

## **Dr Andrew Polaine**

### **Contact details on request**

**Twitter** @apolaine

**Website** [www.polaine.com](http://www.polaine.com)

**Biography** [pln.me/blurb](http://pln.me/blurb)

**LinkedIn** <https://www.linkedin.com/in/apolaine/>

### **Education and Qualifications**

**2004 – 2010** **University of Technology, Sydney**

*Doctor of Philosophy (PhD)*

*Thesis title: Developing a language of interactivity through the theory of play*

**2003 – 2004** **The University of New South Wales, Sydney**

*Graduate Certificate in University Learning and Teaching*

**1991 – 1994** **University of Westminster, London**

*B.A. (First Class Honours), Contemporary Media Practice*

**1989 – 1990** **Colchester Institute, England**

*National Diploma, Art & Design Foundation*

**1984 – 1989** **Felsted School, England**

**1976 – 1984** **Holmwood House School, England**

## **Professional Experience**

- 2020 – present**     **Founder - Polaine.com**  
*Independent service design & innovation consultant,  
educator, writer, keynote speaker.*
- 2018 – 2020**     **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 compositor**  
*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

Dr. Andy Polaine is a designer, educator and writer who helps clients build and grow their own design and innovation capability and transform their organisations. For several years he worked at Fjord where he was global Group Design Director of Client Evolution. Previously Andy was Fjord's APAC Regional Design Director, based in Sydney, Australia.

Andy has been involved in interaction design since the early 90s and was co-founder of the award-winning new media group, Antiom, in London. He was a creative producer at Razorfish, UK and later Interactive Director at Animal Logic, Sydney. Andy was Senior Lecturer and Head of the School of Media Arts at The University of New South Wales, Sydney before moving to Germany and holds a PhD from the University of Technology, Sydney in which he examined the relationship between play and interactivity. He was Lecturer and Researcher in Service Design at the Lucerne School of Art and Design in Switzerland.

He has had a long career as an academic and independent consultant with nearly three decades of experience in design and innovation with clients across a range of industries, including financial services, public services, life sciences, telecommunications, automotive, media, design and education. He has written over 160 articles and papers and co-authored the Rosenfeld Media book, *Service Design: From Insight to Implementation* and is a Fellow of the Royal Society for the encouragement of Arts, Manufactures and Commerce. Andy is a regular keynote speaker at conferences and events and can be found online at [polaine.com](http://polaine.com), on Twitter as @apolaine and also on *LinkedIn*. He writes a popular newsletter called *Doctor's Note* and hosts the *Power of Ten* podcast.

## **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 Rummler, 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.