

# Dr DAVID FARRELL

## PERSONAL INFORMATION

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**“Making the solution seem so completely inevitable and obvious, so uncontrived and natural – it’s so hard!” - Sir Jony Ive**

## KEY SKILLS

GDS aligned Product Ownership; Agile Development; Technology Strategy; Service Design; Stakeholder Management; Team Leadership; User Research & Testing; Data Driven Design;

## WORK EXPERIENCE

*2009 - present* Product & Design Consultancy

*Paidia  
Consulting  
Ltd*

My product consultancy provides a range of services to commercial and public organisations across all stages of development, from pre-discovery, through discovery, alpha, beta, and live services. Recent projects include a service to help \*\*\*\*decision makers manage non-native invasive species, and a product that helps business leaders explore the consequences of the Living Wage. Commercial contributions include 2019’s BAFTA award winning Observation, Scottish BAFTA award winning Stories Untold, and the Channel 4 published app Party Pugs.

*Aug 2013 - Feb 2021* Product Owner

*Glasgow  
Caledonian  
University*

As Product Owner, I led the agile development of apps and games 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 last project for the University ( <http://bit.ly/2019LLPT> ) mixed evidence based behaviour change science, user centred design, and data driven feedback loops to help teenagers improve their health habits.

*Jan 2007 - Jan 2010* Product Manager

*City,  
University of  
London*

I led the product design and development of Serious Games about microbes, hygiene, and antibiotics as part of a large EU educational project (e-Bug). I managed the development team on this project and worked closely with subject experts, school teachers and pupils to design two educational games, translated and rolled-out to 17 European nations.

*2001 - 2007* (Co)Founder & Software Developer

*Paidia Ltd &  
Business  
Playground  
Ltd*

I founded Paidia Ltd to offer bespoke cloud solutions. I led and subcontracted development 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

## KEY PROJECTS

	2017-2021	Engaging Adolescents in Changing Behaviour
UK National Institute for Health Research	£2.2m	I led the agile design and development of this complex diet and physical activity intervention. I was responsible for: defining a product strategy; aligning development with stakeholder requirements; defining epics; prioritising the backlog; selecting sprint targets; and translating product goals and design principles to developers. During discovery, I created novel co-design workshops to elicit requirements and values of the target adolescent audience and used logic models to align these with the psychologist stakeholders' research theories. In the alpha stage, I ensured that each feature of the app satisfied the complex requirements of this product and in the beta and live stages, used data to drive iteration and identify next steps. The <b>LifeLab+</b> app we developed won the "Advanced Commendation" award at the 2020 IEGC Competition. This is the first live service app intervention my client has developed and serves as the platform upon which they intend to build future services.
	2019	SUSFANS
EU Horizon	€11k	I was asked to help deliver a novel <b>data visualiser</b> for a Horizon project on sustainability in Europe. I worked with the project team to identify a viable strategy, and successfully led my agile development squad to develop and publish the web based interactive tool within one month allowing my client to meet their grant obligation.
	2017 - 2018	Climate Futures Negotiation Simulation
Mellon Foundation	\$180k	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 undergraduate students and staff at Glasgow Caledonian who built the game-like component ( <b>Earth Remembers</b> ) of this mixed media project. The product was featured at the UN Conference of Parties negotiations in Katowice and Bonn and was nominated for an international award.
	2016-2018	LEVEL Project
EU Erasmus +	€230k	I was the Product Lead 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 ( <b>Enchanted Crystals</b> ) that uses a novel gesture based input system and a Harry Potter style game world to help pupils across Europe practice basic arithmetic. My primary role on the project was ensuring that the product met the disparate needs of teachers and pupils across Europe. We were awarded Best Mobile Game and 2nd Overall Prize at the <b>7th International Educational Games Competition</b> .
	2016-2017	Game On Project
EU Erasmus +	€50k	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 " <b>Game Based Learning for Teachers</b> ".

## AWARDS AT THE INTERNATIONAL EDUCATIONAL GAMES COMPETITION

2020	Advanced Commendation for <i>LifeLab+</i>
	The <b>LifeLab+</b> app I led for the "Engaging Adolescents in Changing Behaviour" project won the "Advanced Commendation" award in September 2020. The app is novel in its class for being a living service game with data driven with analytics being used to support an agile development process.
2019	Best Mobile Game / 2nd Prize Overall for <i>Enchanted Crystals</i>
	The <i>Enchanted Crystals</i> product I led for the LEVEL Project 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 and teachers enjoy being able to tailor the difficulty and content of the lessons in the game.
2019	Finalist for <i>Earth Remembers</i>
	The Climate Futures Negotiation Simulation experience was featured at two of the UN Conference of Parties events and was nominated for an award at the IEGC in 2019. This high profile project still receives significant international attention and will feature again at the COP in Glasgow 2021.