

JENNIFER PARKER

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WHAT I AM DOING NOW

I'M CURRENTLY ENJOYING THE CHALLENGE OF APPLYING MY DESIGN SKILLS WITHIN A **UNITED NATIONS** AGENCY IN ITALY, WHERE I AM DOING AN **INTERNSHIP** AND DEVELOPING MY **MASTER THESIS** PROJECT ON DISTANCE LEARNING USING **MOBILE TECHNOLOGY** FOR **DEVELOPING CONTEXTS**.

ABOUT ME

I HAVE STUDIED **DESIGN** IN **3 UNIVERSITIES**, IN 3 DIFFERENT COUNTRIES: THE **UK, HOLLAND** AND **ITALY**. DUE TO THIS I HAVE A VERY BALANCED VIEW OF DESIGN, HAVING HAD THE OPPORTUNITY TO COMPARE THE NATURE OF BRITISH, DUTCH AND ITALIAN DESIGN. MOREOVER, I HAVE A GREAT DEAL OF EXPERIENCE WORKING IN **INTERNATIONAL TEAMS**. AS SUCH I HAVE EXCELLENT **COMMUNICATION** SKILLS AND A STRONG APPRECIATION AND SENSITIVITY FOR OTHER CULTURES.

AS A DESIGNER I FEEL THAT MY BEST SKILL IS **EMPATHY**. I AM A **PEOPLE-CENTRED DESIGNER** AND I ENJOY WORKING TOGETHER WITH USERS (ESPECIALLY PEOPLE VERY DIFFERENT FROM MYSELF) IN A COLLABORATIVE DESIGN PROCESS.

I TRY TO LIVE A **SUSTAINABLE LIFE** AND OF COURSE THIS INCLUDES MY WORK. FOR ME **SUSTAINABLE DESIGN** IS NOT ONLY ABOUT **ECO-EFFICIENCY** BUT IT IS ABOUT CREATING AN **EMOTIONAL CONNECTION** WITH THE USER, WHICH CAN HELP TO COMBAT OUR THROWAWAY SOCIETY.

IN MY LIFE I HAVE ALSO HAD A LOT OF **WORK EXPERIENCE**. I HAD MY FIRST JOB AT THE AGE OF 14 AND SINCE THEN I HAVE CONSTANTLY BALANCED STUDYING AND WORKING. CONSEQUENTLY I HAVE BUILT UP A HIGH LEVEL OF PROFESSIONALISM AND AN UNDERSTANDING OF **INDUSTRY**.

PORTFOLIO AND REFERENCES

I FEEL THAT MY WAY OF WORKING IS BEST REPRESENTED IN MY **BLOG**, WHERE I HAVE BEEN POSTING MY THESIS WORK SINCE OCTOBER 2010: [HTTP://JENNIFERPARKER.POSTEROUS.COM](http://jenniferparker.posterous.com)

MY FULL **PORTFOLIO** AT WWW.JENNIPARKER.COM INCLUDES EXAMPLES OF PROJECTS I HAVE COMPLETED DURING MY STUDIES AS WELL AS WORK CARRIED OUT FOR COMPANIES AND PERSONAL PROJECTS. THESE EXAMPLES SPAN MANY DISCIPLINES INCLUDING **PRODUCT, SERVICE, BRAND, INTERIOR, WEB** AND **EVENT DESIGN**. I CAN ALSO PROVIDE **REFERENCES UPON REQUEST**.



DESIGN INTERESTS

BEFORE STUDYING DESIGN MY DREAM WAS TO STUDY **PSYCHOLOGY**, BECAUSE I AM FASCINATED BY THE WAY THAT PEOPLE **THINK** AND **BEHAVE**. I STUDIED PSYCHOLOGY FOR ONE YEAR AT COLLEGE-LEVEL, AND ALTHOUGH IT WAS VERY INTERESTING, I REALISED THAT I WANTED TO DO SOMETHING MORE **CREATIVE** WITH MY LIFE. I CHOSE **PRODUCT DESIGN** BECAUSE TO ME IT SEEMED A DISCIPLINE **INTRINSICALLY LINKED** TO AN UNDERSTANDING OF **PEOPLE**, HOWEVER I HAVE FOUND THAT THIS IS UNFORTUNATELY NOT ALWAYS THE CASE. NEVERTHELESS MY **DREAM** IN LIFE IS TO MAKE A **POSITIVE IMPACT** ON PEOPLE'S LIVES THROUGH DESIGN - TO MAKE LIVES **BETTER, EASIER** OR SIMPLY MORE **PLEASURABLE**.

IN THE DESIGN PROCESS I AM HAPPIEST IN THE 'FRONT-END'; CONDUCTING FIRST-HAND **USER RESEARCH, TRENDS FORECASTING, STRATEGY DEVELOPMENT** AND **CONCEPT GENERATION**. I ALSO ENJOY WORKING OUT THE DETAILS OF THE SYSTEM - **JOINING ALL THE DOTS** TO CREATE A COHESIVE NETWORK OF ELEMENTS. FINALLY I LOVE GIVING **PROTOTYPES** TO USERS AND THE SURPRISE OF WHAT THEY DO WITH THEM!

