



Summary

A portfolio of selected projects can be found here (20mb)

Award winning designer, technologist and creative leader with over a decade of experience in R&D and product development for mixed reality games, installations, consumer electronics and theatre. I'm well versed in working with cross-disciplinary and globally distributed teams to design entertainment products combining industrial design, mechatronics, software development, user research and game design, at small scale and mass manufacture. I have experience in start-up culture from inception to exit, and understand how to build solid business strategies around unproven technology stacks.

Professional Experience

Founding Member & Lead Designer / Sensible Object / 2015-2019

Sensible Object was a VC funded games start-up making connected home entertainment products. Releases include Beasts of Balance (the first tabletop game sold in Apple stores globally) and When In Rome (the world's first Alexa enabled boardgame). Over four years I helped the studio to:

- * grow from five to 25 people.
- * release three critically-acclaimed games that fused hardware, firmware, electronics and mobile apps.
- * manufacture and ship tens of thousands of units globally, reaching \$5m total revenue.
- * run two successful Kickstarter campaigns.

As is the way with startups, I wore many hats. Over the years it became my responsibility to:

- * ensure the studio's creative philosophies and business goals were fully embodied in its products.
- * implement a suite of democratic, inclusive creative processes with a focus on empowering individuals and creating safe working spaces.
- * design and run a successful R&D program (inc. working with AR, computer vision & conversational AI),
- * foster strategic partnerships in design, academia and manufacturing.
- * create a robust manufacturing pipeline spanning large scale hardware and electronics development as well as certification and logistics.
- * build out and mentor high performance design and production teams in the UK, US and China.
- * Figure out robust and safe methods of conducting user research and playtesting sessions with young people.

As Product Owner for the studio's flagship title Beasts of Balance, I was additionally responsible for:

- * the day-to-day performance of a live title, helping the property grow from a single release to over 20 SKUs.
- * calcifying a cohesive vision for the product between teams and stakeholders,
- * managing the digital and physical development processes (inc. owning the backlog),
- * working with the C-suite on KPIs, and then working to fulfil them.
- * liaising with marketing on trend analysis and competitor research.

All of this ran alongside the task of actually making the games, for which I played a key role in concept development, prototyping, industrial design, game design, packaging and interaction design.

Sensible Object was acquired by Niantic, inc. in 2019.

Lead Designer & Project Manager / independent / Jan 2019-Present

Since the acquisition of SO I have been working independently on three main projects:

Firstly as Project Manager and Lead Hardware Designer on Return to Dark Tower, an app-connected tabletop game that raised \$4m on Kickstarter in Jan 2019 and is due for global release in Q4 2021. This role involved:

- * the project management of international physical and digital design teams through a combination of Agile and Waterfall methodologies.
- * contributing hands-on design work from first concept to mass manufacture (I designed the titular tower),
- * the scoping and engagement of an East Asian mass-manufacture pipeline.
- * acting as document controller for mission-critical infrastructure including BOMs, budgets, design docs and timelines.
- * advocating for best practise in designing for seamless connected play experiences.

Secondly as Creative Technical Lead on a piece of R&D for immersive theatre group Punchdrunk, focussing on new opportunities that are afforded when wireless technologies are introduced into immersive theatre experiences. This role included:

- * assembling a team of theatre practitioners, writers and technologists, then helping them find a shared vocabulary.
- * exploring technologies including RFID, Wifi-RTT, instant messaging, UWB and MQTT, then building prototype experiences around them.
- * testing those prototypes in live audience performances, and then presenting findings back to key stakeholders in easily actionable formats.

Thirdly as instigator of a grassroots project to tackle the shortage of emergency PPE for front-line workers fighting the COVID-19 outbreak, involving the creation of a 3D printer farm that shipped over 100,000 face shields. This role included:

- * assembling 50+ designers, academics and healthcare practitioners, identifying key areas of interest and forming teams with clear goals.
- * securing funding and sponsorship to purchase 100+ 3D printers and associated consumables.
- * supporting a design team that went on to create a bespoke faceshield design that rapidly received CE and BSI certification.
- * working with outside organisations and charities to form an ad-hoc logistics chain to distribute the completed products.

Founder / East London Kinetics (ELK) / 2010-2015

ELK was a tech-art practise founded to create digital/physical interactive public artworks for brands, agencies and as private commissions. Typically consisting of physical installations with embedded electronics and custom software layers. ELK projects had a strong tendency towards magic and play. Projects include physical visualisations of NASA deep space data at London's Tate Britain, and a giant talking throne for Kensington Palace.

Education

BSc Product Design (hons), Brighton University, UK, 2005
Copenhagen Institute of Interaction Design (CIID), Denmark, 2010

JIRA and Confluence training, Udemy, 2019
Circular Economy: An Introduction, edX, 2021 (ongoing)