

Dr DAVID FARRELL

PERSONAL INFORMATION

email david.farrell81@gmail.com
phone +44 (0)7595 393964
Personal Website <http://gameologist.com/>

WORK EXPERIENCE

Aug 2013 - present Game Development Lecturer & Researcher

*Glasgow
Caledonian
University*

I am a technology & design expert with over 20 years of experience across all aspects of development. I'm currently a lecturer at GCU where I teach and research, specialising in Game Design. In addition to these responsibilities, I am drawn towards making things and in my time at the university, I have led several high profile development projects with budgets ranging from €11k to £2.2m. I have transitioned towards leadership roles and my strength lies in being able to align stakeholder requirements with design strategy to create innovative products. For the last 5 years, I have been leading development teams, based at the university, where we have created a range of successful apps and games. I currently lead a squad of agile developers and in the last two years, three projects we launched have won international awards. Our latest project LifeLab+ can be described as "Pokémon Go meets My Fitness Pal" and mixes evidence based behaviour change science, user centred design principles, and data driven feedback loops to help teenagers improve their health habits.

2009 - present Design Consultant

Freelance

I offer private videogame design consultancy to commercial game studios. Most recently I have been credited with contributions to 2019's BAFTA award winning game Observation, Scottish BAFTA award winning Stories Untold, and the Channel 4 published game Party Pugs.

Sept 2009 - May 2013 Part Time Lecturer & PhD Student

GCU

During this time I was working on my PhD as well as teaching undergraduate modules.

Jan 2007 - Jan 2010 Research Assistant

*City,
University of
London*

I lead the development of Serious Games about microbes, hygiene, and antibiotics as part of a large EU project (e-Bug). I managed two artists on this project and worked closely with subject experts, school teachers and pupils to design two educational Serious Games for which I was also the developer.

2001 - 2007 (Co)Founder & Software Developer

*Paidia Ltd &
Business
Playground
Ltd*

I worked as a web software engineer for the first two years of my career before my side-business as a freelancer became demanding and I founded a Ltd company to help me scale. At its peak, I was managing 5 sub-contractors under the name Paidia Ltd for clients ranging from magazines and universities to the Scottish Government. I provided full stack services from front end design to back end database architecture and web server management. I later co-founded an Educational Game business that provided simulation games for Scottish schools.

EDUCATION

2020 Glasgow Caledonian University

PhD

An Adaptive Cognitive Walkthrough Method to Evaluate Serious Game Design

My PhD focused on the integration of psychological theories with design practice. My main contribution is a novel HCI technique for designers to use when real-world tests are not available.

2005 Glasgow Caledonian University

*Pg Dip
Informatics*

My postgraduate studies filled gaps in my knowledge about design and user centred development.

2001 Strathclyde University

*BSc Hons
Computer
Science*

My undergraduate studies gave me a technical foundation that I benefit from even though I have worked more in a design role in recent years.

KEY PROJECTS

National Institute for Health Research	2017-2022	Engaging Adolescents in Changing Behaviour	As Co-Investigator, I lead the digital intervention work package. I am responsible for £330k of this project and lead the agile design and development of the digital aspects of this complex diet and physical activity intervention. Working closely with young people and experts in behaviour change at the University of Southampton's MRC Unit, we have developed methods of co-design that we use to identify the values and desired experiences of adolescents. Our app, <i>LifeLab+</i> , is designed to appeal to these values by offering a social experience with a rich storyline that allows our users to lead their own health behaviour change rather than having one foisted upon them by adults.
	£2.2m		
EU Horizon	2019	SUSFANS	We were asked to help deliver a novel <i>data visualiser</i> for a Horizon project on sustainability in Europe. My team of developers and I were able to meet with the project team, identify a viable strategy, and successfully develop and publish the web based interactive tool within one month allowing the original research team to meet their grant obligation.
	€11k		
Mellon Foundation	2017 - 2018	Gaming Climate Futures	Working with political scientists from Purdue University, Utrecht University and Oxford University, we designed an interactive day long futures experience that helps real-world climate negotiators understand the implications of their decisions. I was responsible for leading a team of students and staff who built the game-like component (<i>Earth Remembers</i>) of this mixed media project. We exhibited the experience at the Conference of Parties negotiations in Katowice and Bonn. Since then, we have been invited by the diplomats who played our game to run similar workshops for their governments.
	£15k		
EU Erasmus +	2016-2018	LEVEL Project	I was the Primary Investigator on this project that aimed to improve the mental maths skills of pupils across Europe. Working with a Serious Games company from Germany and teachers from Germany, Scotland, Portugal, and Greece we created a mobile game (<i>Enchanted Crystals</i>) that uses a novel gesture based input system and a Harry Potter style game world to help pupils across Europe practice basic arithmetic. We were awarded Best Mobile Game and 2nd Overall Prize at the <i>7th International Educational Games Competition</i> .
	€230k		
EU Erasmus +	2016-2017	Game On Project	Working with school teachers across Europe, I helped research and identify best real-world practice for using games in the classroom. We publicised our findings by writing a public-facing book " <i>Game Based Learning for Teachers</i> ".
	€50k		

