

# 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

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

## WORK EXPERIENCE

<i>Aug 2013 - present</i>	<b>Product Owner</b>
<i>Glasgow Caledonian University</i>	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 ( <a href="http://bit.ly/2019LLPT">http://bit.ly/2019LLPT</a> ) mixes evidence based behaviour change science, user centred design, and data driven feedback loops to help teenagers improve their health habits.
<i>2009 - present</i>	<b>Design Consultant</b>
<i>Freelance</i>	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.
<i>Jan 2007 - Jan 2010</i>	<b>Product Manager</b>
<i>City, University of London</i>	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.
<i>2001 - 2007</i>	<b>(Co)Founder &amp; Software Developer</b>
<i>Paidia Ltd &amp; Business Playground Ltd</i>	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

<i>2020</i>	<b>PhD, Glasgow Caledonian University</b>
	<i>An Adaptive Cognitive Walkthrough Method to Evaluate Serious Game Design</i>
	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.
<i>2005</i>	<b>Pg Dip Informatics, Glasgow Caledonian University</b>
<i>2001</i>	<b>BSc (hons) Computer Science, Strathclyde University</b>

## 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.