



Dr Peter Edward Henry Smee

PhD, MSc, BSc.

Overview:

- ***I am an experienced eLearning Consultant***, with a passion for the design, implementation and testing of new techniques and technologies, in support of Learning and Development.
- ***As a result***, I have enjoyed two decades of award winning and award nominated success within a wide variety of roles. These include:
 - ***Educational Technologist and Instructional Designer experienced in UI UX design***, and the subsequent implementation and applications development of over twenty, human centred, eLearning solutions.
 - ***Cognitive Modeller and Interaction Designer***, practised in the practical application of different models of the psychology in the design of face-to-face trainings and eLearning solutions.
 - ***Senior University Lecturer and Technical Consultant***, specialist in Psychology of Learning and Development and in the UI UX design of new eLearning and Innovation technologies, intended to accelerate learning, stimulate creativity and support collaboration within decision making.
 - ***Teacher and Trainer***, specialist in rendering complex ideas into an easy-to-understand format.
 - ***Meeting Host and Innovation Facilitator***, specialist in the selection and use of a variety of visual approaches to information display and knowledge representation in support of collaborative, team-based design sessions.
 - ***Project Manager and Organisational Ambassador***, responsible for the design, inauguration and running of the first Innovations Laboratory in the South West of the UK, as a space dedicated to strategic business planning.
- ***In terms of a single sentence***, I describe my core career as being about the design and development of new ways in which to: accelerate learning, focus decision making, encourage innovation and support collaboration.
- ***Successful projects, to which I have contributed***, include the design, planning and implementation of: Accelerated Learning Solutions, Information Rich Websites, Web-Based Presentations, Interactive Educational Technologies, Systems Modelling Tools, Creative Thinking Resources and Collaborative Meeting Environments.
- ***As a result of which***, I can offer many excellent references, with regard to the quality of my work.

Contact:

- ***Write to me via psmee@marjon.ac.uk***. I will be pleased to phone you back and discuss future projects to which I might contribute the skills, knowledge, expertise and professional contacts outlined in this document.

Contents:

- ***Chronology***: What I did; plus, Where and When.
- ***Qualifications***: Details related to educational certificates and professional trainings.
- ***Technical Abilities***: A list of the many applications and development environments with which I am familiar.
- ***Success Stories***: Twenty five reasons why you might like to consider employing me.
- ***Commendations***: Quick quotes recommending my five eBooks on teaching and learning technologies.
- ***Reference Pack***: Extended recommendations from ten senior professionals.

Chronology:

