

# mark wells

## curriculum vitae

### education

#### Northumbria University 1997 - 2000

- First Class BA (Hons), Transportation Design

#### Norwich School of Art and Design 1996 - 1997

- Merit, Art Foundation BTEC National Diploma

#### Hewett School 6th Form College Norwich 1994 - 1996

- A-Level Art & Design, Grade - C
- A-Level Design & Technology, Grade - C
- GCSE English – Grade C
- GCSE Maths – Grade C

#### Dartford West High School For Boys 1989-1994

- GCSE Art – Grade A\*
- GCSE Ceramics – Grade A
- GCSE CDT - Grade B
- GCSE Dual Award Science – Grade CC
- GCSE History – Grade D

### core skills

- Strong Design Research Skills
- CPA & Target User Reviews
- Design Strategy, Product Planning, QFD
- Design Process Implementation & Project Management
- Concept Design & Illustration,
- Advanced Manual Sketching Skills,
- Expert in Adobe CS (Photoshop & Illustrator InDesign)
- Advanced Clay Modelling Skills (specifically PTW)
- Advanced Hard Modelling Skills (specifically PTW)
- Intermediate McNeel Rhino 3D
- Reverse Engineering Processes Experience
- Design for Implementation & Manufacturing Techniques
- Client Relationship & Account Management Experience
- Design Studio Marketing & Management
- Working experience throughout Europe & India
- In-depth & Esoteric Knowledge of Global Motorcycle & Scooter Markets

### experience

#### 12/2001 to Present: Xenophya Design.

**Role:** Owner/Partner

**Salary:** £33,500 (est)

**Period of notice:** N/A

My Business Partner and I established Xenophya Design in 2001. We specialise in design and development for the Motorcycle, Scooter and Powersports industries and are proud to have developed a client list including some of the best known brands in the industry.

I have gained a broad experience with all aspects of design, industrialisation and mass production of PTW's. I have worked on every aspect of the motorcycle design process and have seen a number of products all the way through to production; from initial design strategy and product planning through concept generation and product styling, clay modelling, prototyping and testing to SoP. Examples of these products currently in production include the Royal Enfield 'Neo Classic', the Derbi 'Rambla', and the CSR-Moto 'NKT'.

#### address:

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New Hartley  
Tyne & Wear, UK.  
NE25 0SR

#### date of birth:

15th February 1978

#### marital status:

Married

#### nationality:

British

#### website:

www.xenophya.com

#### email:

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#### phone number:

(0044) 7810 436189

### references

**Name:** Josep Losantos

#### Address:

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Poligon Industrial Les Corts, 08349  
Cabrera de Mar (Barcelona)  
Spain

**Telephone:** +34-937.566.088

**E-mail:** josep.losantos@arianetech.es

**Position/Post title:** MD

**Name:** Ian Wride

#### Address:

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Nelson Park, Cramlington,  
Northumberland  
NE23 1WB  
Great Britain

**Telephone:** +44-1670 735588

**E-mail:** ian@xenophya.com

**Position/Post title:** Owner/Partner Xenophya

**Name:** Prof. John M Sweeney

#### Address:

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Newcastle Upon Tyne, Tyne & Wear,  
NE20 9DN.  
Great Britain

**Telephone:** +44-7989872889

**E-mail:** j.sweeney782@btinternet.com

**Position/Post title:** Professor of Transportation  
Design at Pforzheim University

## (12/2001 to Present: Xenophya Design Continued)

Whilst working at Xenophya Design I have developed strong project planning and management skills. I have been responsible for work-breakdown structure, creating plans, allocating resources and defining the phases, tasks and activities that are scheduled as part of a project over time. I am able to define project deliverables, and track project progress using planning software such as MS project. I have had to develop people management skills, including the ability to organise, motivate and schedule teams of design practitioners, engineers, modellers and external service providers.

I have experience of implementing strategic design research plans within the framework of clients' overall business objectives, appraising the feasibility of new product proposals and making recommendations to clients which broadened their product line up and exposure within the marketplace. I have been able to construct and present well structured cases for design research which have successfully convinced clients of its worth.

I have the knowledge and skills required to explore and visually communicate my ideas and design solutions using a range of sketching, perspective and presentation techniques. I have advanced sketching skills, strong form development, exploration, and refinement of design proposals utilising digital visualisation techniques. Using 2D presentation skills I am able to effectively communicate complex surfaces, forms and graphics; expressing textural, tonal, structural and volumetric qualities. I am also expert in Photoshop and highly experienced in Illustrator and In-design. I am an intermediate level user of Rhino 3D. In 2002 I completed a McNeel approved training course for Rhino 3D NURBS modelling with Aztec Training Service Ltd. I use Rhino on a regular basis for sketch modelling and package layout purposes. I also have a basic working knowledge of Alias and Solidworks.

I have a great deal of experience directing three dimensional modelling design. I have worked on numerous full scale motorcycle and scooter clay modelling programmes. I am able to follow pre-defined designs, utilising guides and templates to help develop the model from the package drawings. Alternatively I am also able to use the process to quickly explore and develop a form freely. In addition to clay modelling I also have experience of digitising manually produced design models. Working in partnership with professional surface modellers I have overseen the creation of CAD data sets, defining B-surfaces, split lines, locating bosses, strengthening ribbing and overlap conditions.

I have worked extensively with teams of professional engineers and specialists collaborating on motorcycle and scooter design and development projects. At Xenophya design we work in collaboration with both in-house OEM Engineering teams and with outsourced Engineering consultancies, such as Vepro Ltd and ArianeTech Ingeniería. In areas such as ergonomics, or basic package layout, there is typically a considerable overlap between the designer and the engineer. I am therefore able to liaise with engineers throughout the design process to ensure smooth transition from concept to production, achieving accurate translation with minimal loss of design integrity.

I have demonstrated the ability to work effectively with others to establish goals and achieve results. I have the necessary skills in building and maintaining effective working relationships with both suppliers and clients.

- ArianeTech Ingeniería
- Aprilia
- AJS Ltd
- Bajaj Auto Ltd
- CSR Moto
- Derbi
- Eicher
- Fischer Motor Co.
- Rieju SA
- Triumph Ltd.
- Vepro Ltd.
- Yamaha YEC

## 2005 to Present: University of Northumbria Role: Visiting Lecturer, School of Design

I regularly give seminars and lectures in a range of subject areas from 'design in business' to 'clay modelling skills', delivering industry-based input into the curriculum as part of Northumbria University's Visiting Lecturer Program. I have also recently liaised with students at Delhi IIT setting design briefs and providing periodical feedback.

## 07/2000 to 12/2003: Custom Lids Ltd.

I worked as a Sales Assistant at 'Custom Lids Ltd', a specialist Motorcycle Clothing Retailer. My duties included liaising with clients throughout the sales process, processing payments of various kinds from both online and in-store customers, arranging delivery dates for items which were out of stock and dealing with any customer complaints.

## Interests

I'm lucky enough that in my career I am able to do what I love most, so regard my work as a full-time hobby. I am an active Committee Member of the Motorcycle Design Association. I am interested in all forms of motorcycling particularly classic and vintage motorcycles. I love all forms of motor sports both classic and contemporary. I am also interested in human history and enjoy reading and learning about a varying range of historical periods. I also like a wide range of music and film.