

## **John Stevens** MDesEng (RCA) DipIC BSc

Institute for Manufacturing, University of Cambridge, Mill Lane, Cambridge, CB2 1RX

3rd year PhD student living in Cambridge and London, UK. Born 3/Dec/67.

### **Research topic**

Design as a strategic resource: tools to visualise and improve the integration of technology, aesthetics and customer insight to benefit strategy formulation and implementation in organisations. This involves the development of a framework combining several existing theoretical constructs and case study findings to represent how professional design services can make strategic contributions to a business. The framework is part of an intervention tool (workshop) under development for firms to understand better the contribution of design at a strategic level, as it is and as it could be.

### **Papers & Conference Presentations**

*How is design strategic?*

2nd International Conference on Design Principles and Practices, 9-11 January 2008, University of Miami, Florida, USA

*Designing and design thinking in strategy concepts: frameworks towards an intervention tool*

International DMI Education Conference, Design Thinking: New Challenges for Designers, Managers and Organizations, 14-15 April 2008, ESSEC Business School, Cergy-Pointoise, France.

*Design dis-integration: Silent, Partial, and Disparate Design*

Undisciplined! Rigour in Emerging Design Disciplines and Professions. Design Research Society 2008 Conference, 16-19 July 2008, Sheffield, UK.

### **Education**

Master of Design (MDesEng) Industrial Design Engineering. 1992-1994 Royal College of Art (incorporating Diploma of Imperial College), London.

BSc 2(i) Hons Cell & Molecular Biology / Biophysics. 1986-1989 King's College, University of London.

### **Employment**

**Founding Director, Made Design Ltd.** 2002- 2005 *www.made-interactive.com*

A network of experienced designers and technicians providing developing systems for mobile devices (phone & PDA), interactive CD-ROM and DVD, and broader strategic design consulting.

Clients included Orange, Quentin Blake, Consumers' Association / Which?

**Head of Design, Netdecisions (now Agilisys)** 1998-2002 *www.agilisys.co.uk*

Agilisys designs and develops IT solutions for many of the world's leading companies. As Head of Design, responsibilities included: management & leadership of in-house design team (14 designers); creative director overseeing all team output; new business pitches & presentations; liaison with clients, account directors, technical developers & senior management; recruitment; team training & development; job allocation; departmental budget; hands-on design & copy writing. We designed interfaces for web, interactive TV, mobile handheld devices and PC/LAN based systems, as well as assorted branding and print collateral for the company, its spin-off businesses and its clients. Clients included British Gas, McDonald's, Diageo, n-power, Hewlett-Packard, emap, Sky, American President Lines, Thomson Travel Group.

**Freelance print & web designer** 1996-1998

**Design Support / Publishing Systems Manager, BBC Magazines** 1994-1996

### **Recreational Interests and Achievements**

I love to be outdoors and am a proficient rock climber, kayaker, and an expert snowboarder. In my younger days I ran the London Marathon and attained 1st dan black belt in Karate & Aikido. I speak French, and am studying to improve to business standard. I am also learning to play guitar.

World travel includes London to Cape Town overland (11 African countries); working travels and placements in France, Italy, Colorado, California, Singapore.