



willow tyrer
willow@doublevay.com
www.doublevay.com / portfolio.doublevay.com

hello

My name is Willow Tyrer.

I am half american, half english and was born in Newcastle-upon-tyne, UK. I am currently pursuing an MA in Experience design at Konstfack in Stockholm where I am developing my skills into people-centered design.

I have been working for 5 years as an interactive designer in London after achieving a first degree at the Glasgow School of Art in Visual Communications. My main dissertation at that time was concerned with the graphical representation and the synesthetic qualities of language and sound.

My interests include, but are in no way limited to, drawing, reading, dancing, playing, snowboarding, toy-making, organising, listing, geeking, walking, cycling, travelling, talking, tasting and grinning.

/willow



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education Newcastle College, Newcastle-upon-tyne, UK (1999-2000)
Diploma of Foundation Studies in Art and Design

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

Steve Rigley
Course Leader
s.rigley@gsa.ac.uk

Konstfack, Stockholm, Sweden (2008 - present)
MFA Experience Design
www.konstfack.se
portfolio.doublevay.com

Ronald Jones
Course Leader
ronald.jones@konstfack.se

work / experience

Pig & Whistle (1998-1999)
Duties include chatting to locals, working as a team under pressure, dealing with drunk people. Big Market, Newcastle-upon-tyne, UK

Audio Visual Centre (2001)
Experience with medical photography and poster design.
Newcastle General Hospital, Newcastle-upon-tyne, UK

Thirteen (2002)
Internship for one month working on developing my interactive design, illustration, and team-working skills. Bristol, UK
www.thirteen.co.uk

Danny Jenkins
Founder & Creative Director
danny@thirteen.co.uk

NHS + Prudoe Hospital (2002)
Interactive Design Presentation involving Napoleon and Abba.
Newcastle-upon-tyne, UK

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

Daljit Singh
Founder & Creative Director
daljit@digitlondon.com

Topshop (2006 - 2007)
Roles included interactive design, direction of microsites and main website, working with clients and artists, technical help, friend and slipper-wearer. London, UK
www.topshop.com

Kate Malkin
Interactive Marketing Manager
K.Malkin@whistles.co.uk



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work / experience
(cont)

Visual Researcher, GSA Future (2007-2008)

Roles included collaborating on ideas, visualising processes and opinions, gathering data through interview techniques and digital questionnaires, talking alot. Glasgow School of Art, Glasgow, UK
www.gsafuture.com

Freelance Projects (2007-present)

Various freelance work ranging from website design, branding and information design.

Tomouthy Audiobook (2009)

A children's interactive audio story book for Penguin Book's We Make Storied website and application.
www.wemakestories.co.uk

The Future of Play (2009)

Research project in collaboration with BRIO and Konstfack, School of Art, Design & Craft, Sweden, on the Future of Play.

press / publications

My work or profile has been featured in the following publications:

Time Out - Guide to Creative London (London, May 2004)

Front page and inset

Design Week (London, January 2004)

Bullrun Website

Joined Up Design for Schools (London, Feb 2005)

St Cuthbert's Website

Phaidon Design classics (London, April 2005)

Vol 1. "Electosomma Olivetti"

Creative Review (London, Nov 2006)

Topshop

Information is Beautiful: The Information Atlas (London, 2009)

Visualisations of Tastes

Foreignness and Translation in New Media (NMC Media-N, Spring 2009)

Arlanda Avairy / Ubiquitous Updates