IN TERMS OF OUTPUT I CONSIDER MYSELF TO BE AN **INTERDISCIPLINARY DESIGNER**. I PARTICULARLY ENJOY DESIGNING **SERVICES, SYSTEMS** AND **STRATEGIES** BUT ALSO **PRODUCTS, COMMUNICATION, EVENTS, AND SPACES**.

AMBITIONS

I AM DUE TO **GRADUATE** IN **JULY 2011** AND WILL BE AVAILABLE FOR WORK FROM AUGUST 2011. I AM EXCITED FOR THE NEXT CHAPTER IN MY LIFE AND MY AMBITION IS TO **PUSH THE BOUNDARIES OF DESIGN** INTO **NEW, NON-TRADITIONAL AREAS** WHERE I CAN **APPLY MY DESIGN SKILLS** AND PROVE THE **VALUE** THAT DESIGN HAVE IN SOCIETY.

THE MOST IMPORTANT ASPECTS FOR ME ARE TO WORK IN AN **INTERNATIONAL, MULTI-DISCIPLINARY CONTEXT** IN WHICH I CAN MAKE A **POSITIVE CONTRIBUTION TO SOCIETY**.

THEREFORE I AM INTERESTED IN WORKING FOR A **FORWARD-THINKING DESIGN STUDIO** OR IN A **NON-DESIGN CONTEXT** SUCH AS AN INTERNATIONAL ORGANISATION, NGO OR CHARITY.

I ALSO AIM TO **LEARN MORE LANGUAGES** AND AIM TO LIVE IN **DIFFERENT COUNTRIES**. I HAVE COMPLETED A BEGINNER'S **SPANISH** COURSE IN MILAN AND CONTINUE SELF-STUDY. I AM ALSO KEEN TO OTHER OTHER LANGUAGES INCLUDING **FRENCH**.

EDUCATION

MASTER // POLITECNICO DI MILANO, ITALY
MSC IN PRODUCT SERVICE SYSTEM DESIGN
OCTOBER 2008 - JULY 2011

BACHELOR // UNIVERSITY OF STRATHCLYDE, SCOTLAND
BSC (HONS) IN PRODUCT DESIGN & INNOVATION
SEPTEMBER 2004 - MAY 2008

// I GRADUATED WITH **FIRST CLASS HONOURS** AND I WAS **TOP OF MY CLASS**.

// FOR MY BACHELOR PROJECT I CHOSE THE THEME OF '**SOCIAL INCLUSION**' AND DEVELOPED A KITCHEN PRODUCT THAT HELPS USERS WITH LIMITED DEXTERITY TO PREPARE A FRESH, HEALTHY MEAL. FOR THIS PROJECT I WAS **NOMINATED** FOR THE PRESTIGIOUS '**GLASGOW 1999 DESIGN MEDAL**'.

ERASMUS // UNIVERSITY OF TWENTE, HOLLAND
INDUSTRIAL DESIGN
AUGUST 2006 - JANUARY 2007

// DURING MY ERASMUS I COMPLETED A PROJECT WITH THE **EMOTION DESIGN** CONSULTANCY D'ANDREA & EVERS, WHICH WENT ON TO BE **EXHIBITED AT DUTCH DESIGN WEEK 2007**.

PRODUCT SERVICE SYSTEM DESIGN

PSSD IS A BROAD COURSE CONCERNED WITH MEETING USER NEEDS THROUGH **COHESIVE SYSTEMS OF PRODUCTS, SERVICES, COMMUNICATION AND TOUCHPOINTS**.

FOR ME THE PRODUCT SERVICE SYSTEM CONCEPT IS MOST INTERESTING AS A **SUSTAINABILITY CONCEPT**, AND A TOOL TO **REDUCE CONSUMPTION**. I AM LUCKY THAT ONE OF THE PROFESSORS OF THE COURSE IS **EZIO MANZINI**, AND I SHARE HIS BELIEF THAT THE PATH TO A SUSTAINABLE FUTURE FOR OUR SOCIETY IS FOR PEOPLE TO "**CONSUME LESS AND LIVE BETTER**", A GOAL THAT CAN BE ACHIEVED THROUGH RADICAL RE-THINKING OF OUR RELATIONSHIP WITH PRODUCTS. BILL MOGGRIDGE OF IDEO STATED THAT WE MUST "**SHIFT DESIRE FOR CONSUMPTION TOWARDS DESIRE FOR USE**" IN HIS BOOK 'DESIGNING INTERACTIONS'. THE CREATION OF PRODUCT SERVICE SYSTEMS CAN ACHIEVE THIS, BY MOVING AWAY FROM THE TRADITION OF INDIVIDUAL PRODUCT OWNERSHIP AND TOWARDS MORE **COMPLEX SYSTEMS**, FOR EXAMPLE BASED ON **SHARING** (COLLABORATIVE CONSUMPTION).

