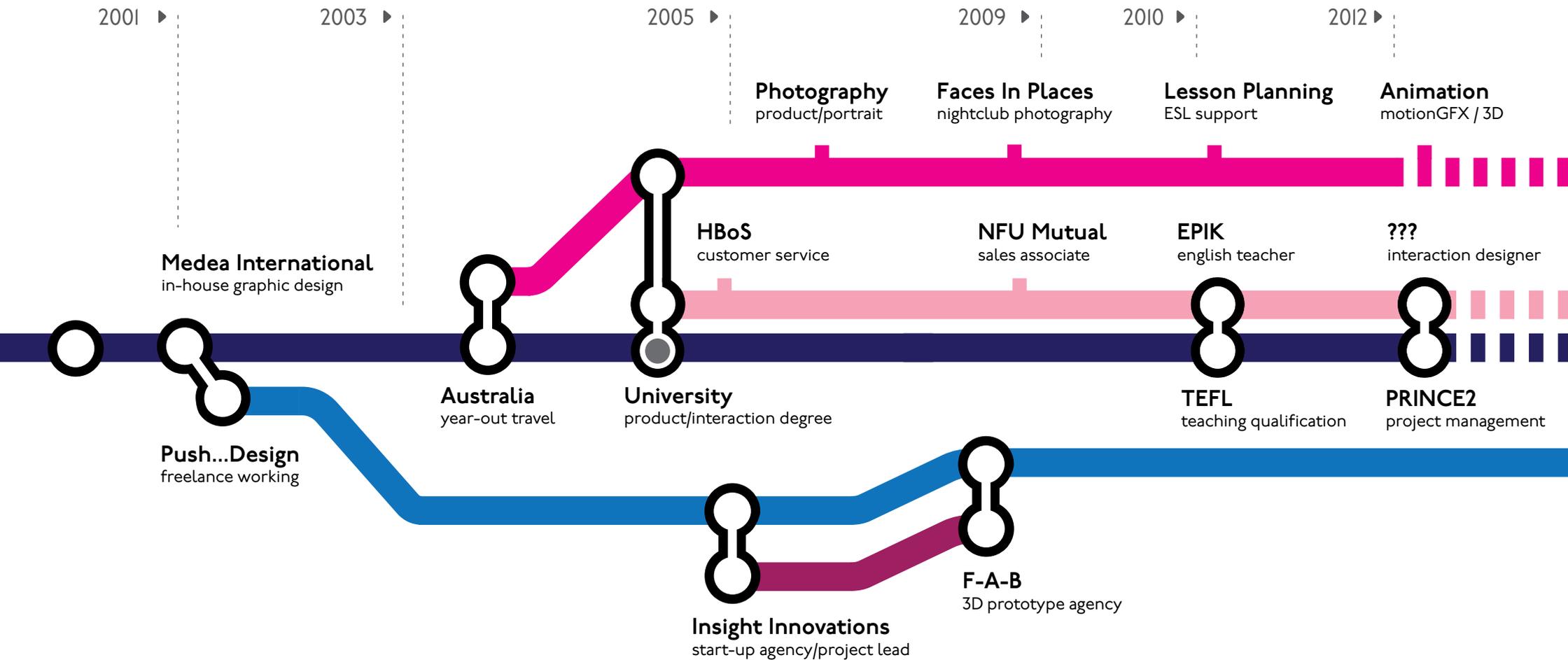# Biography. Garry Burns

Garry is a passionate product interaction designer and visualiser. With more than 9 years experience in graphic design, he has helped to communicate key ideas and concepts for a wide range of clients, including HBoS plc via design agency Insight Innovations. A company set up in part, by Garry.

A first class graduate of the UK leading Innovative Product Design course at Duncan of Jordanstone, University of Dundee, he has broadened his design development and research skills. These skills are best synthesised in the development and execution of the grapevine.fm concept for integrating social networks into tangible spaces. Engaging the socially networked generation through cultural probing, journey mapping, and prototyping, the project gained valuable input from leading UK design companies Plot, Engine and Live|work. The culmination of these efforts won Garry the Interdisciplinary Design Award 2008, presented by Mike Press, formerly of The Design Council.

Garry's current role is a highly rewarding position, sponsored by the Korean government, teaching English as a second language. This position has afforded Garry many inter-culural opportunities and ignited a passion for working with young minds.

Experience Map. Garry Burns

2001 **2003** **2005** **2009** **2010** **2012**

Photography
product/portrait

Faces In Places
nightclub photography

Lesson Planning
ESL support

Animation
motionGFX / 3D

Medea International
in-house graphic design

HBoS
customer service

NFU Mutual
sales associate

EPIK
english teacher

???
interaction designer

Australia
year-out travel

University
product/interaction degree

TEFL
teaching qualification

PRINCE2
project management

Push...Design
freelance working

Insight Innovations
start-up agency/project lead

F-A-B
3D prototype agency

Key to Experience Map

Learning — The driving force behind each subsequent line

Practical — A direct output for putting theory into practice

Artistic — Organic development of natural strengths

Finance — Work primarily undertaken to finance progression

Applied — Entrepreneurial development of business understanding

CV. Garry Burns

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Aims

To channel my passion and become an integral part of a business that strives for growth and improvement in its products and staff; and that inspires and encourages new ideas. By applying tested skills in research, design management and communication I am looking to develop a new benchmark in product interaction development.

