

David Ingledow

Designer at SoPost

@dingledow

Projects and Interests

Getting a Job

Employer Requirements

What I Do

Startup Life

Projects and Interests

Getting a Job

Employer Requirements

What I Do

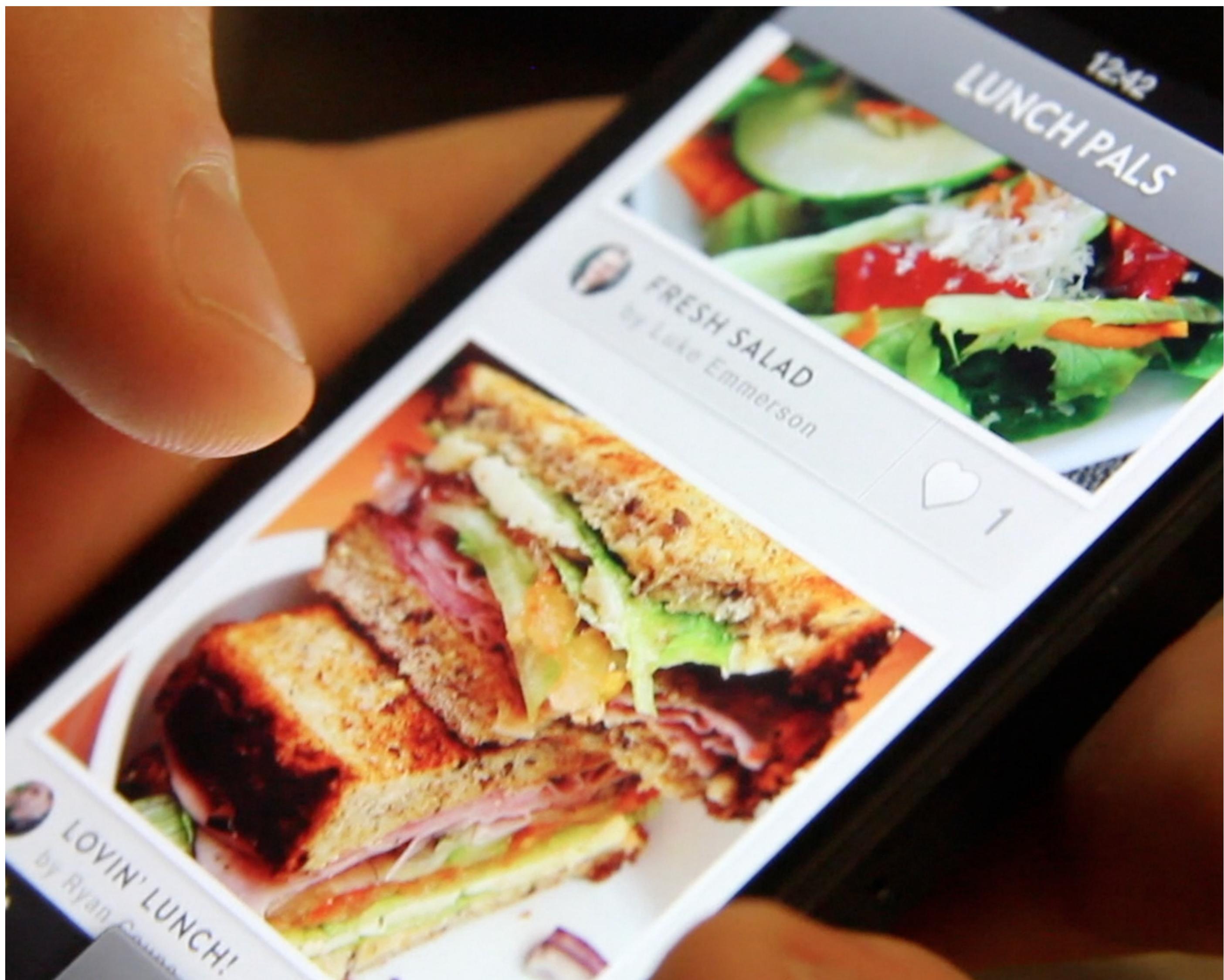
Startup Life

Technology and Data

Meaningful and Embodied

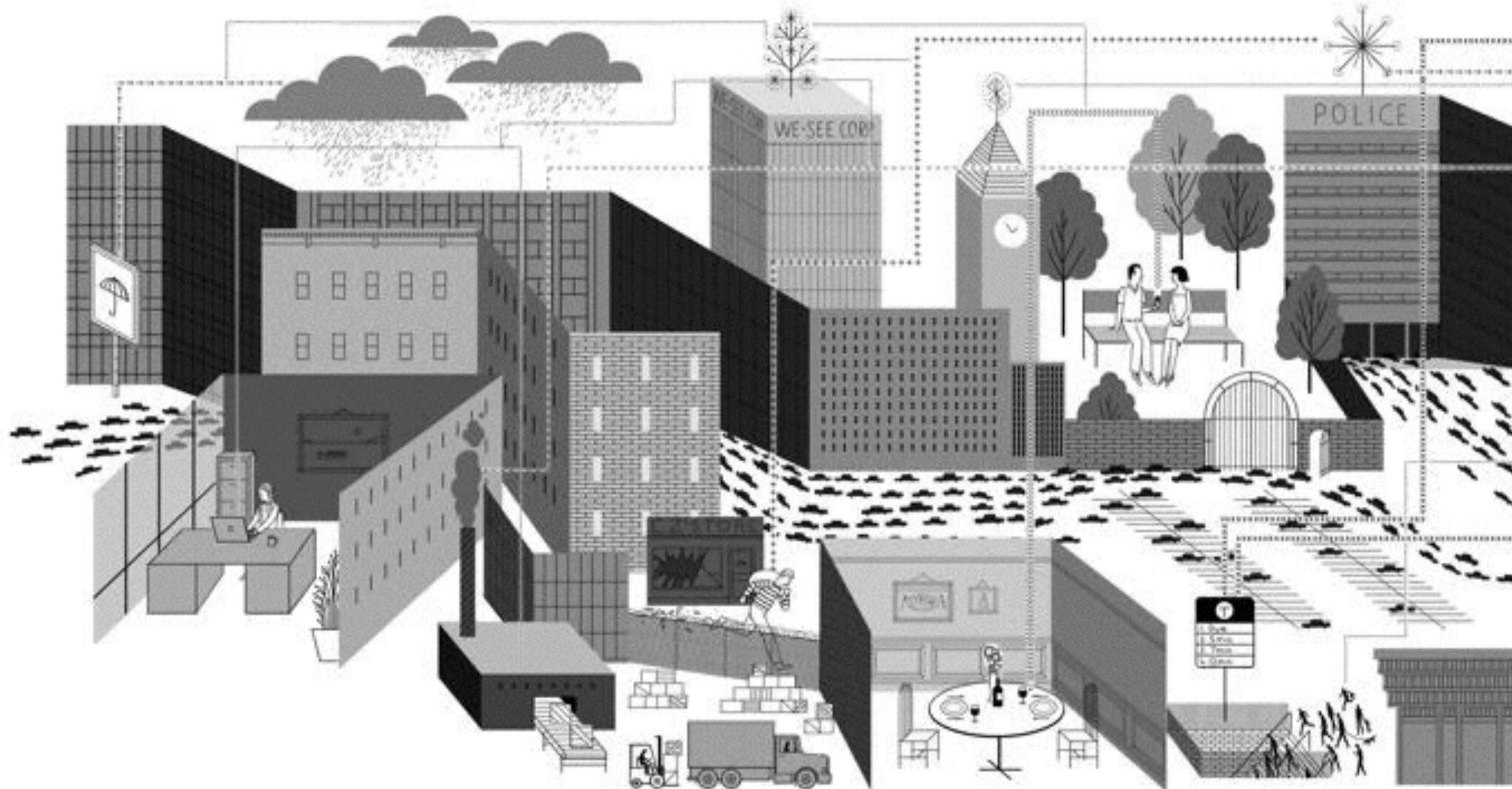