- 2008-2009 **Independent Learning Strategist, eLearning Designer and Educational Technologist**, focused on the design and implementation of new eLearning software and innovative Neuro Marketing Solutions.
- 1995-2008 **Senior Lecturer in the Psychology of Learning and Development and the design of new eLearning and Innovation Technologies**, working for the Centre for Information Technology in Education, at University College Plymouth, St Mark & St John, as Teacher and Module Leader on programmes of study related to: (Y1) the graphic design and textual authoring of digital resources associated with Teaching, Training, Public Presentation and Web Content; (Y2) the design of eLearning, eBusiness, eMarketing and eCommunications solutions; and, (Y3) the selection and use of techniques and technologies associated with Planning, Modelling, Forecasting, Innovation, Decision Management and Intelligent Control.
- 1995-2008 **Senior Technical Consultant**, contributing knowledge, skills and expertise on numerous public and commercially funded projects, managed by University College Plymouth, St Mark & St John:
- 2006-2008: Lead Innovations Facilitator/Project Manager** in the first Innovations Laboratory in the South West of the UK; a facility designed to be used 50% by managers and planners undertaking processes associated with strategic planning, and 50% as an educational resource exploring new approaches to teaching and learning.
- 2006-2008: eLearning Strategist/Interactivity Designer/Applications Developer**, responsible to design and equip the Innovations Laboratory (mentioned above), with hardware and software to support the processes of: Graphic Facilitation, Concept Visualisation, Web-Based Anonymous Brainstorming, Web-Based Collaborative Authoring, Computer-Mediated Conferencing, Creative Thinking and Group Discussion
- 2007-2008: eLearning Strategist/Interactivity Designer/Applications Developer**, assisting MYO International in the design of a web service that can parse text on websites and in digital documents, and then make suggestions on ways in which to alter the existing text, in order to positively influence the purchasing behaviours of customers.
- 2007-2008: eLearning Strategist/Instructional Designer/Applications Developer**, contributing to a college-funded project to design a new suite of Computer Labs, a state of the art Media Performance Studio and a CMS/VLE.
- 2005-2006: eBusiness Strategist/Interactivity Designer/Applications Developer**, on a UK Govt Knowledge Exchange Project to help businesses to make better use of web-based technologies. For example, web design, SEO of websites, web shop payment, web order automation, data security and outsourcing services.
- 2004-2005: eLearning Strategist/Instructional Designer/Educational Author**, on a UK Government Knowledge Exchange Project, tasked to write and distribute a set of five e-books, as a guide to Teachers and Trainers wanting to understand techniques and technologies that can be combined to accelerate learning and facilitate innovation.
- 2002-2004: eLearning Strategist/Instructional Designer/Applications Developer**, on a college-funded project exploring ways to optimise the design of software intended to assist in the graphic representation of ideas. EG: Scribbling, Concept Mapping, Mind Mapping, Flow Charting and Gantt Charting.
- 2001-2002: eBusiness Strategist/Interactivity Designer/Applications Developer**, on a UK Government Knowledge Exchange Project, intended to provide start up businesses with the web presence, payment facilities and SEO needed to enable new enterprises to compete within the international market place.
- 2001-2002: eLearning Strategist/Instructional Designer/Applications Developer**, contributing to a college-funded project, both planning and exploring the new teaching and learning uses for an institutional wide CMS and VLE.
- 1999-2000: eLearning Strategist/Instructional Designer/Applications Developer**, on an EU funded educational project, tasked to design and develop digital resources in support of Undergraduate Study. These included: CDROMS, Digital Text, Educational Posters and self running PowerPoint Presentations.
- 1997-1998: eLearning Strategist/Instructional Designer/Applications Developer**, on a college-funded project, exploring the design of software intended to enable University Tutors to provide enhanced feedback to students, in order to enhance the quality of the marks associated with student project work.
- 1995-1997: eLearning Strategist/Instructional Designer/Applications Developer**, on a college-funded project, exploring the design of resources to help students to use mind maps to accelerate learning.
- 1994- 1995 **Research Assistant in eLearning Design and Development**, at the Open University, Milton Keynes.
- 1991- 1994 Student: Studying for a PhD in Educational Technology, at the Open University in the UK.
- 1990- 1991 **Database Developer** at Kingston College of Further Education.
- 1989- 1990 **Research Assistant in eLearning Design and Development**, at Kingston College of Further Education, exploring the design of eLearning and eTraining software, intended to focus group discussion related to Health Education, in classes needing to discuss controversial health-related issues.
- 1988- 1989 Student: Studying for an MSc in Artificial Intelligence at Kingston University in the UK.
- 1985- 1988 Student: Studying fulltime for a BSc in Sport Science at Roehampton Institute in the UK.
- 1981 - 1985 **Telecommunications Engineer**, British Telecom.
- 1980 - 1981 **Clerical Assistant**, Computer Admin Section, Friends Provident Life Office, Dorking, in the UK.

Qualifications:

University-Level Educational Qualifications:

- 1995 PhD in Educational Technology, from The Open University in the UK
(Specialising in the User Experience design and development of Mind Mapping software intended to accelerate learning and facilitate group decision making)
- 1989 MSc in Artificial Intelligence, from Kingston University in the UK
(Specialising in the User Experience design and development of computer systems intended to focus group discussion, with additional credits related to Knowledge Engineering, Knowledge Representation, Natural Language Processing and the Design of Intelligent Agents)
- 1988 BSc in Sports Science and Dance, from Roehampton University in the UK
(Specialising in the User Experience design and development of technologies to support coaching in Sport, with supportive advanced level modules in Exercise Physiology and Biomechanical Analysis)

School-Level Educational Qualifications:

- 1979 UK School Advanced Level Qualifications:
Economics, Mathematics and Physics
- 1977 UK School Ordinary Level Qualifications in:
Advanced Mathematics, Mathematics, Biology, Chemistry,
Physics, English, English Literature, French, History and Geography

Professional Trainings related to Cognitive Modelling:

