

**Dr Andrew Polaine****Contact details on request**

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<b>Biography</b>	<a href="http://pln.me/blurb">pln.me/blurb</a>
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**Education and Qualifications**

<b>2004 – 2010</b>	<b>University of Technology, Sydney</b> <i>Doctor of Philosophy (PhD)</i> Thesis title: <i>Developing a language of interactivity through the theory of play</i>
<b>2003 – 2004</b>	<b>The University of New South Wales, Sydney</b> <i>Graduate Certificate in University Learning and Teaching</i>
<b>1991 – 1994</b>	<b>University of Westminster, London</b> <i>B.A. (First Class Honours), Contemporary Media Practice</i>
<b>1989 – 1990</b>	<b>Colchester Institute, England</b> <i>National Diploma, Art &amp; Design Foundation</i>
<b>1984 – 1989</b>	<b>Felsted School, England</b>
<b>1976 – 1984</b>	<b>Holmwood House School, England</b>

## **Professional Experience**

- 2018 – present**      **Group Director – Fjord Client Evolution**  
*Fjord - Accenture Interactive*
- 2017 – 2018**      **APAC Regional Design Director – Fjord  
& Fjord Evolution APAC Lead**  
*Fjord - Accenture Interactive*
- 2015 – 2016**      **Design Director – Fjord Evolution APAC**  
*Fjord - Accenture Interactive*
- 2009 – 2015**      **Researcher/Lecturer & Specialism Head of  
Service Design**  
*Hochschule Luzern, Schweiz*
- 2002 – 2015**      **Service & Interaction Design Consultant & Writer**  
*Self-employed*
- 2007 – 2009**      **Casual Lecturer – Interactive Media**  
*Hochschule Offenburg*
- 2001 – 2007**      **Senior Lecturer & Head of School of Media Arts**  
*College of Fine Arts, The University of New South Wales,  
Sydney, Australia*
- 2006 – 2007**      **Gastprofessor ‘Gestaltung medialer Umgebungen’**  
*Fakultät Medien, Bauhaus Universität, Weimar, Germany*
- 2001 – 2002**      **Co-founder, producer and interaction designer**  
*Thread, Sydney*
- 2000 - 2001**      **Interactive Director**  
*Animal Logic Pty. Ltd., Sydney*
- 1999**              **Freelance interaction designer**  
*MCM Interactive Pty. Ltd., Sydney;  
Massive Interactive, Sydney*

- 1999**                    **Senior Creative Producer/Concept Designer**  
*Razorfish Inc., London*
- 1994 – 1999**           **Co-founder and Partner**  
*Antiom, London*
- 1995**                    **Freelance interactive director, post-production  
editor and composer**  
*CHBi, London*
- 1995**                    **Interaction Designer/Producer**  
*Myelin Ltd., London*
- 1994**                    **Freelance Interactive, Sound & Interface Designer**  
*1st Call Interactive Ltd.; TripMedia Ltd., London;*  
*The Armchair Travel Co. Ltd., London.*

## Biography

I am currently Group Director for Fjord Client Evolution, a global role sharing Fjord's wealth of design and innovation experience to help clients build and grow their own capability and transform their organisations. Previously I was APAC Regional Design Director and Fjord Evolution Lead, based in Sydney, Australia.

I have been working in interaction design since the early 90s and was co-founder of the award-winning new media group, Antirrom, in London. Prior to this, I was a creative producer at Razorfish, UK and later Interactive Director at Animal Logic, Sydney.

I was Senior Lecturer and Head of the School of Media Arts at The University of New South Wales, Sydney before moving to Germany and hold a PhD from the University of Technology, Sydney in which I examined the relationship between play and interactivity. I was Lecturer and Researcher at the Lucerne School of Art and Design in Switzerland where I headed the Service Design track of the Master of Design and Design Management International.

During a long career as a consultant and academic with over 25 years of experience in design and innovation, I have worked with clients across a range of industries, including finance, public services, insurance, telecommunications, automotive, media, design and education.

I have written over 160 articles and papers and co-authored the Rosenfeld Media book, *Service Design: From Insight to Implementation*. I am a Rosenfeld Expert, Rosenfeld Editorial Board Advisor and a Fellow of the Royal Society for the encouragement of Arts, Manufactures and Commerce. I am a regular keynote speaker at international conferences and events. You can find me online at [polaine.com](http://polaine.com) or on Twitter as @apolaine.

## **Selected Publications and Presentations**

(Full list of publications available at <http://pln.me/pubs> )

### **Books & Book Chapters**

Polaine, A., Ryan, C.-L., & Kranz, E. (2017). ATO Partner Space Case Study – Fjord Australia. In M. Stickdorn, M. E. Hormess, A. Lawrence, & J. Schneider (Eds.), *This Is Service Design Doing: Applying Service Design and Design Thinking in the Real World*. O'Reilly Media.

