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Dr Michelle Williams

Course Leader BSc/BA Product Design Degree (Hons)

Dr Michelle Williams is a Course Leader for the BSc/BA Product Design degree that she co-wrote in 2014 at the University of Gloucestershire. Michelle teaches the Total Design process in context of the Circular Economy, User Centred Design, Materials and Manufacturing Processes, Form and Branding, as well as Sustainable Design, which she has embedded into the whole of the Product Design degree course. Her PhD Doctorate is in creating a design methodology and a computer manikin, in collaboration with TU Delft and Loughborough Universities, to help designers create devices to enable people with physical disabilities, to carry out natural movement strategies. This methodology enables people to become socially accepted, as well as to prevent injury when employing aids that force them to make compensatory movements. Michelle has recently visited Malawi to organise a live project for her first year Product Design students. This was to redesign new IT classrooms for secondary school children in Africa, for the British charity 'IT Schools Africa'. She is also an External Examiner for HE academies in Mumbai and Dehli.

Michelle is experienced in teaching Masters and Bachelor degree levels in Engineering Design programmes at the University of Bath; as well as User Centred Design and Industrial Design MSc and BA degree programmes at Coventry University. She has also created sculpture, carried out research and taught the emotional design of spaces to Product Design and Architecture degree students, as well as attended national and international conferences leading discussions upon this topic.

During her time working in industry Michelle has worked as a Design Engineer and Project Leader and is the inventor of an international patent of a novel valve mechanism.

She has ten years entrepreneurial experience borne out of her commitment towards sustainable values and local community employment. Michelle has been awarded funding to embed sustainability in the Product Design BA/BSc degree course at the University of Gloucestershire. Through this funding Michelle has created links with external universities and organisations to create live projects and working groups. She has also undertaken primary research to evaluate the experiences of Product, Fashion, Interior Design and Landscape Architecture undergraduate students. She has created and led the 'Regeneration' project platform, with her Product Design students, in collaboration with course leaders and students from the Fashion and Graphic Design, a charity Vision 21, with support from the Gloucestershire County Council Waste Team. The Regeneration project supports a monthly Repair Café in Cheltenham and is a platform for guest themed collaborations, with organisations interested in sustainability and creative innovation. This has instigated emerging forums, such as 'Thread Counts' and attracted a 'Green Gown Finalist 2016' award.