Interaction

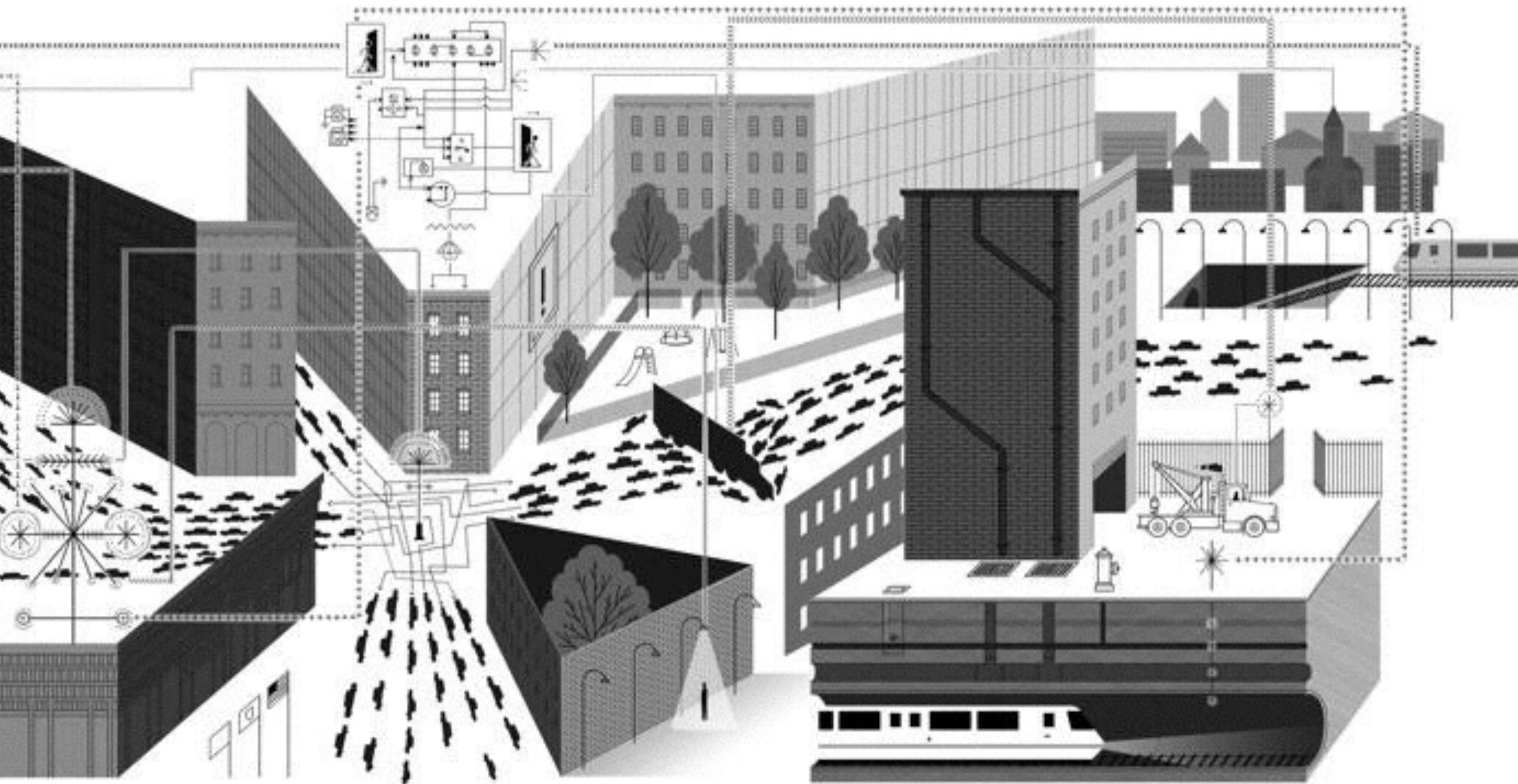
Human Benefit













CENTRO DE OPERAÇÕES PREFEITURA DO RIO



I WISH THIS WAS

A city in the
midst of revolution.

