

PROFILE

Jessica is a designer with experience working for both public and private sector organisations to explore the future implications of their field. She explores ways of using design to unravel and provoke rich interactions between people, technology, products and services. Since graduating from the Royal College of Art, she has run her own practice conducting speculative design projects, often collaborating with scientists, futurists, designers and academics including think tanks Foresight (UK) and the Institute for the Future (US). With this interdisciplinary approach she explores alternative futures that new technologies and science may hold.

PROFESSIONAL HISTORY AND EDUCATION

- '07 - **Independent designer, artist & writer**
- '10 - '11 **Service Designer, Engine Service Design, London:** Involved in service design implementation projects
- '08 - '10 **Design Researcher / Strategist, Sense Worldwide, London:** Led design research, user experience and strategy projects for clients including Vodafone, T-Mobile & Habbo to explore future implications of their market.
- '08 - **Co-Founder, AlterFutures:** Design collective and monthly meet-up for Design Futurists
- '08 - '09 **Tutor/Blogger, MA Design Interactions, Royal College of Art:** "Tribal Futures" industry design project with Vodafone and Design Interactions students.
- '07 - '08 **Research Co-ordinator/Blogger, Institute for Advanced studies, Lancaster University:** Ran blog and workshops for New Sciences of Protection: Designing Safe Living research programme with RCA
- '07 - '08 **Design Consultant, Appleyards Uncertainty Management:** Design consultant for the development of future applications for decision-support systems.
- '07 - '08 **Design Researcher, SeymourPowellForesight, London:** Member of the design strategy team working on a variety of brand forecasting, design ethnography projects for a number of organisations including Nokia
- July '06 **Designer / Scenario planner, Foresight, Government Office for Science, London:** Created scenarios to visualise future implications for UK government's 'Tackling Obesities' horizon scanning project.
- '05 - '07 **MA Design Interactions, Royal College of Art, London**
- '04 - '05 **Critical Studies Lecturer, Foundation Art & Design, Liverpool Hope University:** Developing and delivering contextual studies lectures, seminars and workshops.
- '02 - '03 **MA Industrial Design, Manchester Metropolitan University, UK**
- '99 - '02 **BA (Hons) Three Dimensional Design (First Class), Manchester Metropolitan University, UK**
- '98 - '99 **Foundation Certificate in Art & Design (Distinction), Winchester School of Art, UK**
- Jan '01 **Three month residency at Blaker Design School, Norway**

SELECTED TALKS, EXHIBITIONS, WORKSHOPS

- Sept '11 **Lecture - Personal Futures**, Pecha Kucha Night, Chicago
- July '11 **Exhibition - Adhocism: We Are Here**, Museum of Contemporary Art, Chicago
- Nov '10 **Lecture - Experimental Design Research**, SAIC, Chicago
- Jun '10 **Exhibition - Citizen Evolution**, MAKVienna, Austria
- May '10 **Lecture - Future of Persuasion Conference**, Institute for The Future, Quadrus Center, Menlo Park, CA
- Feb '10 **1 wk workshop - Local Intelligence Budaors**, Moholy Nagy School of Art and Design, Budapest,
- Jan '10 **2 day workshop - The Cloud & The Protagonist**, BA Product Design, Glasgow School of Art
- Sept '09 **Lecture - Adaptive Path Consultancy**, San Francisco, CA
- Sept '09 **Lecture - Institute For The Future**, Palo Alto, CA
- July '09 **Lecture - AlterFutures Meetup**, London
- Feb '09 **Lecture - Design Interactions**, Royal College of Art, London
- Dec '08 **Lecture - Beyond Current Horizons**, Futurelab: Innovation in Education, London
- Oct '08 **Exhibition - EPIC Artifacts Exhibition**, EPIC Conference, Copenhagen,
- Sept '08 **Lecture/Tutor - BA Fine Art**, Lancaster University, UK
- June '08 **Lecture - New Sciences of Protection Research Programme**, Lancaster University, UK
- June '07 **Exhibition - The Great Exhibition**, Royal College of Art, London

