

EMMA JEFFERIES

1 OLD BARNS CLOSE, WARKWORTH,
NORTHUMBERLAND, NE65 0TH, UK
EMMA.JEFFERIES@GMAIL.COM
WWW.EMMAJEFFERIES.COM
DOB: 22 NOVEMBER 1981
+ 44 (0) 7764 759 845
SKYPE: emma jefferies

I explore my interest in human interaction and development through my strategic, open and inquisitive nature. As a researcher, designer, educator and writer my strengths lie in a collaborative, creative and reflective approach. Where possible I endeavour to make projects fun and enjoyable, enabled through my warm and friendly manner.

EXPERIENCE

Contract User Experience Designer

Centre for Design Research (CFDR) APR 2011 – MAY 2011

I am gathering and analysing high-level requirements for training material for people with cognitive difficulties. Tasks and responsibilities:

- Written report on assessable guidelines for people with cognitive difficulties
- Support interaction team when running ideation sessions with stakeholders and development of service blueprint.

Contract Interaction Designer

Portfolio eJournal funding by Arts and Humanities Research Council OCT 2010 - PRESENT

I am developing the vision, branding and website of Portfolio, an interactive journal in interdisciplinary visual cultural research for an academic client. Tasks and responsibilities:

- Ideation session with intended users
- Work with programmer
- Interaction design and visual design.

Contract Insight Researcher

Emerging TV Habits Research, CFDR and Major electronic company MAR 2010

I led a week-long research project with the CFDR product design team to observe and interview people on their TV habits, which led to identifying and reporting on emerging TV viewing styles and insights into how people design their TV set up. Tasks and responsibilities:

- Project planning and proposal
- Recruit participants
- In-context interviews
- Gather and analyse insights
- Written report on TV habits.

Contract Interaction Designer and Design Researcher

Movement as Medicine, Centre for Design Research OCT 2009 – JAN 2010

I worked with the CFDR interaction design team to assist in the development of a diabetes-learning pathway for doctors and their patients – entitled Movement as Medicine. Working with Newcastle University's Activity Specialists and Durham's Primary Care Trust, the project aim was to take new scientific data on the benefits of physical activity for people with type II diabetes and translate it into an engaging learning pathway that helps primary care teams deliver effective lifestyle interventions, leading to meaningful behaviour change in a typically older and sedentary population. My primary responsibilities was to support the interaction team in the following areas:

- Interaction design - concept storyboards for filming doctors' material; advising on planning film shoots; and producing interactive flash learning materials for doctors
- Design research - Plan and carryout focus group session with target user group, producing user profiles based on the results to inform design work
- Preparing presentation material for engagement with the client.

Contract Educational Researcher and Interaction Designer

Designcollaboration.org, funded by Northumbria University's 'Research into Teaching' SEPT 2008 - JUL 2009

I became aware that design studios are becoming more global and multidisciplinary in order to deal with increasingly complex issues, furthering the need for design education to shift focus from a culture of individualised learning, towards the fostering of collaborative learning in design teams. Sharing this opportunity for research with senior researchers and lecturers led to the formation of a project team (educational researcher/interaction designer, project manager, project adviser, web developer and video editor) and a successful bid for £15K of funding to develop online resources to enable tutors to foster collaborative learning in design teams

(<http://designcollaboration.org>). Task and responsibilities:

- Project planning, proposal and management
- Defining user requirement through literature review, questionnaires and an ideation session.
- Design and delivery design collaborative enhancement tools with undergraduate and postgraduate students/tutors
- In-context and intercept interviews to capture insights on collaborative enhancement tools

- Sharing insights with the team using both visual, written and verbal approaches
- Arrange, interview, film and interview industry-leading design professionals on collaborative designing
- Interaction design - site architecture, HTML/CSS, validate testing for web, producing video storyboards for video editor, generating online teaching tools
- Disseminating project at launch events, presentation and publication of collaborative enhancement tools at an international conference.

Part-time Media Design Lecturer

South Tyneside College JAN 2007 - JUL 2007

I designed and delivered curriculum materials teaching Adobe Design packages for Foundation to Year 2 students on a Degree in Media Design – Publishing course.

Contract Visual and Interaction Designer

Thetutorpages.com JUL 2007 - DEC 2007

I worked alongside the client to develop the brand value and corporate identity of thetutorpages.com. Task and responsibilities:

- Project planning and proposal
- Ideation sessions
- Visual design - concepts to portray the brand value, corporate identity and created the final artwork for the web developer.