www.iwishthiswas.com

I WISH THIS WAS





I WISH THIS WAS
A
**FARMER'S
MARKET**

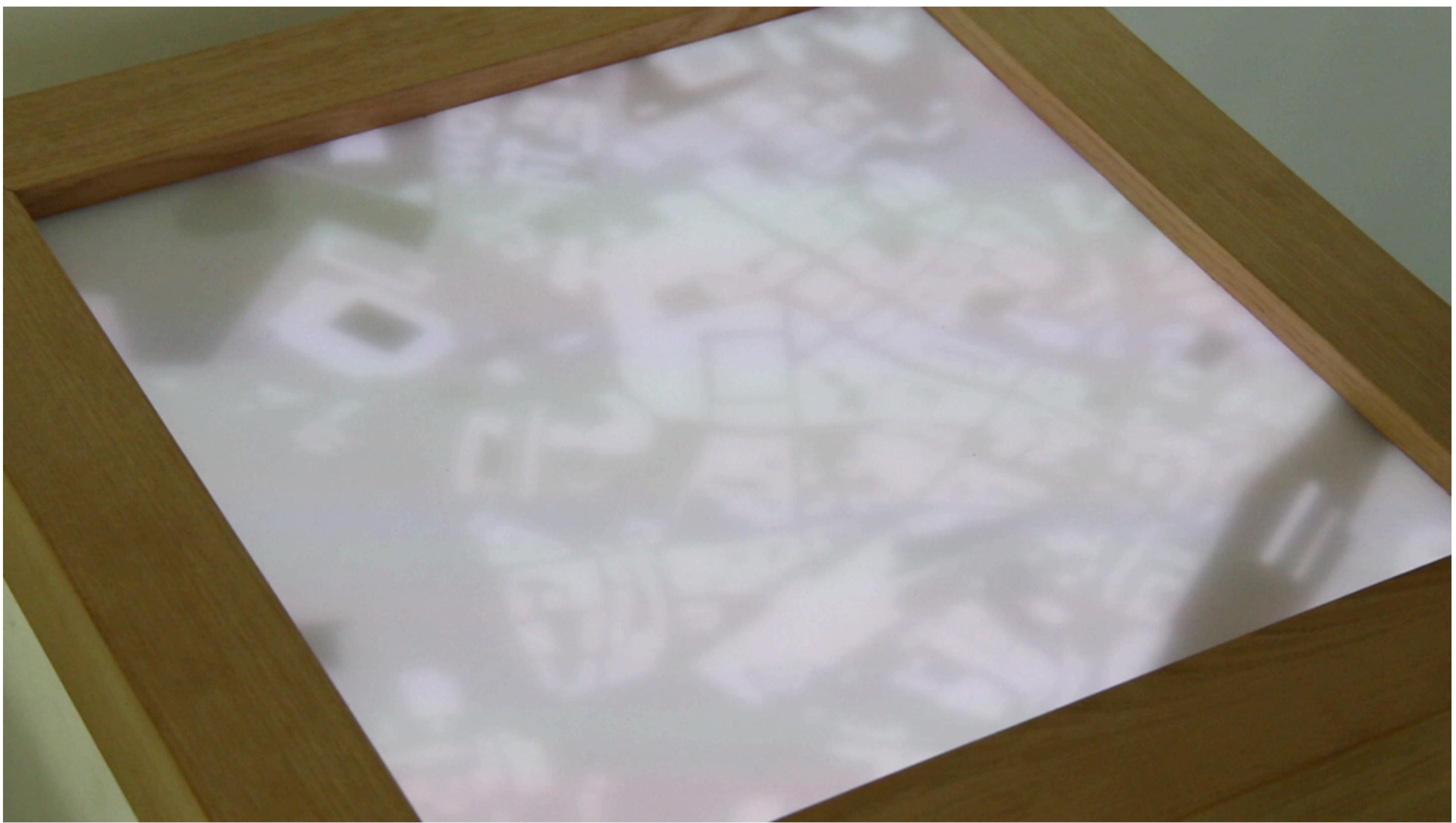
www.iwishthiswas.com











**How does this make you
employable?**

Critical Thinking

The Idea

Process

Why?

