

Louise Wictoria Klinker

72 GAINSBOROUGH STUDIOS SOUTH
1 POOLE STREET, LONDON N1 5EE, UNITED KINGDOM
TEL +447861662670

louise.klinker@lwk.dk

Profile

I started out as a graphic designer working at Mollerup Designlab - a leading Danish design studio. After completing my BA in Interactive Media at Designskolen Kolding I went on to gain an MA in Interaction Design at the Royal College of Art, where I focused on challenging people's relationships to technology through playful, simple design.

At the RCA I won a NESTA design award and was featured in several publications, most recently in 'Sketching User Experiences' by Bill Buxton. After completing an internship at service design consultancy live|work Studio, I joined Flow Interactive as a User Experience Consultant 1.5 years ago. Flow has given me an opportunity to develop my people-centred approach to design further through conducting research which informs design.

Experience

USER EXPERIENCE CONSULTANT, FLOW INTERACTIVE, LONDON **FEBRUARY 2006 - PRESENT**

At Flow, I am working on a wide range of research and design projects, both in the UK and internationally. Flow have a wide variety of clients across many different industries, and places great importance on involving users throughout the entire design process.

As a consultant at Flow, I am responsible for projects from beginning to end, including planning and managing clients, conducting various forms of research, performing analysis of that research and translating the findings into design opportunities or design recommendations, as well as producing final documentation or facilitating workshops with the client team.

At Flow I have performed a wide variety of research. I used ethnographic research techniques for Vodafone (where I observed call centre staff) and for Nokia (where I conducted research in people's homes in Italy and the UK). I have conducted many lab based studies for a variety of different clients such as Tesco, Sky, Kraft Foods, Eon (an electricity provider), The Foreign and Commonwealth Office, and the Law Society. I used the findings from these various forms of research to produce design recommendations.

For other clients such as the Guardian and BUPA, I have been doing more design-led projects involving persona and scenario driven concept development.

My experience at Flow has given me a good understanding of what makes products and services both usable and enjoyable.

www.flow-interactive.com

SERVICE DESIGNER, LIVE|WORK STUDIO, LONDON**AUGUST – NOVEMBER 2005**

After completing my MA at the RCA, I started an internship at service innovation and design company live|work. I worked on service design propositions for a variety of live|work's clients including Sony Ericsson. I participated in workshops, and concept development as well as helping with production of the final design propositions.

www.livework.co.uk

GRAPHIC DESIGNER, MOLLERUP DESIGNLAB, COPENHAGEN, DENMARK**1999 - 2000**

At Mollerup Designlab I worked as a junior graphic designer. I mainly worked on creating logos and corporate identities, and gained classic graphic design skills and deep understanding of graphical language.

www.mollerup-designlab.com

FREELANCE GRAPHIC DESIGNER, VARIOUS CLIENTS, DENMARK**1999 – PRESENT**

My interest in graphic design led me to perform smaller jobs on a freelance basis for many different clients. Some examples were creating I cover designs and graphics for themed articles in Danish fashion and lifestyle magazine Romeo+Juliet, and designing brochures for various Danish schools, including The Nature School, Copenhagen School of Economics and Business Administration, Århus School of Graphics and Krabbesholm Art School.

Education

MA (RCA) Interaction Design, Royal College of Art, 2003 – 2005, www.rca.ac.uk

BA Interactive Media Design, Designskolen Kolding, Denmark, 2000 – 2003, www.designskolenkolding.dk/

Skills

RESEARCH FOCUSED

- I conduct research using techniques such as ethnography, depth interviewing, focus groups, shadowing, cultural probes and diary studies.
- I analyse findings from my research e.g. with affinity sorting.
- I connect insights to design for example by creating personas based on research to help keep focus when entering the design phase. I might also write scenarios for personas to further focus the design solutions.
- I write up research findings as slide decks - or occasionally full written reports - and am confident presenting to client teams.
- I facilitate workshops with client teams.

DESIGN FOCUSED

- I greatly enjoy concept development, and have much experience of coming up with innovative ideas for products, services, spaces, interactions and experiences.
- I can create prototypes using different techniques e.g.
 - experience prototypes using video editing in Final Cut Pro or Imovie.
 - low fidelity onscreen prototypes using HTML in Dreamweaver.
 - creating graphics in Illustrator, editing photos in Photoshop or creating wireframes in Omnigraffle/Visio,
 - drawing storyboards to communicate concepts (I have found the application Comic Life useful when doing this)
 - I have some familiarity with physical prototyping using electronics

Selected industry awards, press, recognition and exhibited work

FEATURED IN "SKETCHING USER EXPERIENCES" BY BILL BUXTON 2007

An entire chapter is devoted to my project 'Sketch-A-Move', where he writes extensively about the techniques of low-tech experience prototyping which we used to present the concept.

http://www.amazon.com/Sketching-User-Experiences-Getting-Design/dp/0123740371/ref=pd_bbs_sr_1/104-7396138-7307151?ie=UTF8&s=books&qid=1176752820&sr=8-1

INVITED SPEAKER AND PARTICIPANT, DESIGN ENGAGED 2005, BERLIN 2005
www.designengaged.com

RSA DESIGN DIRECTIONS NESTA DESIGN AWARD 2005
www.rsadesigndirections.org

MATTEL TOYS, HOTWHEELS DESIGN SUMMIT, LA, USA 2004
Invited speaker and participant with project: "SketchAMove"

GALLERY V1, COPENHAGEN, DENMARK 2003
Exhibited the animation 'COPY PASTE', made with 30,000 Hama plastic pearls