- 2000 Practitioner in Design Human Engineering (Course run by Paul McKenna and Dr Richard Bandler)
- 1998 Master Practitioner in Neuro-Linguistic Programming (Course run by Paul McKenna and Dr Richard Bandler)
- 1998 Practitioner in Neuro-Linguistic Programming (Course run by Paul McKenna and Dr Richard Bandler)

Professional Trainings related to Accelerated Learning:

- 2001 Photoreader, NLP Training Academy (Course run by Michael Carroll, NLP Training Academy)
- 2000 NLP Sporting Success (Course run by Paul McKenna and Olympic gold medal winner Roger Black)
- 1999 Training Practitioner in Neuro-Linguistic Programming (Course run by Paul McKenna and Dr Richard Bandler)

Professional Trainings in Audio-Based Brain Entrainment:

- 2007 Graduate of the Gateway (Hemisync) (Course run by the Monroe Institute, Europe)
- 2008 Graduate of the X27 (Hemisync) (Course run by the Monroe Institute, Europe)
- 2008 Graduate of the Lifelines (Hemisync) (Course run by the Monroe Institute, Europe)

Professional Trainings related to Personal and Professional Development:

- 2008 EFT (Emotional Freedom Technique) Practitioner Levels 1, 2 and 3 (Karl Dawson)
- 2007 Psych-K (Psychological Kinesiology) Facilitator /Advanced Facilitator (Mary Trenfield)
- 2000 Ericksonian Hypnotherapist (Course run by Michael Carroll, NLP Training Academy)

Professional Trainings in Scenario Planning:

- 1999 Three day workshop in Scenario Planning (Course run by Idon Software)

Technologies with which I am familiar:

General:

- Microsoft Office
- Microsoft Publisher
- Microsoft Project

Development:

- Microsoft Visual Basic: VB.NET 2008, MS Visual Basic 6, MS Visual Basic 3, MS VBA
- Microsoft Office: Automation of Word, Excel, Access and Outlook
- Other Programming Languages: Asymetrix ToolBook, HyperCard, PLUS PPL, LPA PROLOG, MSDOS
- DLL, COM and Active-X code libraries: VideoOCX (Video input), Scanner (Twain input), VBPaint (MS Paint clone), easyPDF SDK (PDF Manipulation), AddFlow (Flow Charter), DBI Calander (Calendar), DBI Solutions::Schedule (Gantt Chart), Ajilix (MS Journal clone) , ShellMegaPack (Explorer clone), ALLText (Word Clone), TXText (Word Clone), Polar Crypto (Encryption), Polar Zip (Zip), DataTree Pro (Data), TList (Data), PowerTCP (FTP), DevMailLite (Pop Mail), ActiveAudio (Sound Input), ComponentOne .Net Suite (Various), SAPI4 (text-to-speech /speech-to-text), MS Agents (APIs, characters and editors).
- Experience in the use of Windows API calls

Web Authoring:

- HTML, CSS, ASP, VBscript, Jscript, SQL, JAVA, PHP
- Macromedia Flash
- Macromedia Dreamweaver
- Macromedia Director (inc Shockwave Animation)

Graphics:

- Corel Draw
- Paintshop Pro
- Paint.NET
- Microsoft Visio
- eDraw
- 3D Combine
- Panorama Factory

Educational/Communication:

- FirstClass VLE
- Blackboard VLE
- SKYPE VoIP software

Audio/Video:

- Screen Cameras, inc WINK and Camtasia
- Microsoft MovieMaker
- Audacity audio editing
- SHARM Hemisync authoring
- Sony Acid Pro
- eJay Music Making (Various)

Conceptual:

- cMap Tools concept mapping
- Bubbl.US mind mapping
- Mind Manager mind mapping
- DimDim virtual online meeting software
- Facilitate brainstorming and meeting software

Success stories:

Management Experience:

- **Two years as a Lead Innovations Facilitator.** In which role: *I was the senior member of staff*, responsible for the day-to-day running and operation of the first Innovations Laboratory in the South West of the UK, *I facilitated management groups* in processes associated with strategic planning, for example: Graphic Facilitation, Concept Visualisation, Web-Based Anonymous Brainstorming, Concept Mapping, Mind Mapping, Causal Maps, Flow Charting, Gantt Charting, UML, Soft Systems Analysis, Scenario Planning, Web Based Conferencing and Web-Based Collaborative Authoring; *I was the coordinator* of three part-time, professional specialists, designated to contribute to the work of the iLab facility; and, *I acted as an ambassador to many businesses and organisations*, with a remit to popularise the use of innovation technologies within the South West of the UK. **A vignette associated with my success being:** I was invited to speak at several Business Conferences, including: (i) the 2007 Conference of the Chartered Institute of Personnel and Development, in St Mellion, Cornwall, where I addressed over 110 senior managers from around the South West of the UK; (ii) the 2007 SMART Woman's Business Conference at Cornwall University, Penzance, Cornwall; and, (iii) the 2008 Management Conference for the international defence corporation, AIS. **Additional vignettes associated with my success being:** (i) I was praised by management for my abilities as an Ambassador; (ii) I contributed to the hosting of large Professional Networking Events; (iii) I was praised for my work exploring new approaches to teaching and learning; (iv) I provided support that enabled a group of young entrepreneurs to undertake planning and design activities that led to them win the 2007 Make Your Mark competition, which is a UK award for entrepreneurial creativity; and, (v) I facilitated a two day strategic planning event for the management team responsible for the design and manufacture the Segway Transporter. (See www.innovationspace.co.uk).

Educational Technologist and Instructional Designer:

- **Ten years of experience as a specialist in Research and Development, focused on the UI UX design and development of new Educational, Instructional and eLearning Technologies.** In which role, I experimented with the design of a variety of software applications, with dual educational and business utility. And, I also experimented with the application of digital technologies within training and coaching physical skills. **Examples of the software that I designed and programmed being:** a Tablet PC Scribble Pad; a Mind Mapping application; a Flow Charting application; a Gantt Charting application; a Text-to-Speech Reader; a Speed Reader; a Marking Machine for teachers; and, a Case-Based Scenario system to focus group discussion. And, I also produced many digital learning resources for use by degree-level students within Higher Education. **Vignettes associated with my success being:** (i) I received a Masters degree for my research associated with the design of educational software intended to focus class discussion; (ii) I received a PhD for my research associated with the design of innovative Mind Mapping software; (iii) my Mind Mapping software was endorsed by the UK Dyslexia Society, as a product helpful to those with difficulties in reading; and, (iv) my Mind Mapping software was voted second in the 1994 Business Software Challenge, which is a UK-wide competition sponsored by the Financial Times and the British Computer Society.

Cognitive Modeller and Interaction Designer:

- **Two years of experience as a Cognitive Modeller and Interaction Designer, working in the newly established field of Neuro Marketing.** The field of Neuro Marketing seeks to understand and leverage the power of the subconscious mind, with respect to directing and influencing user perceptions and behaviour. For example, by subliminally influencing the majority of users to click one specific link within a web page. To do this, Neuro Marketing fuses conventional approaches to *user experience analysis* with advanced forms of psychology, such as *Neuro Linguistic Programming* and *Design Human Engineering*, with linguistic studies into the *hypnotic power* of certain patterns of language, and with the results of psychological studies into the (legal) aspects of *subliminal imagery* and *subliminal aspects of screen layout*. For instance, once screen designers realise that the majority of males and females scan a screen differently, they can position gender specific information in specific locations on a web page. As the name suggests, to date, most Neuro Marketing specialists have sought to utilise the field to convert web site visits into sales. In contrast, my interest has been to use the same body of knowledge: *to explore* ways in which to make work-place applications more attractive and intuitive to use; and, *to experiment* with ways in which to embed information direct into the user's subconscious mind, in eLearning packages. **Vignettes associated with my success being:** (i) I was a mentor to the founder of the Neuro Marketing Company, MYO International, which has since become a leader in the field; and, (ii) I am acting as a user experience consultant in the ongoing design and development of core services offered by MYO. (See www.myointernational.com).