KOMODO



Sunderland College



NET
NEWCASTLE
BUSINESS
IMPROVEMENT
DISTRICT
COMPANY



Options

Options

Agency

SoPost

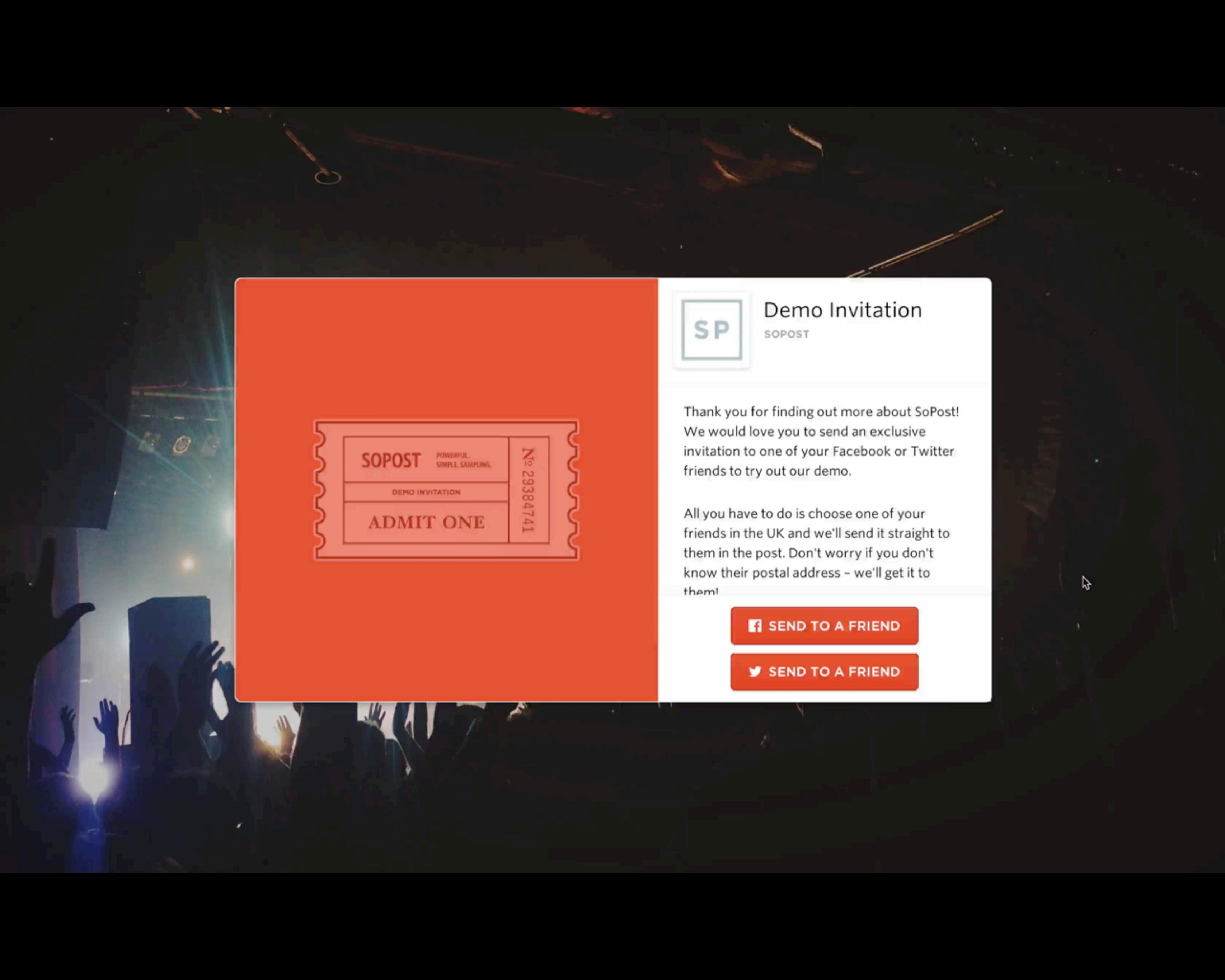
**Making the postal address
dynamic and social**

Reframe the Design Problem

**Product sampling better
than before**

Magazines

Street Stalls



Demo Invitation

SOPOST

POWERFUL.
SIMPLE. SAMPLING.

DEMO INVITATION

ADMIT ONE

Nº 29384741

Thank you for finding out more about SoPost! We would love you to send an exclusive invitation to one of your Facebook or Twitter friends to try out our demo.

All you have to do is choose one of your friends in the UK and we'll send it straight to them in the post. Don't worry if you don't know their postal address - we'll get it to them!

[SEND TO A FRIEND](#)

[SEND TO A FRIEND](#)

You've Been Sent a
Gift

Jon thought you might like Demo
Invitation and has sent you it as a gift
using SoPost.