Professional Design Experience

HBOS plc - LEAN Project

Faced with a customer-last approach to system development, the retail servicing division rapidly alienated large numbers of clientele. The team I was involved in was tasked with quantifying this problem and presenting incremental changes to reverse the trend. Ultimately resulting in a customer-led approach to system development, the changes brought about a significant reduction in complaints and sowed the seeds of a customer-focused culture amongst frontline staff.

Work while in Australia

- Freelance graphic design work under the Push...Design moniker for established clients in the UK.
- Research and development of bespoke components within Scotek Solutions Pty Ltd

Insight Innovations (Scotland) Ltd

In response to Dundee's growing digital media status, Insight Innovations was set up to capitalize upon a growing demand for high quality 2D artwork ranging from traditional graphic design to on-screen animations. The learning curve for setting up the business, implementing essential marketing and maintaining high level output, was considerably steep. Specific skills developed at this time include researching available funding, accessing local and national assistance programs and forging tight client and supplier links to ensure stability during our growth.

These tasks in conjunction with deadline orientated artwork creation has resulted in an appreciation of how design management skills can be applied in a wider sense across all business practices and is an approach I am keen to promote in any future positions.

In addition to expanding graphic design and creative thinking abilities; skills in invoicing, credit control, formal written communication, on-site presentations and workflow management were each practiced on a daily basis.

Medea International Limited

Working with Medea International was an incredible opportunity at a young age. Directly from high school I was working as a paid graphic design intern under Dundee's most successful entrepreneurs. Both the roles I worked in and the people I worked with were driven and highly valued. Proving my abilities, I quickly progressed to managing the graphic design and technical support sections of the company. Designing product branding and packaging through to marketing schemes for product launches, meant the work was highly varied and enjoyable.

Evidence of graphic work can be found on the company website www.medea.eu.com

Qualifications

BSc Innovative Product Design, First Class Honours - University of Dundee

"The evolution of existing and emergence of new technologies has profound implications for products, the people who use them and the cultures in which they are placed. This is both an exciting and daunting proposition. Innovative Product Design aims to educate hybrid designers who have the ability to evaluate and creatively use technology in a design context. Through sensitively and critically assessing the needs of people we hope our graduates can design products that have a positive impact on our changing society."

Polly Duplock, Course Director, Innovative Product Design 2008

Awards

Interdisciplinary Design Award 2008, The University of Dundee
- presented by Mike Press, formerly of The Design Council

Innovative Product Design Student Prize 2006/2007
 - presented by Polly Duplock, Course Director

Interests

I am very lucky to have a set of interests that either promote, inspire or involve me in design at various levels. From the objects I make to the conversations I have, the design sphere is a strong influence in my life, and I love that. I enjoy photography and have managed to find a particular niche in nightclub / event photography. To get away from the computer, or just for some fresh air, I go mountain biking and hill-walking; Scotland and Korea certainly cater well. Oh, and don't get me started on travel...

Frustrations

Seeing so many product interactions, whether public or private, that simply don't do the best job they could. This does however have the benefit of keeping my mind busy plotting how I could improve them someday.

Skills

General:

* Analytical and creative problem solver
* Effective facilitation, white-boarding, presentation & team collaboration skills
* Ability to evaluate and recommend changes to analytics for better understanding
* Organized, disciplined, efficient and able to manage multiple projects
* Learn new technology and platforms quickly
* Flair for visualising complex systems and finding ways to simplify them
* Passionate, motivated, curious; interested in getting the job done

Design:

* Strong design judgement, with the ability to clearly articulate design rationale
* Ability to interpret a brief and plan relevant resources accordingly
* Develop wireframes, screen-flow diagrams & UI spec documentation in Balsamiq Mockups and Flash Catalyst
* Establish use cases and scenarios to understand user context
* 9 years working experience with Illustrator, Photoshop, InDesign and CorelDraw. Mac and PC up to and including the CS5 suite of applications
* 5 years experience liaising directly with print houses and packaging companies
* 2 years tutored experience with 3D product design software SolidWorks
* Understanding of script languages HTML, AS2, PHP, Java (Processing) and database management via MySQL

Business:

* Experience setting up a limited company
* Comfortable engaging business and technical team stakeholders for feedback and negotiating successful compromises
* Consciousness of wider business pressures and key performance indicators (KPIs)
* Act as a user experience evangelist within diversely skilled project teams

Customer:

* Provide solutions that increase customer satisfaction
* 6 years experience within a help desk environment offering support to both the general public and private clients
* World class people handling skills and telephone manner
* Fluency in office/administration software including Microsoft Word, Excel, Outlook, Lotus Notes and intermediate skills in MS Access