Dr DAVID FARRELL

PERSONAL INFORMATION

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portfolio	https://gameologist.com/

"Making the solution seem so completely inevitable and obvious, so uncontrived and natural – it's so hard!" - Sir Jony Ive

KEY SKILLS

Product Ownership; Agile Development; Technology Strategy; Interaction Design; Stakeholder Management; Team Leadership; User Research & Testing; Data Driven Design; System Design

WORK EXPERIENCE

Aug 2013 - present   Product Owner

Glasgow Caledonian University

For the last 5 years, I have been a Product Owner, leading the agile development of video games and apps on mobile and web platforms for Glasgow Caledonian University with budgets in excess of £2.5m. In the last two years, three projects I launched have won awards at the International Educational Games Awards (Best Mobile Game & 2nd Place Overall in 2019, Advanced Commendation in 2020). My latest project (http://bit.ly/2019LLPT) mixes evidence based behaviour change science, user centred design, 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.

Jan 2007 - Jan 2010   Product Manager

City, University of London

I led the game design and software 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.

2001 - 2007   (Co)Founder & Software Developer

Paidia Ltd & Business Playground Ltd

I founded Paidia Ltd to offer bespoke cloud solutions. I was managing 5 sub-contractors 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   PhD, Glasgow Caledonian University

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 Human Computer Interaction technique for designers to use when real-world tests are not available.

2005   Pg Dip Informatics, Glasgow Caledonian University

2001   BSc (hons) Computer Science, Strathclyde University