

Curriculum vitae

Jon Ardern

"His richly imagined scenarios and services show that it is in the material culture of our daily surrounding that the most poetic and ominous truths might be found." Lisa Godson (History and contemporary design researcher and lecturer, RCA)

As a graduate from Design Interactions at the Royal College of Art, my interests and passions lie in the exploration and communication of the relationships between people, technologies and social / environmental possibilities. I love working with sound, imagery and people in a collaborative environment.

Personal

Name Jon Ardern
Address 38 Fairlawn Mansions,
New Cross Road,
London SE14 5PJ,
United Kingdom.
Telephone +44 (0)7779 340 115
E-mail mail@jonardern.com
Web www.jonardern.com

Education

2006 **MA, Design Interactions (*Distinction*).**
Royal College of Art, London, UK.
2000 **BA (Hons) Fine Art Sculpture, (*First*).**
Bretton Hall University of Leeds, UK.

Abilities

Project Development Skills Developing, outlining and communicating concepts. Planning and meeting deadlines. Combining functional, aesthetic, experimental and communicative aspects. Teamworking.

Creative Design Skills People-centered design thinking and research methods. Design ideation. Sketching, experience prototyping and create mockups from conceptual design ideas. Visualisations of future scenarios around sustainability and emerging technologies. Service design.

User testing. Graphic design, photography and film making. Good communication and presentation skills, as well as a strong ability to quickly pick up skills and practical knowledge as and when needed.

Technical skills Excellent knowledge of software such as Photoshop, Illustrator, Freehand, InDesign, DreamWeaver as well as presentation software such as Power Point & Keynote Proficient use of video editing and film software like Final Cut, Sound Studio and Aftereffects, Basic electronics, hardware prototyping and building.

Experience & Achievements

Academic

(notable achievements)

2006

Distinction for RCA dissertation

Within the Loop: Tools of emergent consciousness in contemporary society, is now in the Royal College of Art library archive.

2000

High 2:1 for University of Leeds dissertaion

The Implications of Altering Reality Through High Technology.

Work Experience

2006

Event Planer / Workshop Facilitator RSA & Ludic Group, London.

Member of the Ludic design team Involved in planing, designing and facilitating the 'TAKING ON THE DESIGN CHALLENGES OF THE STERN REPORT' workshop as part of the RSA Arts & Ecology's 'NO WAY BACK' conference.

2006

Interaction Designer / Information Architect Content and Code, London.

Independent designer responsible for creating interface layouts, user experience design and graphic skins on web-based projects for large clients such as Atkins and Torfaen Council.

Involved working within MS sharepoint and corporat specifications.

2005

Interaction Designer, Ludic Group, London.

Member of design team involved in developing communication tools and innovation strategies for Ludic's coporate client base.

2005

Intern, Grizdale Arts, Grizdale, UK.

Interaction designer and artist working on the project 'Thinking Space for the North', which involved developing a remote and previously derelict farmhouse site and its imaginative future through hands-on renovation work, designs and new dialogues.

2002-2004

Independent Designer, London.

Worked as a freelance interaction designer managing web-based work and graphic design projects. Including a website for Manchester Metropolitan University, and Cambridge County Council.

Events and Exhibitions (Recent & Significant)

2006

Friday Late, V&A, performance / installation, 'Ark-Inc' project.

Generation, Royal College of Art, project 'Ark-Inc'.

No Man is an Island, The Empire, Bethanl Green, 'Ark-Inc' project.

Tipping Point conference, oxford.

Interaction Design	(Key Work)
2005 – 2007	'Ark-Inc' , an ongoing conceptual service design project that engages with models of investment and value structures as they relate to extreme yet very possible future scenarios. see: www.ark-inc.info
2005	'Wet Toys - an untapped market' , An exploration of the economics vitro cultured sex toys. How do new technologies, cultural trends and market forces quickly make what could perviously seem grottiest, desirable.
2005 - 2006	'We know best' : Research into Dyslexia lead to a proposal for a service designed around a collaborative user focused software platform. <i>short listed for the Helen Hamlyn, Design for our Future Selves Award, RCA.</i>
2005	'Power Point' A product designed to make visible the amount of power being consumed by each mains socket in a direct and immediate way Over time, the product is intended to change patterns of power use by creating awareness of how much power individual appliances draws
2005	'ZX Interface' , bringing the computers back to life was a brief from the Science Museum. I developed an interactive interface to recreate the user experience of the 1980's ZX Spectrum home computer.
2005	'Rumours' , developing a mobile service for France Telecom in partnership with George Grinstead. Thought the project we explored the motivating factors for social mobile communication applications though the use of touch points and rapid experience prototyping.
2005	'Pocket Conductor' , A one week intensive project working with sociologist Kat Jungnickel of INCITE & UniS to research, rough prototype and design for the retirement of the Route Master London Bus.
Published Projects and Work	<p>'Ark-Inc', received was very well received by the wider public and attention from the media: www.we-make-money-not-art.com www.worldchanging.com http://www.mobuzztv.com</p> <p>'Wet Toys - an untapped market' www.we-make-money-not-art.com</p> <p>'Power Point' http://infosthetics.com http://www.designcouncil.org.uk</p> <p>'Pocket Conductor' www.we-make-money-not-art.com</p>
References	Available on request.