SELECTED TALKS, EXHIBITIONS, WORKSHOPS *cont'd*

- Jan '07 **Exhibition** – *Design Interactions WIP show*, Royal College of Art, London
- Sept '05 **Lecture** – *Wearable Futures Conference*, University of Wales, Cardiff
- June '02 **Exhibition** – *New Designers*, Islington Business Design Centre, London

SELECTED PROJECTS

- '10 **CITIZEN EVOLUTION** - A range of scenarios and props exploring the future of Vienna. The project focuses on the implications for the city if its key systems were to be shut down and how citizens might survive and adapt with open-source biotechnology. Winning competition exhibited at MAKVIENNA, Austria, now part of their permanent collection. <http://citizenevolution.wordpress.com>
- '10 **SURVIVAL HORIZON** - An experiential workshop conducted with participants of IFTF's Future of Persuasion conference to experience the emerging theories and behaviours that will shape the development of persuasive technologies over the next few years. Commissioned by the Institute for the Future. <http://jessicacharlesworth.com/2010/future-of-persuasion-conference/>
- '10 **LOCAL INTELLIGENCE** - A one week workshop with design students at the Moholy-Nagy University of Art and Design (MOME) in Budapest. The project introduced guerilla ethnography/experimental design research methods to discover how students can use their creative skills in improving the services around them. <http://jessicacharlesworth.com/2010/local-intelligence/>
- '10 **THE CLOUD & THE PROTAGONIST** - A two day workshop exploring how design can be used to generate alternative future narrative and frame debates around the psychological, social, cultural and ethical consequences of cloud computing. Conducted with Glasgow School of Art BA Product Design 3rd Year students. <http://jessicacharlesworth.com/2010/the-cloud-and-the-protagonist/>
- '10 **PERSONAL FUTURES & FUTURES THERAPY** - An ongoing RCA thesis project for developing services and products that discuss the interaction and debate around personal alternative futures, technology, and our ability to make decisions about our own futures. <http://jessicacharlesworth.com/2010/personal-futures/>
- '07 **THE DELPHI PARTY** - A personal futures service that draws on a method of forecasting known as the Delphi Technique originally developed by Project RAND during the 1950-1960s. In place of industry experts, friends and family members of a loved one are drawn together under the guidance of an experienced facilitator to discuss his/hers future life path. <http://jessicacharlesworth.com/2010/the-delphi-party/>
- '06 **TACKLING OBESITIES** - A scenario building project to envision the impact of the predicted obesity epidemic over the next 50 years. We generated a range of visual scenarios extrapolating the various drivers deemed to be contributing to the development of the Obesity epidemic. Commissioned by Foresight, UK government thinktank. <http://jessicacharlesworth.com/2006/tacklingobesities/>
- '06 **NANONOAIA** - A design for debate project exploring the future implications of nano smartsensor technology currently used to gather information about the presence of viruses in our environment. Focusing on how forewarning may eventually lead to paranoia and affect our relationships with each other and our environment. <http://jessicacharlesworth.com/2006/nanonoia/>
- '06 **SMART STREET** - A group research project to develop new ethnographic methods to gather design intelligence as a means to speculate on possible futures for the streetscape in London. In conjunction with Intel People and Practices research. <http://jessicacharlesworth.com/2006/smart-street-with-intel/>

WRITING, PUBLICATIONS

- '11 - **KLAT magazine**, Contributor: <http://www.klatmagazine.com/>
- '10 **Core77**, Contributor: <http://core77.com>
- '10 **Project Vienna: How to React to a City**, Exhibition Catalogue, German/English MAK Vienna / freytag & berndt
- '08 - '09 **Tribal Futures**, Blog Coordinator, Vodafone / Royal College of Art: <http://beta.interaction.rca.ac.uk/futuretribes/>
- '09 **Co-Creation White Paper**, Researcher/Writer, Sense Worldwide
- '07 **Design Interactions 2007 yearbook**, Coordinator, Royal College of Art
- '05 **Wearables as “relationship tools”**, published article in AI & Society Springer Journal

REFERENCES

Professor Anthony Dunne
Head of Design Interactions
Royal College of Art
London

Steve Heron
Innovation Director
Sense Worldwide
London

Mike Culverwell
Business Director
Engine Service Design
London