



willow tyrer
willow@doublevay.com
www.doublevay.com

Education

Konstfack, Stockholm, Sweden (2008 - 2010)
MFA Experience Design
www.konstfack.se

Glasgow School of Art, Glasgow, UK (2001-2003)
First Degree in BA Visual Communication.
www.gsa.ac.uk

Newcastle College, Newcastle-upon-tyne, UK
(1999 - 2000)
Diploma of Foundation Studies in Art and Design.
www.ncl-coll.ac.uk

Experience

Play Designer, Toca Boca, Stockholm (2014 - present)
Playing with kids most of the day makes a fun job and opens up your eyes to how bad some of your ideas can be. At Toca Boca, my main responsibility is to champion the kids way of thinking and put them at the focus of our thinking. Research, observations and play comes into this role which informs, on the macro level, the concepts behind the apps we make, as well as how we internally evaluate our products, and on the micro level, the details behind interaction and the messages of equality that we convey.
www.tocaboca.com

Design Director, Doberman, Stockholm (2012 - 2014)
A challenging role at one of the leading interactive service design firms in Sweden, navigating a new culture and language along with helping to steer projects and design workshops with such clients as Sommar designkontoret, Hyperisland, Volvo and Världskulturmuseet.
www.doberman.se

Module Leader, Hyperisland. Stockholm (2012)
Organising the User Experience Module on the Interactive Art Directors course at Hyperisland in Stockholm. Jenny Danstedt and I wanted to give the students a qualitative, design research led approach to user experience and went about designing a learning process to encourage this. It began with a real client brief followed by team and individual tasks, methods and interview techniques and an amazing range of qualified outside practitioners were invited to come and give workshops and talks that reflected each stage of the process.
www.hyperisland.se

App Designer, Penguin, London (2011 - 2012)
Working with a small team made up of a developer, print designer and product manager, this role had many responsibilities, from setting up the design process, to organising meetings, setting up relationships for user observations, budgeting and time planning, along with designing the app from concept to final submission and beyond.
www.penguin.co.uk

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Steve Rigley
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Chris Lindgren
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Stina Carlsson Reich
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Åsa Höistad Jonsgården
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Sam Borland
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Experience (cont)

Communication Designer, IDEO, Munich (2010 - 2011)
This role was focussed on storytelling, from designing provocative prototypes for user observations, weaving the research into a compelling story for the client and developing the research into story strands in order to communicate solutions. www.ideo.com

Tomouthy Interactive Audio Book, Penguin, London (2009)
Design, team management and integration of a children's interactive audio story book for Penguin's We Make Stories online web application. www.wemakestories.com

Visual Researcher, GSA Future, Glasgow (2007-2008)
Roles included collaborating on ideas, visualising processes and opinions, gathering data through interview techniques and digital questionnaires, talking alot. www.gsafuture.com

Topshop, London (2006 - 2007)
Roles included interactive design and art direction of installations, podcasts, widgets, microsites and main website, working with clients and artists, being a technical assistant, friend and slipper-wearer.

Digit London, London (2003 - 2006)
Roles included interactive design, animation, collaboration, idea development. www.digitlondon.com

Anne Pascual
Project Leader
apascual@ideo.com

Kate Malkin
Interactive Marketing Manager
k.malkin@whistles.co.uk

press / publications

Information is Beautiful (London, 2009)
Taste Visualisations for David McCandless' popular book.
www.informationisbeautiful.net

Foreignness and Translation in New Media (NMC Media-N, Spring 2009)
Academic Paper on my project in collaboration with Arlanda Airport titled 'Arlanda Avairy' which integrated twitter into the pre-flight information experience.

Creative Review (London, Nov 2006)
Regarding work on the new Topshop.com website

Phaidon Design classics (London, Apr 2005)
Vol 1. "Electosumma Olivetti". A piece I wrote on the Electrosumma calculator. designed by Olivetti

Joined Up Design for Schools (London, Feb 2005)
Regarding the participatory process for St Cuthbert's School's Website

Time Out - Guide to Creative London (London, May 2004)
My profile featured on the front cover and inset of this pull-outguide for the top creatives in London.

Design Week (London, Jan 2004)
Article on the Bullrun Website that I co-designed at Digit London.



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Skills Strong skills in html, css, photoshop, illustrator, indesign, keynote (as prototyping and animation software), wordpress integration, javascript, client management, user observations, qualitative research methods, workshop planning and execution, working with people from different disciplines, sketching, wireframing, hi-fidelity and lo-fidelity prototyping, brand strategy, data visualisation.

Languages Fluent English and good spoken and written Swedish (C1 level Stockholms Folkuniversitetet)

Experience Timeline