Løvlie, L., Polaine, A. & Reason, B. (2013) *Service Design: From Insight to Implementation*. Rosenfeld Media, New York.

Polaine, A. (2012). Play, Interactivity and Service Design: Towards a Unified Language. In Miettinen, Satu & Valtonen, Anu (Eds.), *Service Design with Theory: Discussions on Change, Value and Methods* (pp. 159-168). Lapland: Lapland University Press.

Polaine, A., & Bennett, R. (2009). Creative Waves: Exploring Emerging Online Cultures, Social Networking and Creative Collaboration Through e-Learning to Offer Visual Campaigns for Local Kenyan Health Needs. In Rummeler, Scott & Ng, Kwong-Bor (Eds.), *Collaborative Technologies and Applications for Interactive Information Design: Emerging Trends in User Experiences* (pp 39-51). Hershey, PA: IGI Global. ISBN: 1-6056-6727-7

Polaine, A. (2004), *Play: Towards a language of interactivity*, Art and New Media, Digital Center, Tainan National University of Arts; Ministry of Education, Taiwan.

Polaine, A. (2004) *Antirrom*, The art of experimental interaction design, International designers Network IdN Special 04. Systems Design Ltd, Hong Kong. (p. 16-17)

### **Published Conference & Journal Papers**

Polaine, A. (2013) *A nested set of meta-principles for service design*. Proceedings of the 10th European Academy of Design Conference - Crafting the Future, Gothenburg, Sweden.

Polaine, A. (2011) *Design Research - A Failure of Imagination? Researching Design Education - 1st International Symposium for Design Education Researchers*. CUMULUS Association/Design Research Society, 41-45.

Polaine, A. (2010) *Late to the Party? : The Challenges and Opportunities Facing Service Design Education*. Touchpoint: The Journal of Service Design, (3)1, 50-51.

Polaine, A. (2010) *Creative Waves COTEN: Service Designing Higher Education*. Touchpoint: The Journal of Service Design, 2(3), 50-53.

R. Aebersold, A. Polaine, A. Schäfer, *Blueprint+: Developing a tool for designing and managing service processes*, Proceedings SERVSIG, International Service Research Conference, Porto 2010.

- Bennett, R. & Polaine, A. (2007). *Exploring Emerging Online Cultures, Social Networking and Creative Collaboration Through e-Learning to Offer Visual Campaigns for Local Kenyan Health Needs*. Paper presented at the Icoграда World Design Congress Education Network Conference, La Habana, Cuba. URL: [http://www.icograda.org/events/event\\_archive/articles1014.htm?query\\_page=1](http://www.icograda.org/events/event_archive/articles1014.htm?query_page=1)
- Polaine, A. (2006) *Conference summary: Treating change within Art & Design education as a design problem*, Enhancing Curricula: 3rd International conference, Centre for Learning and Teaching in Art and Design, Lisbon, Portugal. ISBN: 0-9541439-5-7
- Bennett, R & Polaine, A. (2006) *Online collaboration and creative processes*, Proceedings of Enhancing Curricula: 3rd International conference, Centre for Learning and Teaching in Art and Design, Lisbon, Portugal. ISBN: 0-9541439-5-7
- Polaine, A. (2005) *The Flow of Interactivity*, Proceedings of the Interactive Entertainment Conference 2005, University of Technology, Sydney, Australia (p. 151-158). Creativity and Cognition Studios Press. ISBN 0-9751533-2-3
- Polaine, A. (2005) *Why Big Fine Art doesn't understand interactivity*, Proceedings of REFRESH! First International Conference on the Histories Of Media Art, Science and Technology, Banff Institute, Canada. URL: [http://www.banffcentre.ca/bnmi/programs/archives/2005/refresh/conference\\_docs.asp](http://www.banffcentre.ca/bnmi/programs/archives/2005/refresh/conference_docs.asp)
- Bennett, R., Chan, L. K., Polaine, A. (2004) *The Future Has Already Happened: Dispelling some myths of online education*. Proceedings of the Australian Council of University Art and Design Schools Annual Conference 2004. Canberra, Australia. ISBN: 0-7315-3040-3. URL: <http://www.acuads.com.au/conf2004/conf2004.htm>.
- Polaine, A. (2004) *The Playfulness of Interactivity*, proceedings of the Fourth International Conference on Design and Emotion, Middle East Technical University, Ankara, Turkey and The Design and Emotion Society.
- Polaine, A. (2003) *The Language and Aesthetics of Interactivity*, International Forum for Animation and Digital Arts, Taipei, Taiwan.

