

Pip Mothersill PhD

ABOUT

#DESIGNER #RESEARCHER #TECHNOLOGIST

Bridging academia and design, I lead **'blue sky' research and technology projects** from inception to development. I am passionate about combining strategic and practical design approaches to **explore emergent product categories and develop new experiences**.

Get in touch at: pipmothersill@gmail.com

EXPERIENCE

SENIOR UX RESEARCHER & PRODUCT MANAGER | ARTMATR | 2020-present

Launched beta program for robotic painting technology start-up including leading design research, market analysis, UX strategy and early software development projects

FACULTY | PARSONS SCHOOL OF DESIGN | 2020

Part-time faculty in School of Design Strategies teaching Research & Development Methods, Integrative Research & Development, and Innovation undergraduate courses

CREATIVE COMPUTATION RESEARCHER | MIT MEDIA LAB | 2012-19

PhD researcher leading cutting-edge projects that explored the role of A.I. in the creative process and developed several new serendipity-inspired software tools

DESIGN & A.I. RESEARCHER IN RESIDENCE | IDEO | 2016

Design research residency in the IDEO Cambridge studio exploring the relationship between designers and the digital tools they use in their creative process

FRONT-END INNOVATION DESIGN ENGINEER | P&G GILLETTE | 2009-12

Applied holistic design research approach to lead personal care product projects from opportunity identification to concepts and proof-of-principle prototypes

EDUCATION

MIT MEDIA LAB (USA) | 2012-20

PhD & Masters in Media Arts and Sciences (SM)

ROYAL COLLEGE OF ART & IMPERIAL COLLEGE (UK) | 2007-09

Masters in Industrial Design Engineering (MA) & Mechanical Engineering (MSc)

UNIVERSITY OF BRISTOL (UK) | 2003-07

Masters in Aeronautical Engineering (MEng, First class)

CAPABILITIES

DESIGN RESEARCH

Expertise in planning and executing human-centered design projects, including:

- > Extensive **qualitative and quantitative methodological knowledge** and ability to develop custom research activities to suit project goals
- > **Facilitating design thinking sessions** and translating insights into concepts and prototypes
- > Working with external research collaborators, contractors and corporate partners

PRODUCT & TECHNOLOGY DEVELOPMENT

Experience **developing proof-of-principle prototypes**, with proficiency in:

- > Visual and 3D design (Adobe CC, Solidworks, Rhino)
- > Interactive prototyping (Figma, HTML, JavaScript, Python, Processing, Arduino)

LEADERSHIP & COMMUNICATION

Passionate about **sharing knowledge and building capabilities** through:

- > Thought-leadership on design and technology via **presentations, writing and teaching**
- > **Cross-discipline collaborations, mentoring** and community development

UX MANAGEMENT

LAUNCH & MANAGEMENT OF ROBOTIC PAINTING TECHNOLOGY BETA PROGRAM

As the UX research manager for Artmatr, I delivered the Beta program for their innovative multi-media printing technology (right):

- > **Built testing community** of early adopters
- > **Developed seamless workflow** between artist's digital imagery and physical artifacts generated by printer, incl. categorizing the range of painting effects into a **physical-digital API specification**
- > **Synthesized insights** from users, market analysis, and technology research into **actionable UX strategies and early software prototypes**

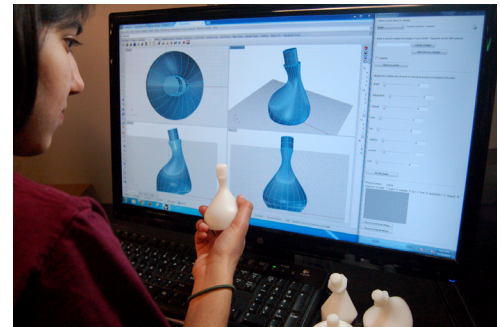


TECHNOLOGY RESEARCH

INTEGRATING EMOTION & SERENDIPITY INTO INTUITIVELY CREATIVE DESIGN SOFTWARE

While completing my PhD in a leading-edge research group at the MIT Media Lab, I led award-winning design and technology projects that explored the role of computational tools and A.I. in the creative process:

- > Used **design-research led approach to develop and test working prototypes** of several new software design tools and interactive creative environments
- > **Managed small teams** of students and contractors funded by acquiring various grants and awards
- > Built **discourses around design-led technologies** and tools through classes and conference tracks



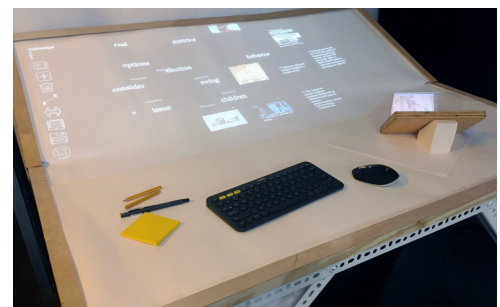
Technologies developed: **Emotive Modeler** CAD tool (above), **Reframe** creative prompt generator, **Looking Sideways** serendipitous search engine & **Design Daydreams** AR 'post-its' (below)

SPEAKING, PUBLICATIONS & AWARDS

Presented at: Techonomy (2019), Boston Design Museum (2017) and SXSW (2017)

Published in: Designing Interactive Systems (2019), The Design Journal (2019 & 2017), Design Research Society (2018), CHI (2015) and interactions (2015)

Awards: Laya & Jerome B. Wiesner Art Award (2019) and Kennedy Memorial Trust Scholarship (2018)



PRODUCT DESIGN

HOLISTIC DESIGN PROCESSES FOR FRONT-END FMCG PRODUCT DEVELOPMENT

At P&G Gillette, I coordinated consumer research, technology development and industrial design to lead projects through concept to development of aesthetically-accurate functional prototypes:

- > **Conducted and synthesized technology and consumer research** into razor handle design that led to Venus Waterless razor (right)
- > **Built internal design capability** by leading design thinking workshops, hackathons and cross-discipline collaborations

