

# Hello, I'm Calum.

name: calum pringle  
folio: [freecalum.co.uk](http://freecalum.co.uk)  
email: [calum@freecalum.co.uk](mailto:calum@freecalum.co.uk)

Having enjoyed experience in mobile, film and software industries I am keen to continue to learn from a team of like-minded individuals to challenge and mature my design thinking as an interaction designer.

I am passionate for meaningful and thought provoking design that is of real benefit to others. I love working in a close-knit team, sketching concepts, exploring user scenarios and progressing these to a fully formed design; be it a proof of concept or application.

Particularly, I am interested in alternative approaches towards communication, with a focus on how human interaction develops through the use of distributed and networked devices. This enthusiasm is reflected in my university degree project "Subtle Subtitles"; an augmented alternative communication aid which marries impeded speech with advanced recognition software to clarify conversation through wearable subtitles.

#### interests

My general interests are varied, from design process and the role of aesthetics to illustration, theatre and film. I am also a keen photographer, pianist, and enjoy travelling and keeping fit. For a period of time I was the regional contact in Dundee and Fife for the charity Ataxia UK; driven by my interest in inclusive design. I realised the need to immerse myself in the user group before properly considering the design of a concept meant to assist. Collectively my interests have directly benefited my work as an Interaction Designer, demonstrated by my portfolio.

#### further contact details

address: Flat 206  
Arlington Building  
60 Fairfield Road  
London  
E3 2UB

tel #: 07739317055

#### experience

##### November 2010 - present

##### Interaction designer : Canonical UK Ltd

My role at Canonical is to create and sustain a consistent user experience for the Ubuntu operating system, whilst pushing innovation in conceptualisation to tangible designs for the future of the OS on all form factors. This position has given opportunity to enhance my design skill set; from design and definition of user experience (and the deliverables required therein) through to product strategy, usability and user research, communication with key stakeholders and within a distributed, multidisciplinary team.

##### Augst - September 2010

##### Freelance Interaction Designer : Orange Labs, France Telecom

For this role I have shared my expertise on a range of research projects which have involved conceptualisation and working from predetermined user scenarios and journeys. From this I have illustrated extensive use case scenarios and high fidelity key screen mobile interactions (including asset creation and wireframing of application use cases).

##### September 2009

##### Graphic Design Internship : Eyeline Entertainment

Based at Elstree studios working on a feature length production entitled "No Ordinary Trifle" (now "Love's kitchen"). Working closely with the production designer and art department coordinator, I gained an understanding of the characters and their purpose in the script which allowed me the knowledge to design graphic aids that not only filled in where props were needed but contributed to the film as a whole.

##### June - September 2009

##### Design Internship : Orange Labs, France Telecom

Based on an installation created whilst at university I was selected for a design internship. I was working within the research and development team on a range of conceptual and installation pieces. This involved illustration and storyboarding, creation of user scenarios, flash animation and actionscript.

##### September 2009 - ongoing

##### Subtle Subtitles : Personal

Fourth and final year university project. Subtle Subtitles clarifies conversation with people with dysarthric speech by presenting subtitles in our peripheral vision in an intuitively knitted scarf using an iphone / ipod touch application.

I completed in depth user research, contacting and interviewing professional designers, therapists, NHS workers, carers, family members, charity groups and users, as well as crafted cultural probes and held a focus group. Development moved the project into the realm of javascript and I prototyped a working iphone application. This also involved flash animation, typography, filming and editing, learning to knit and continuous user involvement through direct experimentation and indirect presentations. The project has received a great deal of mentionable publicity, including being presented at the International Society for Augmentative and Alternative Communication conference Barcelona 2010, shortlisted for a prize at New Designers 2010, blogged and written about in both the news and in design forums; PSFK, Fashioning Technology, The Courier, Ability Magazine, Ecouterre. The project continues as a hobby, and since graduation has been presented to both soft and hardware business.

#### education

1st class BSc (Hons) Interactive Media Design at the University of Dundee, Scotland. (2006 - 2010)

#### awards

2010 : Award for best Interactive Media Design Student  
2010 : Award for best Interactive Media Design Project  
Shortlisted for Cyberduck Associate Prize at New Designers 2010  
Shortlisted for Best Stand at New Designers 2010

#### external communication

Proposal (accepted) for CHI 2012 workshop entitled "Defamiliarisation in Innovation and Usability" co-authored (December 2011)  
Design Week "Doodle Zone" interview (January 2011)  
Design Week "Rising Star" of Interaction Design (October 2010)  
Ability Magazine "Subtle Subtitles" feature (summer 2010)

#### specialities

Conceptualisation, sketching, wireframing, design research, usability testing, detailed design documentation (illustrating application architecture, user journeys, research insights, keyscreen interactions and use cases)

Practically speaking - I am proficient with adobe creative suite, and have working knowledge of html, css, javascript and actionscript. This list is not all encompassing, depending on the requirements of the project, I learn what I need to to achieve my goal.