



Shoji Sinclair

Graduated 1999
Bachelor of Industrial Design



Hozelock 40m Auto-reel

Role: Lead Designer of Hozelock's new flagship product.

An Auto-reel this big had never been attempted before, but being keen to prove myself in a foreign country I set about resolving the concept with numerous proof-

of-principle models. Finally I nussed out a patentable automatic breaking mechanism to slow down the retraction of the hose and the technical package was solved.

I am proud to see the product on the shelf for sale in Masters stores across Australia.

CV

- 1999 Seeley International - Industrial Designer
- 2004 Clipsal by Schneider Electric - Product Designer
- 2007 Hozelock - Design Engineer
- 2012 Proen, Design Australia - Industrial Designer
- 2013 Design + Industry - Project Leader
- 2014 Outerspace Design - Project Manager
- 2014 Knog Bicycle Lights - Industrial Designer
- 2015 Fingo Development - Industrial Designer
- 2013 to present Sinclair Product Design - Industrial Design Consultant

www.sinclairproductdesign.com.au

Awards

- 2011 GIMA (Garden Industry Manufacturer Awards) 40m Auto-reel. Won - Best of British garden product (2011)
- Australian Design Award, Clipsal Titanium Data Cabinets and Accessories (2006)
- Engineering Excellence Award, Seeley's Braemar Roof Top Cooler (2002)

Uni Memories

My first impressions of UniSA at Underdale was amazement at the enormous workshop where my imagination could run wild and I could see myself making anything I could design.

Advice

"The best organizations foster trust and cooperation because their leaders build a Circle of Safety. This safe culture leads to stable, adaptive, confident teams, where everyone feels they belong." Simon Sinek

CELEBRATING
25
YEARS



University of South Australia

made it. better

Works by South Australian Industrial Design Alumni

December 2015