



willow tyrer
willow@doublevay.com
www.doublevay.com

Education **Konstfack, Stockholm, Sweden (2008 - present)**
MFA Experience Design
www.konstfack.se

Ronald Jones
Course Leader
ronald.jones@konstfack.se

Glasgow School of Art, Glasgow, UK (2001-2003)
First Degree in BA Visual Communication.
www.gsa.ac.uk

**Newcastle College, Newcastle-upon-tyne, UK
(1999 - 2000)**
Diploma of Foundation Studies in Art and Design

Steve Rigley
Course Leader
s.rigley@gsa.ac.uk

Experience **App Designer, Penguin (2011 - Present)**
Working with a small team made up of a developer, print designer and product manager, this role has many responsibilities, from setting up the design process, to organising meetings, setting up relationships for user observations, budgeting and time planning, along with designing the app from concept to final submission and beyond.
www.penguin.co.uk

Communication Designer, IDEO (2010 - 2011)
This role was focussed on storytelling, from designing provocative prototypes for user observations, weaving the research into a compelling story for the client and developing the research into story strands in order to communicate solutions
www.ideo.com

Anne Pascual
Project Leader
apascual@ideo.com

The Future of Play, KKS, SSES, Konstfack, BRIO (2009)
Research project into the future of play in collaboration with BRIO and Konstfack involving workshop design, user observations and alot of playful prototyping.

Tomouthy Interactive Audio Book, Penguin (2009)
Design, team management and integration of a children's interactive audio story book for Penguin's We Make Stories online web application
www.wemakestories.com

Visual Researcher, GSA Future (2007-2008)
Roles included collaborating on ideas, visualising processes and opinions, gathering data through interview techniques and digital questionnaires, talking alot. Glasgow School of Art, Glasgow, UK
www.gsafuture.com



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Experience (cont)

Topshop (2006 - 2007)

Roles included interactive design and art direction of installations, podcasts, widgets, microsites and main website, working with clients and artists, being a technical assistant, friend and slipper-wearer. London, UK

Kate Malkin
Interactive Marketing Manager
K.Malkin@whistles.co.uk

Digit London (2003 - 2006)

Roles included interactive design, animation, collaboration, idea development, London, UK
www.digitlondon.com

press / publications

Information is Beautiful (London, 2009)

Taste Visualisations for David McCandless' popular book.
www.informationisbeautiful.net

Foreignness and Translation in New Media (NMC Media-N, Spring 2009)

Academic Paper on my project in collaboration with Arlanda Airport titled 'Arlanda Avairy' which integrated twitter into the pre-flight information experience.

Creative Review (London, Nov 2006)

Regarding work on the new Topshop.com website

Phaidon Design classics (London, Apr 2005)

Vol 1. "Electosumma Olivetti". A piece I wrote on the Electrosumma calculator. designed by Olivetti

Joined Up Design for Schools (London, Feb 2005)

Regarding the participatory process for St Cuthbert's School's Website

Time Out - Guide to Creative London (London, May 2004)

My profile featured on the front cover and inset of this pull-outguide for the top creatives in London

Design Week (London, Jan 2004)

Article on the Bullrun Website I designed at Digi

Skills

Strong skills in html, css, photoshop, illustrator, indesign, keynote (as prototyping and animation software), wordpress integration, javascript, team and client management, user observations, workshop planning and execution, working with people from different disciplines, sketching, wireframing, hi-fidelity and lo-fidelity prototyping, brand strategy, data visualisation.

Fair skills in php, processing, flash, max msp, arduino.



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Experience Timeline