AS WELL AS THIS COHESIVE APPROACH TO DESIGN, THE GREAT **ADVANTAGE** OF THE PSSD COURSE IS ITS **MULTICULTURAL, MULTIDISCIPLINARY ENVIRONMENT**. ALL OF THE WORK IS CARRIED OUT IN **TEAMS**, MADE UP OF PEOPLE OF DIFFERENT NATIONALITIES AND SPECIALISMS, FOR EXAMPLE IN MY CLASS THERE WERE STUDENTS WITH DIFFERENT BACKGROUNDS IN DESIGN (PRODUCT, COMMUNICATION, FURNITURE, INTERIOR, FASHION), ARCHITECTURE, ADVERTISING AND EVEN PHYSICS!

COMPUTER SKILLS

ADOBE CREATIVE SUITE // PHOTOSHOP, ILLUSTRATOR, INDESIGN, PREMIERE & BASIC KNOWLEDGE OF AFTER EFFECTS
CAD // SOLIDWORKS, PRO/ENGINEER
WEB // JOOMLA

WORK

JANUARY 2011 - JUNE 2011 // INTERN
ITC-ILO (UNITED NATIONS), TURIN // **WWW.ITCILO.ORG**

// AS AN INTERN AT THE INTERNATIONAL TRAINING CENTRE OF THE INTERNATIONAL LABOUR ORGANIZATION (UNITED NATIONS) I AM DEVELOPING A DISTANCE LEARNING PROGRAMME FOR AFRICA, WHICH USES MOBILE PHONES.

FEBRUARY 2010 - APRIL 2010 // EVENT DESIGNER
ESTERNI, MILAN // **WWW.ESTERNI.ORG**

// ESTERNI IS A NONPROFIT ASSOCIATION THAT DEVELOPS **CULTURAL PROJECTS** TO IMPROVE LIFE IN THE CITY. DURING MY INTERNSHIP I WORKED (IN ITALIAN) IN THE PRODUCTION DEPARTMENT TO PLAN AND STAGE THE PUBLIC DESIGN FESTIVAL 2010, HELD DURING THE MILAN DESIGN WEEK.

JULY 2009 - MARCH 2010 // WEBSITE DESIGNER
UNIVERSITY OF STRATHCLYDE, GLASGOW

// I DESIGNED, BUILT & MAINTAINED THE WEBSITE **WWW.DMEMCONNECTED.COM** FOR THE DEPARTMENT OF DESIGN, MANUFACTURING AND ENGINEERING MANAGEMENT (DMEM). IT IS A SOCIAL NETWORK CONNECTING STUDENTS, GRADUATES AND STAFF, WHILE PROMOTING CAREER OPPORTUNITIES.

JULY 2008 - SEPT 2008 // CALL CENTRE REPRESENTATIVE
CAPITA (INSURANCE COMPANY), GLASGOW

FEBRUARY 2008 - MAY 2008 // INDUSTRIAL DESIGN TUTOR
UNIVERSITY OF STRATHCLYDE, GLASGOW

OCTOBER 2007 - MAY 2008 // DESIGN CONSULTANT
INVITROGEN (BIOTECHNOLOGY COMPANY), GLASGOW

// TEAM PROJECT TO DESIGN AN ERGONOMIC USER WORKSTATION FOR A PRODUCT PACKAGING PROCESS. MY TEAM WON THE ROYAL ACADEMY OF ENGINEERING DESIGN PRIZE FOR BEST GROUP DESIGN PROJECT 2008.

JUNE 2007 - FEBRUARY 2008 // SUSTAINABILITY CONSULTANT
AQUADOS (ECO-FRIENDLY PRODUCTS MANUFACTURER), LEEDS

// INTERNSHIP WITH AQUADOS DURING WHICH I DEVELOPED MORE ECO-FRIENDLY PRODUCT PACKAGING & CALCULATED THE CARBON FOOTPRINT OF THE PRODUCTS.

OCTOBER 2003 - AUGUST 2006 // CUSTOMER REPRESENTATIVE
FIRST DIRECT (BANK), HAMILTON

AUGUST 2002 - MARCH 2003 // SALES ASSISTANT
MACKAY'S STORES LTD (RETAILER), HAMILTON

SEPTEMBER 2000 - JANUARY 2002 // SALES REPRESENTATIVE
AVON (COSMETICS COMPANY), HAMILTON

ONLINE IDENTITIES

LINKEDIN // WWW.LINKEDIN.COM/IN/JENNIPARKER
TWITTER // @JENNIPARKER57

HOBBIES

// TRAVELLING
// PHOTOGRAPHY
// SALSA
// CLIMBING

LANGUAGES

ENGLISH // NATIVE
ITALIAN // FLUENT
SPANISH // ELEMENTARY
FRENCH // BEGINNER