University Lecturer and Technical Consultant:

- **Twelve years of experience as a Senior University Lecturer, specialist in Learning and Development and the design of new eLearning and Innovation Technologies.** In which role: *I taught* over one thousand undergraduate students; *I mentored* over sixty undergraduate research projects; *I directed* two PhD programmes of research; *I undertook research* into the usability issues associated with new computer users being able to learn unfamiliar software packages; *I had the privilege to work alongside* researchers employed on prestigious commercial eLearning projects, such as the control software associated with the LEGO Mindstorms series of products; and, *I had the good fortune to be mentored by* some of the best teacher trainers in the UK. **Vignettes associated with my success being:** (i) I was asked to run staff development workshops, related to Learning and Development, at several Colleges, Universities and Business Conferences; (ii) I was awarded more than £100,000 worth of funding to design and experiment with new approaches to the design of eLearning and Innovation Technologies; (iii) I was praised for my work as lead academic and author on the formal documentation for a new degree programme, entitled Interactive Digital Technologies; (iv) I was regularly rated as 'Excellent' in numerous 360 degree appraisals; and, (v) I had the pleasure of being part of a teaching team, twice voted as 'Best in the UK' in official polls of ex-graduates.
- **Four years of experience as a Technical Consultant, specialist in the UI UX design of new Educational Technologies.** In which role: *I provided advice* during the planning and rollout of two combined Content Management System/Virtual Learning Environments; *I participated in research with end users* on new ways in which to employ Virtual Learning Environments within UK Higher Education; *I contributed advice* to the usability planning a new suite of Computer Labs and associated Digital Performance Studio; *I provided consultancy*, with regards the use of brain entrainment audio to alter states of consciousness, within an immersive digital experience related to medical treatment; and, *I acted as an Educational Author*, writing over a million words discussing the interactivity design opportunities associated with 'next generation' Educational Technologies. **Vignettes associated with my success being:** (i) I provided advice to a Medical Think Tank that contributed to them being praised by the UN WHO; and, (ii) I was twice nominated for a national UK award for my work associated with authoring a set of five eBooks on the design of techniques and technologies intended to accelerate learning and enhance creativity.
- **Two years of experience as a Technical Consultant, specialist in the UI UX design of new Business Technologies.** In which role: I wrote: *briefing documents* on the design opportunities associated with future technologies, such as VoIP, OLED, Virtual Office, Social Networking and 3G Mobile; *advisory documents* explaining the many 'human experience' opportunities associated with applications of AI technologies to enhance the power of the human brain, by making it easier for the mind to comprehend patterns within complex sets of data (e.g. Fuzzy Logic, Fractal Patterns, Neural Nets and Genetic Algorithms); and, *planning documents* to enable entrepreneurs to leverage web presence, web sales and web-based marketing. **Vignettes associated with my success being:** (i) I was engaged to provide consultancy to an experienced entrepreneur seeking to bid for venture capital to launch a new web-based service, intended to facilitate in the Learning and Development of staff in large corporations; and (ii) I assisted in the establishment and mentoring of a number of new businesses by former students.
- **Two years of experience as a Web Designer and Computer Programmer, providing private consultancy to a Nutritional Sales company.** In which role, I designed and published an informational web site, with associated web payment facilities. I assisted in the generation of a web marketing, virtual office and outsourcing strategy. I designed and programmed an order processing automation system that logged and double-checked the fulfilment of customer orders. And, I designed and programmed an automated accounts system that generated digital end-of-month statements at the click of a button. **Vignettes associated with my success being:** (i) the profits of the company rose from £60,000 to £300,000 in a two year time frame; (ii) many customers commented on how my web site design was much easier to navigate than the sites of competitors; and, (iii) the website contributed to the company becoming endorsed as a 'suggested supplier' by a major UK charity.

Commendations:

Quotes on my set of five eBooks explaining accelerated learning techniques and technologies

"I thought I knew about accelerated learning, until I read these books".

Dr Steve Baker, a nationally noted Headmaster, in the UK, Lipson Community College, 2002.

"Pete's work is exciting and has given me many new ideas, broadening my understanding of accelerated learning".

Dr Pat McGovern, Dean, School of Education, College of St Mark & St John, 2002.

"I couldn't put the book down"

Ms Eleanor May Brenneke, Committee Member of SEAL (Society for Effective and Affective Learning), 2002.

"Pete has a unique talent for explaining complicated ideas in ways that will bring a smile to your face - and enthusiasm for your work as a trainer"

Mr Royce Munday, a Training Specialist, working at boardroom level with multinational corporate clients, 2002.

"Pete has evolved a unique mix of abilities, giving rise to a valuable set of insights"

Mr Terry Carroll, a leading Motivational Speaker in the City of London, and Education Action Zone Consultant, 2002.

"Dear Pete, I finally received the CD on Monday. Thanks so much. I can't wait to read it all. I think your writing style is very interesting...I am excited about applying some of these techniques to the training program I am making for our new national organization...You've got me thinking!"