CLAIM GIFT

benefit
SAN FRANCISCO

LIZ EARLE 

**NOEL GALLAGHER'S
HIGH FLYING BIRDS**

bareMinerals



**Bridging the gap between online
and physical brand experiences**

Heading 1

Typeface: Gotham Bold
Size: 24pt/2em
Letter-spacing: -0.05em
Colour: \$5opost_black_90

Body Text

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Line-height: 21pt/1.75em
Colour: \$5opost_black_90

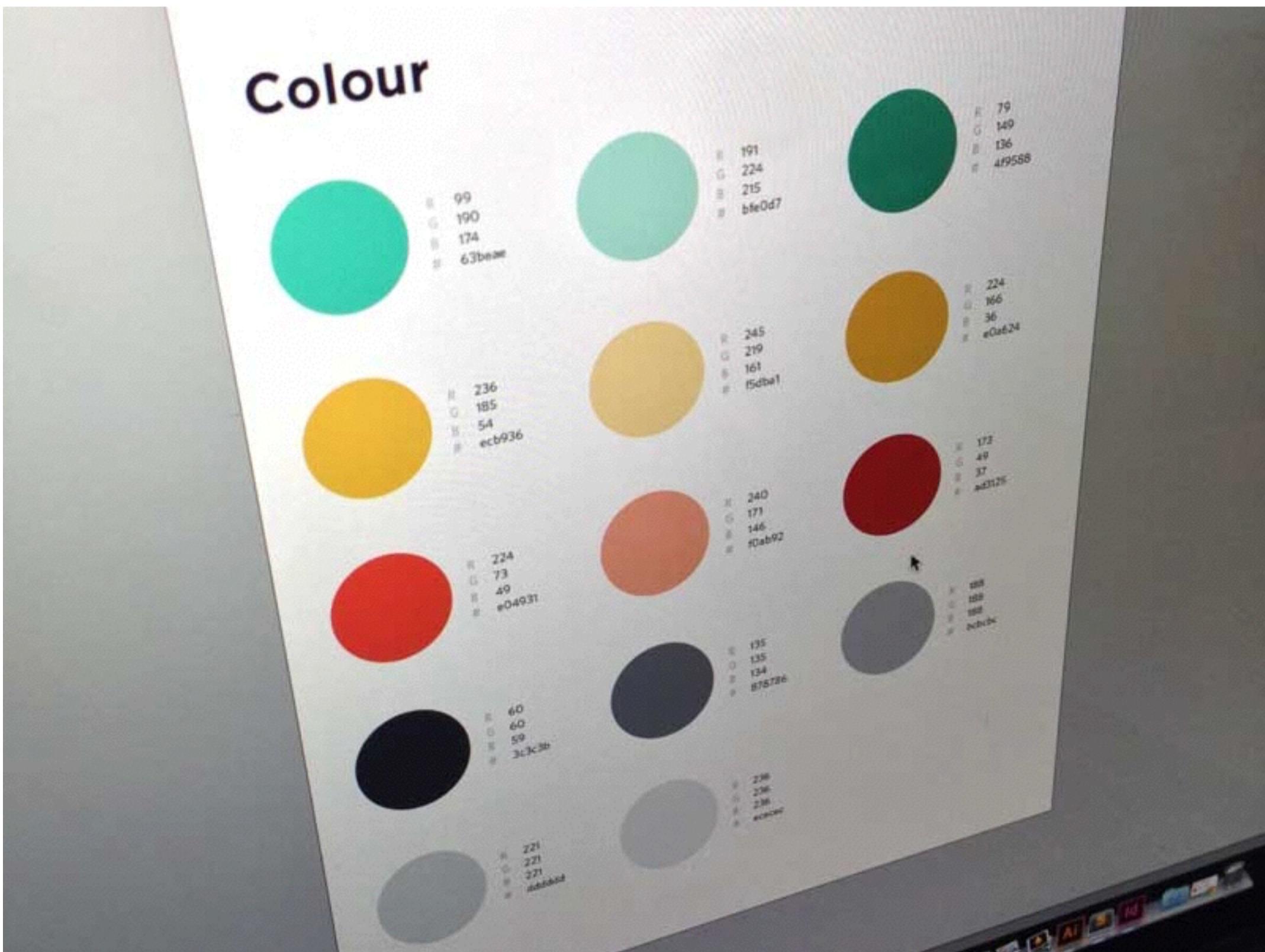
Call to action

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Background-color: \$5opost_yellow_90
Border-radius: 14px 0 0 14px

