# Malcolm Jones MA, a.o.c.a

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## Introduction

A consultant to the high-technology sector with professional and academic achievements that include; branding industry-leading products, award winning visual designs, authorship of a book on the principals of drawing and research in methods of user experience ideation and sketching.

## Background

- Professional with twenty years experience in visual and communication design, including fourteen years consulting in the high-technology sector.
- Higher education in communication design(1987), and in Design: Multimedia and Graphics(2008).
- Expertise in ideation and sketching.
- Strong creative problem solving, visualization and communication skills.
- Excellent organization, management, teamwork, and IT skills.

## Experience

'87 – '07 **Visual and Communication Design**

Acting in a creative and advisory role to leading telecommunications, software and IT companies, such as Nortel Networks Corp., and IBM Cognos, I work closely with key personnel and senior management to achieve major corporate initiatives. I have experience working in the areas of user experience design, information design, GUI design and interaction design. I also apply creative acumen and critical thinking skills in the provision of visual design services to government departments, agencies, and organizations.

**IBM/Cognos.** Corporate Performance Management Initiative (2006).

Role: Consultant

Project aims: Design a series of high-end graphic scenarios as a focus for future product development and investment, including the development of a graphic scenario(storyboard) management system and delivery of a tutorial on scenario authorship.

Primary contact: Tina Groves, Senior Product Manager, IBM/Cognos.

**Canadian War Museum.** New permanent exhibition(2004/5).

Role: Consultant/Visual Designer

Project aims: Appraisal and management of imagery requirements for permanent exhibition of new building(200+ images from icons to 40ft murals) and delivery of artwork for key images and information graphics.

Primary contact: Tim Cook, curator CWM/professor Carlton University.

**Nation Research Council Canada.** Corporate communications(2001/2).

Role: Graphic Designer

Project aims: Working with existing design standards, design communications materials, including; annual reports, posters and web graphics.

Primary contact: Robert Laliberté, Director, NRC Communications & Corporate Relations.

**Nortel Networks** Preside. Branding initiative(2000).

Role: Senior Designer and Project Manager

Project aims: Design a brand presence to reposition the company's flagship Integrated Network Management (INM) system as customer-focussed 'service-ware'. Create a visual signature, designs and graphics standards for all pre-sales marketing materials(website, fact sheets, manuals, etc.) and post-sales packaging, including design of packaging and shipping systems.

Primary contact: Louis Brunet, Multimedia Studio, Nortel.

**Klocwork Solutions.** InSight Web Communicator(2000).

Role: Senior Designer

Project aims: Based on the Java look and feel, establish GUI and interactive design standards, including: software application interface, program graphics, icons, and graphic standards manual.

Primary contact: Djenana Campara, CTO, Klocwork.

## Education & Qualifications

'07 – '08 **University of Sunderland ( UK )**

**Master of Arts**(distinction), Design: Multimedia and Graphics

'84 – '87 **Ontario College of Art and Design** ( Toronto, Canada )

**Associate of the Ontario College of Art**

Department of Communication and Design

'70 – '71 **Stockport College** ( UK )

**A-level**: Art

'65 – '70 **Chorlton Grammar School** ( Manchester, UK )

**O-level:** Art, English language, English Literature, Mathematics, Geography, Physics.

# Research Interests

My area of academic interest is in communication studies and the role of visual design in experience and interaction design. With a graphic arts background and expertise in ideation and sketching I take the view that imagery, narrative and discourse play important roles in the expression and communication of user-centred design, and that visual language in the form of a 'system of significance' can enhance ideation, dialog and the propagation of ideas.

Past research established designs for an ideation and sketching tool called workPlay(University of Sunderland, 2008). A current application for research considers low-fidelity story sketching systems(Northumbria University, 2009).

# Publications

'workPlay: A design for an Ideation Sketching Tool', (Critical Evaluation, 2008).

'Gotta Draw: A complete course in drawing' (2005).

# Teaching experience

Teach a range of art and design courses in both full-time diploma/undergraduate and part-time continuing education programmes at the collegiate level. And at the University level, acted as academic tutor to both undergraduate(BA) and graduate(MA) students enrolled in art, design and media programmes.

'08 – '09 **University of Sunderland** ( UK )

*Academic Tutor (casual)*

School of Art, Design and Media

• Academic tutor to students engaged in undergraduate and graduate courses in Graphic Communications, and Design: Multimedia and Graphics.

'99 - '03 **Algonquin College** ( Ottawa, Canada )

*Professor (part-time)*

Design Department, full-time HE, undergraduate program.

• Taught; Graphic Illustration, Interior Sketching, and Technical Drawing.

• Worked with staff to develop curriculum and maintain administrative records.

'93 - '06 **Algonquin College** ( Ottawa, Canada )

*Professor (part-time)*

Continuing Education Department; part-time certificate program.

• Taught; Basic Drawing, Drawing II, Drawing and Painting the Figure.

• Developed course materials; syllabus, posters, and hand-outs.

# Professional affiliations

ACM      Association of Computing Machinery(2008)

ToRCHI   Toronto chapter, Computer/Human Interaction special interest group(2006)

AOI      Association of illustrators(2009)

CAPIC    Canadian Assoc. of Photographers and Illustrators in Communications(1996)

## Awards, Competitions, and Exhibitions

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| 2002 | Exhibit (by invitation) United Nation's building, New York, NY., Illustration commemorating the events of Sept.11, 2001. |
| 1999 | Award of excellence. Advertising and Design Association, Ottawa. |
| 1998 | Award of excellence. Advertising and Design Association, Ottawa. |
| 1996 | Award - Bronze, Corporate illustration. CAPIC. |
| 1994 | Award - Silver, Mercury award. Int. Academy of Communications Arts and Sciences. |
| 1985 | Competition - Winner, poster design. Stratford Festival Young Company. |
| 1985 | Award - Toronto Life Magazine Prize, OCA. |
| 1982 | Exhibition - Del Bello Gallery, Toronto (oil paintings). |
| 1975 | Exhibition - "au gout artistique", Ottawa (watercolours). |