

FINLAY PAGE

CRITICAL DESIGNER

SKILLED - MOTIVATED - CURIOUS



With a focus on designing experiences, I work to achieve beautiful and practical design outcomes that provide the user with a sense of comfort and ease. Working closely with people throughout my design education, I have developed a strong understanding of user needs and how to use them to inform my process. Combining this with my curious nature, allows me to keep an open mind and generate functional and novel ideas. My personal design process involves a focus on physical making, allowing me the knowledge and skills to manage projects from ideation all the way through to implementation.

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SKILLS

DESIGN

- Ideation
- Co-Design
- Visualisation
- Critical Analysis
- Physical Making
- User-Centered Design

RESEARCH

- User-Need Identification
- Exploratory Research
- Public Engagement & Dissemination
- Qualitative Research Methods

TECHNICAL

- Adobe Suite
- CAD Modelling
- Material Science
- Creative Technology
- Low & High Fidelity Prototyping

EDUCATION

University of Dundee
Dundee
2015 - current

MSc(Res) PRODUCT DESIGN RESEARCH Pass

Conducting in-depth design research along with exploratory concept ideation to deliver meaningful and informed design outcomes. I began the MSc(Res) in order to develop my creative technology, Research & Development and industry specific skills. I have recently exhibited my work on open-source creative technology at London's Mozilla Festival and am currently working in part with an EU-funded research project developing a way to use design to cater for the worlds agricultural soil crisis. I have also hosted design sprint and hackathon events within the university to encourage cross disciplinary co-operation and cross platform thinking.

University of Dundee
Dundee
2010 - 2014

BSc PRODUCT DESIGN 1st Class Honours

Excelled in all areas of the product development curriculum from understanding user needs to the visualisation, implementation and testing of new product concepts. In my final year Honours project, I focused on all aspects of the design process. However, I specifically focused on user interaction, producing many informed design decisions revolving around the importance of the user experience. Engineering design took a larger role in the initial stages of my BSc, working within the field of material science and engineering mechanics. This allows me, the ability to understated and communicate the functionality of engineering principles.

BLAIR HIGH
Blairgowrie
2004 - 2010

MULTI DISCIPLINARY
SQA Advanced Higher A,A,B
SQA Higher A,A,B,B

FINLAY PAGE

CRITICAL DESIGNER

VALUES

- I demonstrate dedication in all aspects of what I do.
- I focus on efficiency in order to spend time on personal pursuits.
- I am actively committed to my development and growth.
- I am conscious of the importance in generating a sustainable process in all aspects of the design process.

AWARDS

- New Designers best stand award 2014
- World Host Customer Service Award 2014
- Half Blue, Enterprise Award 2014
- University of Dundee Class Rep 2011
- Algo prize for AH Product Design 2010
- Algo prize for AH Graphic Comm 2010
- Peer Support Training Award 2009
- Proctor prize for H Product Design 2009
- Norman Laing prize for Graphic Comm 2009

EXPERIENCE

University of Dundee
Dundee
Sept 16 - cont.

ASSOCIATE LECTURER IN SOCIAL DIGITAL
As the departments Module Leader in "Design Methods for Insight Gathering" I teach a class of 55 students the core principles of design researcher within both academia and industry. Helping the student develop an ethnographic approach to there design process, and to understand how to gather and analyse genuine insights.

Robotical Ltd
Edinburgh
Feb 17 - cont.

PRODUCT DESIGNER
Developing creative technology kits to encourage school age children to take there first step into he world of technology. Maintaining, with the company director, the R&D side of the company, generating concepts and taking them through to final production by means of prototyping and testing.

Angus Hotel
Blairgowrie
2015 - 2017

FRONT OF HOUSE MANAGER
Within this position I acted as the first point of contact between the hotel and its guests. Responsibilities included: maintaining the hotels high standard of service, designing the hotels daily plan of action and identifying opportunity for improvement in areas, including safety and well-being and responsibilities associated with being the highest ranked staff member on duty.

PROJECTS

PROJECT PORTFOLIO OVERVIEW

Ethnographic User-Centered Research and Design

Over the past years I have worked to develop my design process focusing on the insights drawn from genuine experiences and interaction with people. I have used this method to build a well rounded ethnographic approach to the way I design, resulting in well informed solutions. Such solutions include:

- Bespoke product design
- Academic publications
- Design for mass-production
- Public events,
- Digital service tools,
- Public services and research reports

(For projects see Portfolio attachment or go to www.finlaypage.co.uk)

REFERENCES

Fraser Bruce
Course Director
MSc Product Design
University of Dundee
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Further references available on request

**University of
Dundee**
Dundee
2015

PERSONAL PORTFOLIO

U-Wave Internet Radio

Digital Making and Fabrication

Working with primarily Raspberry Pi, I created a functioning Internet radio with an open-source focus. A step by step tutorial to create the radio was uploaded online and disseminated via social media in order to engage a large audience. The project aligned with a strong value of mine, thinking through making, and was encouraged by the now active global interest in creative technology and makers-spaces. The radio was presented at the annual Mozilla festival 2015 with great praise.



**University of
Dundee**
Dundee
2016

The Use of The Hackathon in Design Education

Academic & Exploratory Research

I co-authored my first academic paper for the Engineering & Product Design Education conference on the use of a Hackathon within an education context. The paper explores issues encountered during the event and also provides some useful insights into the role of leadership and environment. Using both qualitative and quantitative research methods I was able to gather exploratory data to confirm the benefits of using an interdisciplinary "Hackathon" to promote concept development.



**University of
Dundee**
Dundee
2014

PERSONAL PORTFOLIO

Essence of Tea

User Experience & Material Science

By conducting a series of co-design workshops, I worked with people to gain a first hand understanding of their needs. Through involving the user in my process at every stage I was able to appropriate the outcome to them. I took the opportunity to conduct an exploration of materials and traditional craft practices. Working with bamboo, clay and hardwood I developed this project in-line with the traditional Japanese tea ritual and custom. This fusion of tradition and (western) user research allowed me to create a well informed and tangible immersive experience with a focus on relaxation.



**University of
Dundee**
Dundee
2012

Touchwood

Bespoke User Centred Design & Creative Technology

Designing for a visually impaired individual, I developed a "smart" coat rack that would deliver the user the most appropriate coat for the day ahead. This stemmed from a comment from the user "I can't look outside and therefore I never know what to wear". This project allowed me to bring my first real glimpse into the Internet of Things by developing a system that would source information from the internet and deliver it in a tangible fashion. The product uses a capacitance system to acknowledge your hand placement and plays a note, the higher the note the more appropriate the jacket. It was important to me that the product did not tell the user what jacket to choose, as I believe that a sense of free will is still highly important.