The quick brown fox played jazz after several margaritas

Lorem ipsum dolor sit amet, consectetur adipiscing
elit. Suspendisse leo libero, sollicitudin non tristique
ultrices, posuere non velit. Ut quam orci, bibendum
id scelerisque non, ullamcorper id risus. Donec est
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Continue



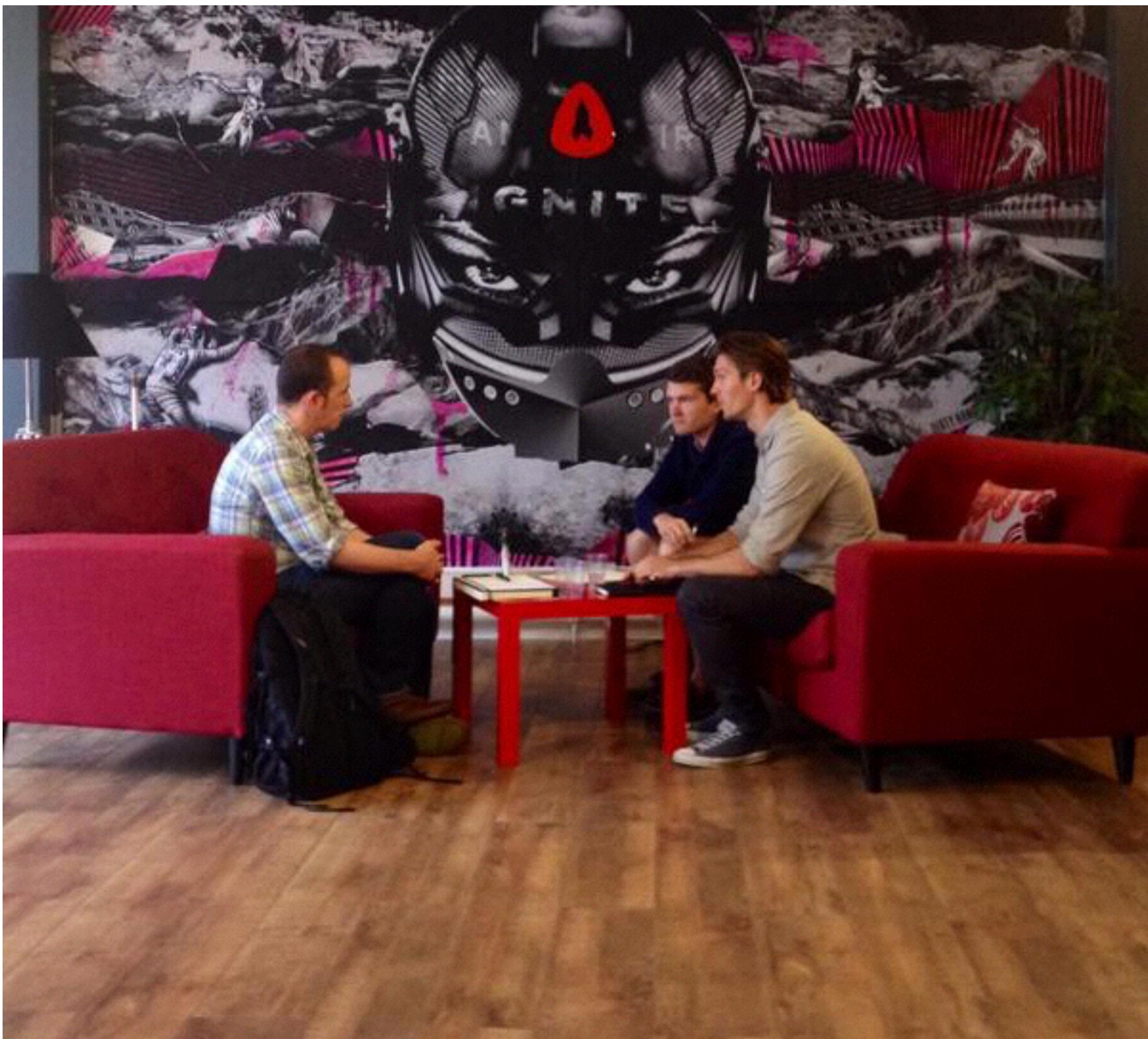






Startups in Newcastle

You're the ones with
the ideas!



**89% of startups receive
initial investment**

£10 million

#1 Accelerator in the UK



Thanks