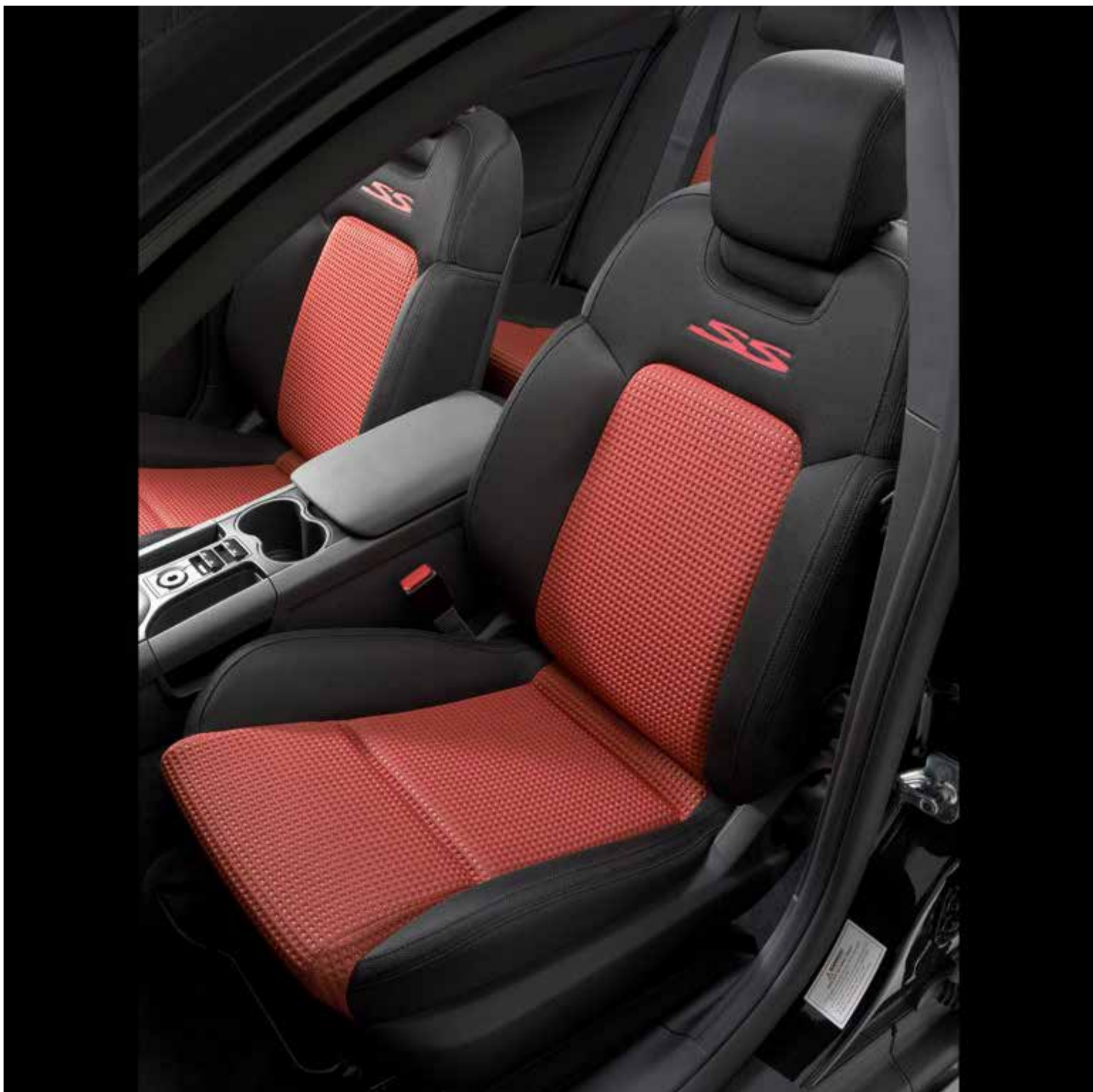




Simon Strachan

Graduated 1992
Bachelor of Industrial Design



VE Commodore Interior

Working for GM Holden was a truly amazing experience. The passion that the design group showed was inspiring and it was great to be able to contribute to it. I was lucky enough to be involved in the development of the VE Commodore (the last fully Australian designed and manufactured car). With a 7 year turn around from initial pen on paper to rolling of the assembly line opportunities to be involved in the complete design process are rare.

My role was as Lead Senior Seat Designer. This took into account everything

from initial concept generation, model differentiation planning, design development, supplier handover, productionisation and final approval. The project was a microcosm of the Design Process and a hell of a lot of man management.

It is very gratifying to be able to walk down virtually any road in Australia and see something that I was able to contribute my design skills to.

CV

1993 - 96: Lead Eyewear Designer at Engelhardt Eyewear, Adelaide, SA.

1996 - 97: Designer at Edge Product Development, Pennsylvania, USA.

1997 - 99: Project Engineer at BTR Nylex/Exacto Plastics, Adelaide, SA.

2000 - 09: Senior Design at General Motors Holden, Melbourne, Vic.

2010 - 13: Teacher in Charge of Rugby & Visual Arts Teacher, Marcellin College, Melbourne, Vic.

2013 - 14: Visual Arts Teacher, St Kevin's College, Melbourne, Vic.

2015 - Present: General Manager at GAIN LINE Analytics, Melbourne, Vic

www.gainline.biz

Awards

Australian Design Award - Design Team for Holden Monaro

Australian International Design Award - Design Team for Holden VE SportWagon and WM Statesman/Caprice

Uni Memories

Red Hot Chilli Peppers, Pearl Jam, Soundgarden, The Rollins Band, Gyru, Skateboards, Sleeping on the beach in a tent contraption, Pete & Gav.... but doing a course that was about the things I like doing the most - drawing & making.

Advice

Regardless of how good you are at visualising that one idea the key to being a good designer is being able to come up with a thousand ideas to start with, then being able to sell those ideas, then being knocked back, then taking the advice and making them better - because they will be better.

CELEBRATING
25
YEARS



University of South Australia



Works by South Australian Industrial Design Alumni

December 2015