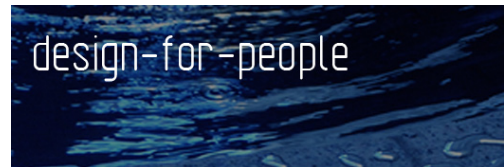


# Sam Tilston



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## Personal Statement

I am a recently qualified design ethnographer, with a strong motivation towards user-centred research and particularly how it can help design better products, services and experiences for people. I can offer creativity, a people-centred approach, and empathy, together with strong field research skills. I am looking for a graduate/junior position within a leading user experience/design consultancy.

## Education and Qualifications

2008 – 2009 MSc Design Ethnography  
*Duncan of Jordanstone, University of Dundee*

2004 – 2008 BSc (Hons) (Upper Second) Interactive Media Design  
*Duncan of Jordanstone, University of Dundee*

## Projects

Whilst at University I have completed a variety of projects, which have predominantly focussed on human-centred design approaches. The projects have developed my knowledge of design and ethnographic research methods, HCI techniques, and interaction design skills.

## Key Skills

Research :: Ability to plan and conduct qualitative research, and carry out analysis and synthesis of data as shown in the individual Masters project *Crowds in Public Spaces*.

[http://www.design-for-people.co.uk/projects/crowds\\_in\\_public\\_spaces/](http://www.design-for-people.co.uk/projects/crowds_in_public_spaces/)

Communication :: Good oral and visual presentation skills as evidenced in my Honours year project *Designing Interactive Play for Autism in Schools*. It was this particular project that sparked my passion for creating people centred solutions.

[http://www.design-for-people.co.uk/projects/designing\\_interactive\\_play\\_for\\_autism\\_in\\_schools/](http://www.design-for-people.co.uk/projects/designing_interactive_play_for_autism_in_schools/)

Teamwork :: Experience working in multidisciplinary teams, for example working with students from the Masters of Design course, where I have worked with people in backgrounds ranging from Psychology to Textiles. This gave me a real insight into the importance of playing to people's strengths, and understanding others' motivations, as illustrated in the group projects *When Project Leads Call*, *Designing Innovative Research* and *People and Design*.

[http://www.design-for-people.co.uk/projects/when\\_project\\_leads\\_call/](http://www.design-for-people.co.uk/projects/when_project_leads_call/)

[http://www.design-for-people.co.uk/projects/designing\\_innovative\\_research/](http://www.design-for-people.co.uk/projects/designing_innovative_research/)

[http://www.design-for-people.co.uk/projects/people\\_and\\_design/](http://www.design-for-people.co.uk/projects/people_and_design/)

Design :: Knowledge of design methods and processes, and sketching and prototyping techniques as demonstrated in the collaborative project *The Chordmaster*.

[http://www.design-for-people.co.uk/projects/the\\_chordmaster/](http://www.design-for-people.co.uk/projects/the_chordmaster/)

Technical :: Experienced in Adobe Photoshop, InDesign and Illustrator. Have knowledge of html, Dreamweaver and Flash, and capable with the Microsoft Office suite. Knowledge of photography and video production.

## Past Experience

2004 – 2009 I have had various casual jobs in the hospitality and retail industries to support my studies. In these jobs I have been able to build on my teamwork, communication and organisational skills through various positions and responsibilities.

1997 – 2003 Grove Academy (Deputy Head Boy, 2002-2003)

## **Activities and Interests**

I have a keen interest in sport, and I play for local cricket and hockey teams in Dundee, competing at national levels. Over my last 3 years at University I was highly involved in the Dundee University Men's hockey club, where I was the 1st XI Captain (2006 – 2007) and Club Secretary (2008 – 2009), and I also received a 'Colour' at the 2006 Sports Union Blues and Colours Awards.

## **Referees**

I am happy to supply these on request.