

DESIGN MUSEUM IS

# YOUR STUDIO

THE DESIGN C. V. |  
ANNOTATED

BEN BARKER (PAN STUDIO,  
EXPERIENCE DESIGN)

DESIGN  
MUSEUM

[designmuseum.org](https://designmuseum.org)

 #DMStudio

 DMYourStudio

# BEN BARKER

## PERSONAL CONTACT DETAILS

Home address,  
London, postcode.  
my email @address .com  
+44 mobile phone



## Experience

**May–September 2009: Tinker, London.** Initially interning, then became full time designer at this physical computing and interaction studio. Roles were varied from pitching for projects and research, to workshops in arduino and processing. I also managed most of the graphic output. I still work on an occasional basis with them now, recently at a workshop for BT directors.

**June 2009: Kin Design, London.** An internship at this creative interaction and branding studio, a very free role exploring the concept and appearance of a yoga website. A lot of painting and freedom to explore a concept as well as a lot of hands on Yoga experience!

**April–May 2009: onedotzero, London.** An admin and design role at this film and digital company. Working on their catalogue, festival submissions and online store.

**Jan 2009–April 2009: Classroom Assistant, South London.** As part of the ambassador scheme, encouraging children from all backgrounds to be aware of University. Role required creative approach to explaining the option of a University education whilst planning and running fun and engaging art and design lessons, as well as redesigning the school library with junior children.

**July–September 2008: Laetis, Southern France.** Design and Multimedia company. As designer and photographer for website based design company. Great experience both for professional design but also learning french and a new appreciation to the complexities of communication. Still have an on going relationship with this company.

**February 2008–: Sketch Travel, Worldwide.** Design, Photography and Filming for the project which follows a sketch book being used by famous illustrators from around the world. Photographing and filming Quentin Blake, makers of Ice Age and many other talented illustrators.

**September 2003–: Photographic Work Experience.** Photographing Maori language software trials in Wellington, New Zealand; Assisting at Cameo; Assisting Phil Mynott; Documenting for County Council; Wedding Photography and Portfolio fashion photography.

## Education

**BA Design;** Sept 07–: Goldsmiths, University of London  
**National Diploma Photography (dist);** Sept 2003–July 2005: Cambridge  
**A Levels Media Studies, Photography, English Literature and Language**  
Sept 2000–July 2002 Long Road, Cambridge.

## Work

**Oct 2003–May 2007: Landscape Gardener**  
My own gardening business. Initially in Cambridge then in Wellington. Management of a full roster of clients as well as one-off jobs. Skills such as time management, client relations and reliability were essential for it to be such a success.

**Oct 2002–June 2003: Tradesman Assistant**  
R.G.Carter, Cambridge. Work on a building project at Cambridge Airport, carrying out various roles and seeing the project through from start to completion. Required versatility, hard work and learning new skills.

## Skills

**Personal:** Versatile - I have a very broad range of skills, but the most important is an enthusiasm to learn new ones.

**Reliable** - I have run my own business so understand how important reliability is.

**Open Minded** - I have travelled a lot and seen many cultures.

**Technical:** Photoshop, Illustrator, InDesign, Quark Xpress, Flash, Dreamweaver, Maya, After Effects, Arduino, Electronics, Processing  
Filming, Photography, Painting, Drawing, Model Making.

## References

**REFERENCE 1 (Goldsmiths):** job title,  
Work address, Work landline

**REFERENCE 2 (Laetis):** job title,  
Work address, Work landline



Image: France, part of work as photographer and film maker there with multimedia company Laetis.

STUDENTS PARTICIPATE IN A DESIGNER-LED WORKSHOP AT THE DESIGN MUSEUM

# INTRODUCTION

## TOPICS

1. Learning Objectives for Student Project Briefs
2. Key Level 3 Art & Design BTEC National and Extended units
3. Key UAL Level 3 Art & Design Diploma/ Extended Diploma units

“This resource contains a mishmash of my current experience and what I had on my C.V when I first graduated.

Hopefully it will give a sense of what experience I have gathered so far, and how I have presented it to potential clients, commissioners or employers to advance my career.”



This resource has been designed to support Level 3 design tutors to foster their students' engagement with primary source materials during Design Museum study visits. It can also be used to inform online research inspired by the museum and its resources, especially for those unable to make a visit to the museum in London.

1. Disruptive Design and Conceptual Design
2. Human Centred Design approaches

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## Ben Barker on the role and importance of the design C.V.

“As designers a CV is not hugely important in getting work. A quick survey of 10 designers who work with us showed that only 1 of us had a useable cv (I wasn't one of them). It's rare you're asked for one and unlikely to be a factor in deciding who gets a job.

We recently posted an opportunity without specifying what people should submit. I checked the first 30 submissions to see what the modern design application looks like. All applications were via email and of the 30 emails, 19 included a CV. They all included portfolios. The portfolio, whether it's a web link or a pdf, is the most important thing in the email, followed by the covering letter which should be written directly into the body of the email.