HONOURS

International Educational Games Competition	2020	Advanced Commendation for <i>LifeLab+</i>	As part of the "Engaging Adolescents in Changing Behaviour" project, I lead the development of a health app for teenagers. <i>LifeLab+</i> contains mini-games and playful exercise and diet support, and was awarded an Advanced Commendation award in September 2020. The app is novel in its class for being data driven with analytics being used to support an agile development process. Most recently we have responded to the Covid-19 pandemic by adding masks to in-app artwork and by adding an extensive at-home exercise feature.
International Educational Games Competition	2019	Best Mobile Game / 2nd Prize Overall for <i>Enchanted Crystals</i>	My maths game <i>Enchanted Crystals</i> won this prize for solving a real-world problem for multiple stakeholders. Young people enjoy the playful interface method and the fictional setting of the game but teachers enjoy being able to control the difficulty of the lessons in the game.
International Educational Games Competition	2019	Finalist for <i>Earth Remembers</i>	In 2017 we worked on a facilitated future-scenarios exercise for international decision makers as part of the Gaming Climate Futures project. I led the team of students and staff who developed the game-like interactive scenario. This project received significant international attention and was nominated for an award.

PUBLISHED ARTICLES

Journal Articles

Strömmer, S., Barrett, M., Woods-Townsend, K., Baird, J., Farrell, D., Lord, J., Morrison, L., Shaw, S., Vogel, C., Lawrence, W. and Lovelock, D., 2020. Engaging adolescents in changing behaviour (EACH-B): A study protocol for a cluster randomised controlled trial.

Strömmer S, Lawrence W, Shaw S, Simao SC, Jenner S, Barrett M, Vogel C, Hardy-Johnson P, Farrell D, Woods-Townsend K, Baird J. Behaviour change interventions: getting in touch with individual differences, values and emotions. *Journal of Developmental Origins of Health and Disease*. 2020 Jul 28:1-0.

Rose T, Barker M, Jacob CM, Morrison L, Lawrence W, Strömmer S, Vogel C, Woods-Townsend K, Farrell D, Inskip H, Baird J. A systematic review of digital interventions for improving the diet and physical activity behaviors of adolescents. *Journal of Adolescent Health*. 2017 Dec 1;61(6):669-77.

Farrell D, Moffat DC. Adapting cognitive walkthrough to support game based learning design. *International Journal of Game-Based Learning (IJGBL)*. 2014 Jul 1;4(3):23-34.

Farrell D, Kostkova P, Weinberg J, Lazareck L, Weerasinghe D, Lecky DM, McNulty CA. Computer games to teach hygiene: an evaluation of the e-Bug junior game. *Journal of antimicrobial chemotherapy*. 2011 Jun 1;66(suppl.5):v39-44.

McNulty CA, Lecky DM, Farrell D, Kostkova P, Adriaenssens N, Koprivová Herotová T, Holt J, Touboul P, Merakou K, Koncan R, Olczak-Pienkowska A. Overview of e-Bug: an antibiotic and hygiene educational resource for schools. *Journal of antimicrobial chemotherapy*. 2011 Jun 1;66(suppl.5):v3-12.

de Quincey E, Kostkova P, Jawaheer G, Farrell D, McNulty CA, Weinberg J, e-Bug Working Group, Goossens H, Adriaenssens N, De Corte S, Weinberg J. Evaluating the online activity of users of the e-Bug web site. *Journal of Antimicrobial Chemotherapy*. 2011 Jun 1;66(suppl.5):v45-9.

Lecky DM, McNulty CA, Adriaenssens N, Koprivová Herotová T, Holt J, Touboul P, Merakou K, Koncan R, Farrell D, Brito Avô A, Campos J. What are school children in Europe being taught about hygiene and antibiotic use?. *Journal of antimicrobial chemotherapy*. 2011 Jun 1;66(suppl.5):v13-21.

Lecky DM, McNulty CA, Adriaenssens N, Herotová TK, Holt J, Kostkova P, Merakou K, Farrell D, Olczak-Pienkowska A, Avô AB, Campos J. Development of an educational resource on microbes, hygiene and prudent antibiotic use for junior and senior school children. *Journal of antimicrobial chemotherapy*. 2011 Jun 1;66(suppl.5):v23-31.

Conference Articles

Moffat D, Farrell D, Gardiner B, McCulloch A, Fairlie F. A serious game to give students careers advice, awareness and action. In *ECEL2015-14th European Conference on e-Learning: ECEL2015* 2015 Oct 1 (p. 396). Hatfield, UK: Academic Conferences and Publishing Limited.

Farrell D, Allsop Y, Shabalina O, Grace P, Malliarakis C. Reflections on applying a criteria to evaluate a serious game. *Creativity in intelligent technologies and data science*. 2015 Dec 1:734-47.

Farrell D, Moffat D. Applying the self determination theory of motivation in games based learning. In *European Conference on Games Based Learning 2014* Oct 1 (Vol. 1, p. 118). Academic Conferences International Limited.

Farrell D, Moffat D. Cognitive Walkthrough for Learning Through Game Mechanics. In *European Conference on Games Based Learning 2013* (p. 163). Academic Conferences International Limited.

Weerasinghe D, Lazareck L, Kostkova P, Farrell D. Evaluation of popularity of multi-lingual educational web games–Do all children speak English?. In *International Conference on Electronic Healthcare 2010* Dec 13 (pp. 44-53). Springer, Berlin, Heidelberg.

Kostkova P, Farrell D, De Quincey E, Weinberg JR, Lecky D, McNulty C. eBug-teaching children hygiene principles using educational games. In *MedInfo 2010* Jan 1 (pp. 600-604).