bring my unique ability to explore and visualise future scenarios or products into a world where rapid responses to changing behaviours is necessary.

Identifying opportunities using a range of creative strategies has formed a significant part of my formal training. This brings key insights into user behaviour, which is invaluable for a business.

My willingness to challenge and change convention, as my latest project has shown, and my openness to new ways of thinking and doing is what the world needs right now.

## addresses

88 Kerver Lane  
York  
YO195SH

## education

### Sheffield Institute of Arts, SHU

2017 - 2020

BA Product Design (Hons): **1st Class**

Companies collaborated with: **IKEA, Lowe Alpine**. Projects completed:

**Challenging Concepts:** A playful and critical exploration of the social issues within an office. A tutor spoke of the project, saying "I think this is a great project and you've responded intelligently considering the current situation."

**Education Rewritten:** A service design project that addressed the issue that creativity is a large requirement for the future job market. The current schooling system is not fostering creativity well, so I redesigned the entire curriculum.

Mark Fisher, the tutor to mark the work gave this feedback: "Overall this is a brilliant piece of work. You are to be commended for taking on such a huge challenge and we certainly can't accuse of lack of scope."

**First Aid, Live Brief with Lowe Alpine:** Using >70% wastage rucksack nylon, the product prioritised low weight, speed of access and sustainability.

2018

ULS **Stage 3 French: 2:1** (Upper)

### Pocklington School

2010 - 2017

A Levels: Design, Physics and Maths - B,

AS Level: French - D

GCSEs: 10 A\*-B (inc. design)

# experience

David Lloyd Leisure + Debra's Little Fish  
2018 - Present + 2015 - 2017, **Lifeguard**

*Responsibilities:*

- Ensuring high health and safety standards: constant supervision of bathers, maintaining pool equipment, spotting hazards and preventing accidents, operating first-aid and rescues calmly under pressure.
- Communicating effectively issues to other members of the operations team at the onset of the issue and respectfully communicating with members regarding queries, issues, rules and poolside information.

Maazi Restaurant, 2018 - 2019, **Kitchen Porter**

*Responsibilities:*

- Preparing ingredients and cleaning equipment under time pressure.

• Communication with other members of staff when required to take up alternative roles inside the restaurant such as packing deliveries.

Wilberfoss Primary School, 2016 - 2017,  
**Volunteer Teaching Assistant**

*Responsibilities:*

- Helped in preparing lessons and their structure by organising resources and equipment.
- Assisting small groups of students with supplementary help or additional tasks.

York Maze, 2015 - 2016, **Scare Actor**

*Responsibilities:*

- Delivered focused, energetic and high intensity performances repetitively.

• Communicated reliably, with colleagues, information about the condition of the environment when changing for breaks and reporting at the debriefing.

City of York Council, 2015, **Shadowing Architect**

*Responsibilities:*

- Developed CAD skills through learning and practising on projects such as a school building and work stations and desks.
- Acquired insight into the communications and processes of an architectural office.

# skills

**Concept development** - Whether it involves generating products to solve a problem, developing features for a web page or creating a visual language for branding, my university career has prepared me to initiate and progress concepts.

**Digital communication** - Versed in both graphic design on Creative Cloud and 3D modelling with SolidWorks, my outcomes "... present the practical work with professional standard across a range of techniques" - feedback from a completed project.

**Teamwork and verbal communication** -

Experience as a lifeguard and a kitchen assistant has taught me invaluable skills in communicating with customers and staff effectively under pressure.

**Initiative and leadership** - Qualities that were crucial to possess when I captained Pocklington School's 1st XI hockey.

# software

Adobe InDesign  
Adobe Illustrator  
Adobe Photoshop  
Adobe Premiere Pro  
Weebly  
SolidWorks  
Keyshot  
Microsoft 365  
Social Media (Instagram, Facebook)

# languages

English-Fluent  
French-Intermediate

# hobbies

Film photography  
Field hockey  
Snooker

# references

Peter Kaye  
Tutor  
Senior Design Lecturer  
Sheffield Hallam University  
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David Cermak  
Line Manager  
Health + Safety Manager  
David Lloyd Leisure  
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