### **International Conference Keynotes and Seminar Presentations**

- Polaine, A. (2018). *Towards Mindful Service Design*. Opening keynote Service Design Days, Barcelona.
- Polaine, A. (2018). *A Seat at Whose Table?* Presentation for Rising Minds, Sydney, Australia. Available: <https://speakerdeck.com/apolaine/a-seat-at-whose-table>
- Polaine, A. (2018). *Design for the Long Term*. Closing Keynote, Web Directions Design 2018, Melbourne, Australia. Available: <https://speakerdeck.com/apolaine/design-for-the-long-term>
- Polaine, A. (2017). *Living Design*. Presentation at UX Australia 2017, Sydney, Australia. Available: <https://speakerdeck.com/apolaine/living-design>

- Polaine, A. (2017). *Living Design*. Closing Keynote, Service Experience Conference 2017, San Francisco, USA. Available: <https://speakerdeck.com/apolaine/living-design-1>
- Polaine, A. (2016). *Design to the power of ten*. Presentation at UX Australia 2016, Melbourne. Available: <http://www.uxaustralia.com.au/conferences/uxaustralia-2016/presentation/design-to-the-power-of-ten/>
- Polaine, A. (2016). *Service Design for the Enterprise Ecosystem*. Workshop at Enterprise UX, San Antonio, TX.
- Polaine, A. (2016). *Remembering what we have forgotten*. Presentation at Service Design Australia 2016, Melbourne. Available: <http://www.uxaustralia.com.au/conferences/servicedesign-2016/presentation/remembering-what-we-have-forgotten/>
- Polaine, A. (2016). *How to design a service in six hours*. Workshop at Service Design Australia 2016, Melbourne. Available: <http://www.uxaustralia.com.au/conferences/servicedesign-2016/presentation/design-a-service-in-six-hours/>
- Polaine, A. (2015). *Mind the gaps — designing multichannel service experiences for real people*. Service Design Ignition Conference, Copenhagen.
- Polaine, A. (2014). *Mind the gaps—designing multichannel service experiences for real people*. Keynote at Interaction South America 2014, Buenos Aires.
- Polaine, A. (2013) *From UX to Service Design*. User Experience Lisbon, Portugal.
- Polaine, A. (2012) *Service Design: Design for People vs. Screens*. Webdagene 2012. Oslo, Norway
- Polaine, A. (2011) *Design Research - A Failure of Imagination? Researching Design Education - 1st International Symposium for Design Education Researchers*. CUMULUS Association/Design Research Society, Paris.
- Polaine, A. (2010) *COTEN: Examining Higher Education Through Service Design*. Service Design Network Conference 2010, Berlin, Germany.
- Polaine, A. (2010) *Service Design Workshop*. Design in Our Times, DOTT Cornwall, UK.
- Polaine, A., Aebbersold, R., Bosshart, R., Mettler, A. (2009) *Blueprint+: Developing a tool for service design*. Service Design Network Conference 2009, Madeira, Portugal.
- Polaine, A. (2009) *Small Things, Big Difference*, AGDA Design a Better World Conference, Powerhouse Museum, Sydney, Australia.
- Polaine, A. (2008) *Designing Education's Future: Online, collaborative, playful and socially aware*, School of Design Staff Conference 2008 (September), Northumbria University, England.

- Polaine, A. (2008) *The future isn't what it used to be - emerging trends and their implications for higher education*, Associate Deans Conference 2008 (June), Northumbria University, England.
- Bennett, R. & Polaine, A. (2007). *Exploring Emerging Online Cultures, Social Networking and Creative Collaboration Through e-Learning to Offer Visual Campaigns for Local Kenyan Health Needs*. Paper presented at the Icoграда World Design Congress Education Network Conference, La Habana, Cuba.
- Polaine, A. (2007) *Social Learning Master Class: Developing and Facilitating On-line Creative Collaboration*, Northumbria University, England.
- Polaine, A. (2007) *Creative Collaboration and the Future of Education*, Urban Learning Space Seminar Series, Urban Learning Space, Glasgow, Scotland.
- Polaine, A. (2007) *Converging and Emerging Online Cultures: creative collaboration and a future for learning*, Learning Futures: Beyond Distance Conference 2007, University of Leicester, UK.
- Bennett, R., Polaine, A., Dziekan, V. McIntyre, S. (2006) *Small World Global Classrooms: Exploring the Potential and Advantages of Fully Online Global Learning Communities*, Online Educa Berlin, 13th International Conference on Technology Supported Learning and Training, Berlin, Germany.
- Bennett, R & Polaine, A (2006) *Online collaboration and creative processes, Enhancing Curricula: 3rd International conference*, Centre for Learning and Teaching in Art and Design, Lisbon, Portugal.
- Polaine, A. (2006) *Online interaction and cultures in the workplace and the lessons they provide for e- learning*. Pushing the boundaries: Building the e-learning research agenda, University of Leicester, UK.
- Polaine, A. (2005) *Why Big Fine Art doesn't understand interactivity, REFRESH! First International Conference on the Histories Of Media Art, Science and Technology*, Banff Institute, Canada
- Bennett, R., Chan, L. K., Polaine, A. (2004) *The Future Has Already Happened: Dispelling some myths of online education*. Australian Council of University Art and Design Schools Annual Conference 2004. Canberra, Australia.