Mr Jafar Karim, Consultant to the Minister, Ministry of Social Affairs, Republic of Indonesia, 2003.

"In his writing, Dr Smee has the ability to make the complex simple, giving him the ability to teach anyone anything. I have read 100's of books, and when I came across his book in an unlikely place I was compelled to read on. I suggest you do the same. His compelling work, in the name of furthering the human race and our potential takes a leap forward in this area! Great work. I look forward to more of it. Take Care."

Mr Hunter Dean, NLP Master Practitioner & Trainer, Director of Human Performance Specialists, New Zealand, 2004.

Reference Pack:

On request, I can supply a PDF document containing references from ten former colleagues, who comment on my **fourteen years of work experience**, as a Senior Lecturer in eLearning and Innovation Technologies, within UK Higher Education, and my **two decades of award winning and award nominated work experience**, as a Researcher and Technical Consultant within Business and Education. In this pack, references are presented as four separate sections:

Comments from specialists in the design and use of new eLearning Solutions and Interactive Educational Technologies:

Professor Sir Timothy O'Shea, Principal of Edinburgh University and a specialist in the design and development of new Educational Technologies, under whose mentoring my design and development of Mind Mapping software came second in a national UK competition for Business Software Design, organised by the Financial Times in liaison with the British Computer Society.

Dr David Benzie, Head of eLearning at University College Plymouth, St Mark & St John, with whom I worked for many years on a variety of projects related to the design and development of new educational technologies; for example, by contributing to the design of Content Management Systems and Virtual Learning Environments, and also by contributing to the design of a suite of physical computer laboratories, which included the first combined Digital Performance Studio and Theatre in the South West of the UK.

Comments from specialists in the design and use of new Innovation Technologies in Business and Education:

Professor David Baker, former Principal of University College Plymouth, St Mark & St John, for whom I undertook the design, development and management of the first Innovations Laboratory in the South West of the UK; an Innovations Laboratory being a physical space optimised for: Graphic Facilitation, Concept Visualisation, Web-based Anonymous Brainstorming, Computer-Mediated Conferencing, Collaborative Authoring, Creative Thinking and Group Discussion.

Professor Richard Ennals, a Senior Manager at Kingston University Business School, a Senior Consultant to international corporations, and an experienced Researcher, interested in the design and development of Human Centred Systems and Innovation Technologies in Business and in Education, under whose guidance I designed case-based software to focus group discussion by students and professionals, with regard to controversial issues.

Comments from specialists in Learning and Development, Innovative Teaching and Educational Strategy:

Dr Paul Gentle, Programme Director for the Leadership Foundation for Higher Education, under whose management I provided Instructional Design and Innovation Facilitation consultancy on Knowledge Exchange Projects between UK Academia and the Business Community in the South West of the UK, and was well received as a speaker on Accelerated Learning Technologies at a number of business conferences.

Dr Ian Luke, Dean of Education and Professional Development at University College Plymouth, St Mark & St John, for whose department I often provided consultancy related to Accelerated Learning Techniques and related New Mind Technologies, as well as in-service training to teachers in local schools.

Professor Melvin Morse MD, former Professor of Paediatrics at University of Washington, now Head of an international Medical Think Tank, that in 2008 was lauded by the UN WHO, and for whom I provided consultancy on the potential applications of New Mind Technologies within Medical Care, for example, new approaches to accelerating learning, and also the application of Brain Entrainment audio within the treatment of physical trauma.

Comments from specialists in Learning and Development, Change Management, and Effective Communication:

Royce Munday, Director of Innersuccess, who has worked for five years as a Training Manager for an international agricultural company, and for over ten years as an Independent Consultant in Personal and Organisational Change, providing advice and facilitating meetings at the boardroom level of major brands.

Ian Hosker, Director of Quasar Research and Consultancy, who has worked for over fifteen years as a Manager and a coordinator of government schemes of Education and Training, designed to enhance the profitability of small to medium sized businesses in the South West of the UK.

Mr Chris Bourne, Director of Legend design consultancy and a Senior Consultant in the fields of Brand Marketing, Corporate Communication and Graphic Design, who has a reputation for making complex ideas easy to understand, and who has worked as a Senior Designer and Project Manager for many major corporations and institutions, within the UK, such as British Telecom, Consignia, the Science Museum and the British Library.