Part-time Interaction and Motion Design Lecturer

Northumbria University, School of Design SEPT 2006 - JUL 2009

I designed, planned and delivered introductory Publishing Design, Innovation Design and Branding modules, lectures and seminars on both the Interaction Design and Motion Graphics Undergraduate Degree courses. This experience has developed my listening, communication and critiquing skills. During this time, I have developed a good understanding of how to enable creativity, also realized how much I enjoy working with others to foster ideas, understanding of design processes, design skills and enhance self-knowledge.

Contract Visual and Interaction Designer

ArdentFinance.com, Inker-Jowe Design APR 2004 - DEC 2004

I work on developing a new brand and website for Ardent FS (UK) Limited brand, and range of sub-branding of financial products. Tasks and responsibilities:

- Competitor and visual scoping research
- Visual design – concepts and application into new product brands
- Client presentation material.

EDUCATION AND QUALIFICATIONS

PhD in Design

Northumbria University, CFDR, 2010

Awarded a university scholarship, I developed a PhD topic that sought to understand: How are visual skills fostered today, and how could they be fostered in the future? This study found that social activities of doing, informal dialogue and demonstration contribute to the development of visual skills. More importantly, it also found that through communication tools that enabled active reflection, students could take more control of visual development. As visual skills are fostered through social inquiry, I required additional skills to effectively elicit relevant knowledge. This led me to draw upon my existing design skills to develop an appropriate collaborative and reflective approach to research, and the ability to be involved in a situation whilst simultaneously viewing it from outside. Developing this research mindset has made me realise the importance of being explicit, justifying the processes I use and making myself aware of how I engage others when considering problems, situations and solutions. The study has received two prestigious awards from the International Visual Literacy Association -Braden/Beauchamp Visual Literacy award 2005 and Student Research Award 2009.

1st Class BA Honours Degree in Multimedia Design

Northumbria University, School of Design, 2003

During my undergraduate studies I developed my knowledge of interaction design and shaped my conceptual, visual and technical skills. Through the development of digital materials, the degree enabled me to explore my interests in how we think, develop and interact with each other. During my degree I recognised my approach to design inquiry was formed through being open-minded, basing design decisions on research, asking challenging but necessary questions to inspire innovative thinking, finding new and appropriate ways to communicate and engage others, but most importantly, making projects fun and enjoyable.

SKILL AND ATTRIBUTES

Individual and team attributes

- Experience of working with a range of clients and in different teams (product, interaction and academics research and teaching teams)
- I actively experiment with new ways of working, seek out and share feedback that would be beneficial to the development of projects
- Desire to keep abreast of emerging user research design process and methodology
- Accomplished in visual and oral presentation skills, experience includes presentations to project teams and international audiences

- Excellent written abilities; from reports informing user requirements for web to academic journal papers
- Facilitation of conversations with project teams through visual and interactive approaches
- Capable of communicating research insights and design decisions with/to project teams.

Research

- Experience in planning, implementing and managing qualitative research projects in an ethical manner
- Screening and recruiting participants
- Experience of forming methods and approaches to eliciting knowledge
- Analysing and synthesising qualitative research
- Synthesis of research into strategies, frameworks and personas
- Passion to develop and articulate usable and coherent research.

Design and production

- Expert in Photoshop, Illustrator and InDesign
- Knowledge of Dreamweaver, HTML, CSS, Flash and WordPress
- Experience of Word, Excel, SPSS and InVivo
- Skills in video, image capture and editing.

PROFESSIONAL BODIES

International Visual Literacy Association, Board of Directors, elected October 2009

DISSEMINATION – BOOKS, JOURNALS, WORKSHOP AND CONFERENCE PAPERS

The following is a list of articles, published books, journal, online resources, workshop and international conference proceedings:

- Fostering Self-knowledge with Multidisciplinary Innovation Master Design Students at Northumbria, Newcastle, 2010
- Helping design educators foster collaborative learning amongst design students – a paper presented at Icograda Education Network Conference. Beijing, China, 2009 and published in online journal - Iridescent
- Developing Visual Inquiry Through Personas - a workshop presented at Critically Engaging the 21st Century Learner in Visual Worlds and Virtual Environments 41th Annual International Visual Literacy Association Conference. Chicago, Illinois, 2009
- The Process – Seeing - contributed a chapter in Fashion Forecasting by McKelvey and Munslow, Wiley-Blackwell, 2008
- What visual literacy is not! – a paper presented at the 1st ConnectED 2007: International Conference On Design Education. Sydney.
- Visual Engagement: Fostering Design Students' Visual Engagement using Personas - a paper presented at 1st Global Conference: Visual Literacies: Exploring Critical Issues, Mansfield College, 2007
- Devising A Method For Improving Design Education Of Digital Visual Skills – an award winning paper presented at 36th Annual Conference of the International Visual Literacy Association Pilansberg, South Africa, 2004 and published in journal of visual literacy

REFERENCES

Available on request.