Of the CVs received 7 were a single page and a further 7 were 2 pages in length, 2 were 8 pages. 3 of the 19 included images of the people submitting them, 2 included images of work. 16 were PDFs, 3 were word documents. Looking through the C.V's, the ones that stood out were the ones that kept it simple. Maximum two pages, dark text on a light background, keep it to contact details and 4 sections: Relevant Experience, Short Profile, Education and Relevant Skills.

A CV is a great deal less important than examples of work and a good covering letter. Spend the time you would have spent working on a flash CV working on an interesting mini project or writing a good covering letter about what you would bring to the recipient.

# BEN'S ANNOTATED C.V.


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## BEN'S COMMENTS:

"I didn't have a profile on my graduate CV, so this is pulled from recent statements on a funding application.


If you are writing a graduate profile I would keep it to a few sentences about what motivates you, your work ethic and why you're looking for work as designer. "

"If I'm talking about what Pan do, I try to keep it to 3-4 examples. It's nice to give people a taste and let them go and find other stuff out. We made a short document recording the history of the studio recently (like a CV) and this was the format we used. I nearly always include

The Building Is.. project was not our most refined work. Making it was incredibly  successful, but it might be the best brief we ever received. We ended up creating a massive heart in a store room that changes the mood of a whole museum.

On a personal level the freelancing I did before 2011 gave me the confidence to set up PAN with Sam. I wanted to focus on our projects rather than keep being pulled in different directions by other people's projects."

## PROFILE

- Ben is a designer and founder of London based Pan Studio. PAN Studio create interactive installations and experimental objects designed to find new ways of enriching everyday living. Pan's work explores the significance of experience when used as the key element in the creation of new objects, systems or services.
  - Recent work has focused on the digital reclamation  of public space for playful interactions. Their projects include Design of the Year shortlisted Hello Lamp Post, a city wide platform for play and Run an Empire, a territory control strategy game that you play in the space around you.
  - Ben is a visiting tutor at Goldsmiths college London and spoken at the Design Museum in London, South by South West in Texas and Unbox in Delhi about experience and design as a practice.
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## EMPLOYMENT

Co-Director, PAN Studio

(April 2011 - present)

Key Projects Include:

Run An Empire (Feb 2014 - Present , World Wide):

Run An Empire is our iPhone and Android strategy game. The application turns the city streets into a game board by using a players GPS path to capture territory in the real world. Other players are then able to recapture that territory by running around it. We're creating a huge game of Risk across the world.

Playable City: Hello Lamp Post (March 2013 - August 2013 - Bristol Wide)

Hello Lamp Post was our winning proposal for the inaugural playable city award, a competition to exploring how to make cities more playable, partly in response to the rise of the smart city. Our proposal focused on giving people a way to create a new history of the city, to record and share the stories they have lived and are living. The project invites you to tune in to the secret conversations of the city and communicate through lamp posts, bus stops, post boxes and other street furniture. Part game, part story, anyone is able to play by texting in a unique code found on the city's familiar street objects.

The Building Is... (21 June - 12 August 2012 - La Gaité Lyrique, Paris)

As part of Joue le Jeu at La Gaité Lyrique, a newly restored Parisian Museum with a digital focus, Hide and Seek tasked us with designing the building's heart. This was the place where the building (that had evolved to feel) could be communicated with.

“Freelancing, as well as interning, is a great fun. Short contracts are an excellent way to get a taste of what interests you. You quickly learn that to some extent everyone is making it up and there’s no right or wrong way of working. I would strongly recommend every graduating designer to avoid taking the first job offer you get and try to get a mix of experiences.

After graduation with Sam Tripp and Chris Waggott we set up a collective called Designers Front. We never really did any client projects together but we had a cool website and we worked with Sam Hill on Blind Data, our first grown up commission where we made window blinds that visualised Twitter data as a bar graph. “

“I don’t think you need much more than latest qualification on a CV. It takes up space and no one really cares about as levels. I did used to include my photography ND in case someone spotted it and was spooking for a photographer cross over.”


“You could pretty much copy and paste this from any design CV.”

“I think now I would leave this out or show examples of specific skills I have actually put into action.”

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## FREELANCE

(April 2011 - present)

- Working with a range of clients, including Innovation Unit, Pizza Express, Unity Marketing, Nokia, and Pernod Ricard. Work focused on print and digital graphics, websites and installations.
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- Formed a small collective called Designers Front working on design and technology projects.

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## INTERNSHIPS/ PLACEMENTS

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a new appreciation to the complexities of communication. Still have an ongoing relationship with this company.

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National Diploma Photography (dist);

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## SKILLS

Photoshop, Illustrator, InDesign, Quark Xpress, Flash, Dreamweaver, Maya, After Effects, Arduino, Electronics, Processing Filming, Photography, Painting, Drawing, Model Making.