

CURRICULUM VITAE

I a n C o x o n

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ACADEMIC HISTORY – Most recent

2007-2008

Seminar series

Brunel University London, Technical University Delft, University of Southern Denmark, University of Applied Sciences, Cologne.

PhD Examination and Award

Under joint supervision by University of Western Sydney, (UWS) School of Communication Arts and the University of Applied Sciences Cologne (Germany) Köln International School of Design (KISD).

Research topic: *Designing (researching): lived experience.

* a synopsis of the dissertation is provided below

Course Lecturer and sessional teacher, University of Western Sydney (UWS)

School of Engineering and Industrial Design (EID) - Courses: *Design Inquiry, Engineering and Industrial Design Practice*

(Postgraduate) Lecturer, coordinator and sessional teacher (special module), University of Technology Sydney, (UTS) *Client User-Centered Designing*

Sessional teacher,

UTS, School of Design, Architecture and Building (DAB)

Courses: Design futures: Sustainable lifestyles, Researching Design Practices, Research Based designing, Researching Design History

2006

Course coordinator / researcher / teacher

Köln International School of Design (KISD), Cologne, Germany

Course title: *Design from life*

Guest lecturer and sessional teacher

UTS, School of Design, Architecture and Building (DAB)

Lectures: “A Taxonomy of Experience” and “Designing from authentic experience”

Session courses: Design Futures: Creative technologies, Researching Design History, Design Entrepreneurship: Business Innovation, Honours research dissertation supervision (Undergraduate Industrial Design)

Sessional teacher

UWS, School of Engineering and Industrial Design (EID)

Course: Engineering and Industrial Design Process

2000 - 2005

Sessional teaching at UTS and UWS during undergraduate and postgraduate studies

Undergraduate studies at UWS, School of Engineering and Industrial Design (EID)

Two years - Double degree Design engineering / Industrial Design, two years

Industrial Design - Graduating 2002 with first class honours

Ancient History:- 1978 - Bachelor of Marketing – University of Technology Sydney

****PhD DISSERTATION OUTCOMES**

The dissertation describes a hermeneutical phenomenology project designed to understand the experience of *New Mobility Vehicles (NMVs). Field research was conducted in Europe with designers and drivers of NMVs. The most visible outcomes from the research were two new research methods; the first being useful for the modelling of everyday experiences (*ToE*) and the second for deep analysis of qualitative textual data (*SEEing*).

* New Mobility Vehicles are designed to satisfy new urban patterns and modes of personal transport.

Taxonomy of Experience (*ToE*) : A model of experience

This hierarchical model is useful to researchers and decision makers as a general method or tool for guiding the collection, processing and categorisation of field data about an everyday experience. During trials, students using this model, referred to the process as 'doing a *ToE*'

Superordinary Essence of Experience (*SEEing*): A qualitative data analysis method

This method employs nine sequential steps through which information contained in the *ToE* of an experience being studied, is reduced by a process that allows a researcher to *see* the *Superordinary*, spiritual or meta-physical 'essence' of the experience. The *SEEing* processes distil and make visible the deepest layers of meaning that uniquely define the experience for what it is.

Trials of these methods have been successfully conducted in Australia and Germany with students in interdisciplinary design courses from undergraduate to graduate levels.

Examiners comments

Professor Dr. Alain Findeli, honorary professor, University of Montreal, Canada & guest professor, University of Nimes - France

"Within the restrictions of my own proficiency (both intellectual and practical) in this field, Coxon's proposition is by far the most convincing, theoretically coherent, and methodologically consistent I have ever come across. In this respect, this thesis must be considered a milestone"

Dr. Bruce Hanington - Associate Professor and Program Chair of Industrial Design, Carnegie Mellon University – Pittsburgh, USA

"Coxon's research and the development of new methods represent a much-needed boost to the credibility of qualitative approaches. As a design educator, I believe that this methodology, having been tested in an educational setting, has enormous potential as a teaching model"

Favourable comments from others

Dr. Banny Banerjee, Director - Stanford Design Program, Stanford University, Palo Alto California.

