

Matthew Robert SIMPSON

Profile

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Qualifications

2000 - Postgraduate Honors in Design Studies (1st class), University of Queensland
Awarded from the School of Geography, Planning & Architecture.

1998 - Bachelor of Design Studies, University of Queensland
Awarded from the School of Geography, Planning & Architecture.

Currently enrolled in a part-time PhD in Interaction Design (post confirmation)
Topic: Exploring methodological frameworks to inform the analysis of collaborative interaction in design firms, through qualitative, user-focused techniques and supporting technologies.

Present Position

2001 - 2006: Academic - Associate Lecturer (Interaction Designer), Information Environments Program, University of Queensland, Brisbane, Australia
Continuing appointment as an academic member in the Information Environments Program (IEP) and founding member of the Interaction Design Research Division (IDRD), School of ITEE.

Main roles include:

- ▶ Teaching design to Interaction and Multimedia Design students through project/studio-based teaching from 1st year to masters students,
- ▶ Research Investigator in several industry funded research projects through the Australasian CRC in Interaction Design (ACID). Research projects include Virtual Communities, Human Methods in Design Consultancy and Location-based Experience deployment,
- ▶ Management of numerous design and teaching related project teams. Postgraduate supervision of honors and masters with associate supervisor of several PhD students,
- ▶ IT Liaison and administrator for the Information Environments Program (IEP),
- ▶ Web designer for program, research group and intranet portal websites,

Select accomplishments include:

2006 - now: Apple Developer Grant - developing a shared video annotated system
Interaction designer for distributed web-based video annotation development project utilizing QTSS, SMIL and unix capabilities in an AJAX front-end on Mac OSX. Roles include project management, developing scenarios, interface development with end-user analysis and testing.

2005 - 2006: Virtual Communities and Human Dimensions Projects, ACID
Role as an interaction and web designer and researcher in exploring the nature of virtual collaboration and workflow in industry. Deployment of select social networking tool solutions (AJAX), through a user-centric consideration of organizational structure, workflow and user tasks. Current deployments include E-Health/Nursing and a distributed Artists network.

2004 - 2006: Redesign and Management of IEP IT infrastructure
Through a role as both web designer and IT co-ordinator for the Information Environments Program, the focus has been two-fold. Management of IT infrastructure, including server, lab image and configuration linked with the redesign and co-ordination of web structure for the program, including public presence, advertising and intranet portal services.

2004 - 2005: Location-Based Experiences, ACID and Brisbane City Council
Project in the design and creation of locative experiences for community and tourist contexts. As an Interaction Designer, roles included deploying participatory design processes to explore

the relationships of the site, context, public and stakeholders engaged through the project. Other project roles included user observation, stakeholder interviews, design mockups and interface development. Outcomes included the production of a prototype mobile-based tourist game in November 2005, with a brief for future deployment.

2001 - 2006: Client focused web development projects in studios. Development and management of real-life project development for undergraduate and masters student web design courses. Projects include client negotiation, developing briefs, personae, scenarios, contextual interviews, observational analysis, prototype development and user testing. Projects range from small-screen PDA to dynamic information display through websites.

Further project information and experience is available at: www.msimpsondesigns.com

Work Experience

2000 - 2006: Web & Interaction Designer, M Simpson Designs; Brisbane, Australia

Principal designer and developer for web design firm, M Simpson Designs. Developed and deployed on numerous commercial web design projects, intranets, educational CD development, QVR tours, graphics and interface design projects utilizing user-centered techniques. For more information on projects please refer to: www.msimpsondesigns.com

2000 - 2002: Web Design Consultant, ESP Computing; Brisbane, Australia

Web design consultant and developer for ESP Computing. Roles included project management on numerous commercial web design projects, while specializing in project scoping and a consultative user-centered design process. Design activities conducted were focused in health and educational context.

1999 - 2000: Tutor Co-ordinator in Interaction Design, Information Environments Program, University of Queensland; Brisbane, Australia

Tutor and tutor co-ordinator involved in courses teaching interactive media and 3d modeling, design and studio-based learning to undergraduate students.

1999 - 2000: Demonstrator and CAD technician, Department of Architecture, University of Queensland; Brisbane, Australia

Held position as a CAD demonstrator for second year undergraduate courses in the architecture, instructing in the use and application of ArchiCAD & Photoshop in design projects.

Skills

Design Process and Interaction Approaches: Strong focus on iterative design development incorporating observational analysis and participatory design processes. Substantial experience in user-centered techniques using contextual enquiry, scenarios, and personae development, usability analysis and user interface (UI) guidelines to inform interaction design project development and management.

Web Technologies: Proficiency in HTML, CSS, Web Accessibility, UI and W3C Standards. Extensive experience with Dreamweaver, Photoshop & Illustrator. Moderate experience with Director, Flash, Fireworks and InDesign. Working knowledge with designing and integrating PHP, JSP/Servlets, DHTML/Javascript (AJAX) and MySQL database schema design and deployment into web solutions.

Operating Systems: Familiarity with both Windows XP and Mac OSX, with moderate experience with unix administration (server and client) particularly Redhat and Fedora.

Associated skills: Considerable experience with Office suite, collaborative tools and social software solutions for project management. Strong communication and interpersonal skills.

Awards & Membership

2004: UQ Enhancement of Student Learning Award

The Studio Scenario: Experiential Learning in the Information Environment Program: Brereton, Docherty, MacColl, Simpson and Viller.

2006: Association of Computing Machinery (ACM) membership