

# 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* Game Development Lecturer & Researcher

*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.

*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* Game Development Researcher

*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 HCI 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