Described the metaphysical research methods presented in Torino Italy in 2008 as "spectacular"

Bill Moggridge, Cofounder of IDEO, Palo Alto, California

"I think its fascinating ...I think that sophisticated design methodologies are so needed, so that something of this level which deals with the complexities of subjectivity and emotion is, dead on"

ACADEMIC AWARDS AND ACHIEVEMENTS

- British Council Design Researchers Award
- Australian Postgraduate Research Award
- The first joint international PhD candidature (Australia and Germany)
- First class honours in Industrial Design

MEMBERSHIPS

- International Association of Qualitative Research
- International Design and Emotion Society
- Design Research Society

ACADEMIC STRENGTHS AND INTERESTS

Qualitative research methodologies

Sustainable design

Experience design

Design research theory

Design philosophy

PAPERS, PUBLICATIONS AND PRESENTATIONS

(2008) *Is change as good as a holiday? - using metaphysical bonds to design enduring change*
Proceedings from *Changing the Change* conference, Turin, Italy, July, 2008

In July 2008 a series of seminars under the banner theme *Metaphysical Design* were presented at,

University of Southern Denmark – Institute for Industrial and Civil Engineering

Brunel University (London) – Human Centred Design Institute

Technical University Delft – Faculty of Industrial Design Engineering

Technical University Delft – Design for Sustainability

University of Applied Sciences - Köln International School of Design

(2007) ***Designing (researching): Lived experience*, (unpublished dissertation),
University of Western Sydney, University of Applied Sciences, Cologne.

** see an attached synopsis of the dissertation outcomes

The data analysis methods developed within my doctoral research have been referenced by Patricia Bazeley in *Qualitative data analysis with NVivo*, Sage Publications, London. 2007, page 192-193

(2006) *Design from Dasein: explicating design futures from hermeneutic conversations with Authentic personal experience*

Design Research Society International conference (Wonderground), Lisbon, Portugal

Design from Life, Public Exhibition of student work from medium term project, Köln International School of Design, Cologne, Germany. 8th December, 2006

Presented collectively to international journals and regional newspapers

(2005) *A universe in a single step: Using phenomenological narrative as data*, CAESS conference, Bankstown, Australia

(2004) *Designing research for and about design*, Published radio transmission - Seminar for faculty and students, University of Applied Sciences, Köln International School of Design, Germany

(2002) *Journey to work, buzz or bore? An ethnographic study of scooter riders in Sydney*, 25th. Australasian Transport Research Forum, Bureau of Transport and Regional Economics (BTRE) conference, Canberra

REFEREES

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Professor. Dr. Michael Erlhoff

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University of Applied Sciences,

Cologne, Germany

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PROFESSIONAL HISTORY <2000

Design & Marketing – *Communication- Retail*

Hooker Corporation – National Marketing Manager - Retail Division Five chains (200 stores) – jewellery, homeware and sporting super stores.

Responsible for the management of materials and resources related to providing mass media and public relations support for the five subsidiary companies. Duties included overseeing the design, production and distribution of all national media material, both print and electronic.

Design & Marketing – *Communication- Retail and Corporate*

After leaving Hooker Corporation in 1988, I started a small marketing consultancy with a permanent staff of six as well as a pallet of specialist sub-contractors. The consultancy offered 'in-house' style design and production services to a wide variety of retail and corporate clients with local and international needs. I fulfilled the roles of account service, creative direction and general management, supervising the throughput from administrative and production staff, in-house creatives and external contractors. Design varied from simple retail POS to corporate television campaigns. We specialised mostly in print media, although a number of full service clients extended our portfolio into electronic media including media buying and placement. The agency was small but vital, enjoying low staff turnover and longevity with clients. Billings in the final two years exceeded two million dollars. In order to reduce the stress in our lives, my family and I accepted an offer on the business and affected a 'tree-change' to the Blue Mountains.

Operations consulting - *Corporate services*

In 1995 I was tempted down from the pristine Blue Mountains to begin a new venture as founding principal in a consultancy designing outsourced workplace support services and workflow solutions for large companies within the finance sector. My role in project evaluation and management involved researching client needs and then to collaboratively design and tailor solutions (both physical and software based) to satisfy their individual situation.

Outsourcing was a relatively new business-to-business concept at this time and the new venture was highly successful, gaining contracts from a number of national and international corporations. Some milestone projects included the relocation and workplace systems design for 2500 American Express staff being consolidated from 17 Asian regional offices into their new Regional Operations Centre (ASIAROC) in Sydney. Other clients included AMP, Wesfarmers, National Mutual, and Tower Life.