

The cover features a minimalist design with a large, light pink rectangular area on the left side. A solid orange vertical bar is positioned on the far left edge. The title 'DESIGN RESEARCH PORTFOLIO' is centered in the pink area in a large, black, sans-serif font. The author's name 'Lesley-Ann Daly' is located at the bottom right, preceded by a thin vertical line.

DESIGN RESEARCH PORTFOLIO

| Lesley-Ann Daly

Lesley-Ann Daly

Designer / Researcher

I am a Designer and Researcher whose main focus of study is emerging technology and affect. I have experience in qualitative research techniques with early adopters of technologies and evaluating wider public responses. I am particularly interested in UX research, ethical design frameworks and project concept development, using my skills in critical, speculative and design thinking.

Portfolio website

www.lesleyann Daly.com

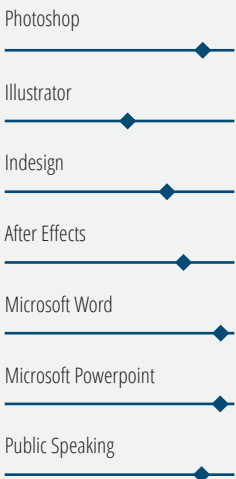
www.linkedin.com/in/lesley-ann-daly/

LONDON
lesleyann.m.daly@gmail.com
07474561647

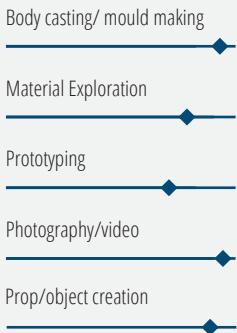
Research Skills



Expertise



Making Skills



Selected: Exhibitions of Personal Work

- Clinic//2 -London Design Week
- Open Senses Symposium
- Edinburgh International Science Festival
- 'Will the future design us?' - Dutch Design Week
- New Talents - DMY Berlin
- Material Futures - Milan Design Week

Conferences

- Brave New World
- Ethics of Disruptive Technology
- Tricky Design Symposium - Design Museum
- OZSW Philosophy conference
- Digital Futures - V&A Museum

Education

PhD Candidate - Design

Central Saint Martins, UAL 2017 to present

How can Critical Design methodologies be used to examine the impacts of Sensory Augmentation, and assess ethical uses related to the design and use of the technology?

MA Material Futures

Central Saint Martins, UAL 2014 to 2016

BA Design for Stage & Screen : Special Effects Make-up

Institute for Art, Design & Technology, Dublin 2009 to 2013

Research interests

My personal work investigates the future possibilities of human enhancement technology and the personal and societal influences they may have on our lives. I use Critical Design methodologies to examine the effects of Sensory Augmentation technology on its users, and ethical issues related to the use of the technology. I analyse scientific and design research to develop speculative scenarios that critique future implications, provoking contentious issues that arise. By having both users and the public participating in the process I aim to create an ethical design framework for the devices that directly benefits those affected by it.

Experience

Cyborg Nest 2019 to 2020

Creative Strategist

Creating biowearable technologies database. Prototype development & testing. Creating an ethics framework for R&D of Sensory Augmentation technology

DH Ready 2018 to 2019

Freelance Researcher & Project Consultant

Consulting on projects integrating science with design for brands. Creating research/insight reports that lead to direct brand campaign development.

Hack the Senses 2017 to 2019

Designer

Conceptualising and designing immersive sensory experiences as part of a multi-disciplinary team. Invited to exhibit at museums and festivals across the UK and speak at conferences across Europe. hackthesenses.com

'North Sense' research 2017 to 2019

UX Researcher

UX Research development for 'North Sense' and its users (a sensory augmentation device by CyborgNest) towards a mobile application. Publication in development.

Freelance 2013 to present

Designer / Maker

Research, conceptual design, set assistant, mould maker, prop maker for installations, events, exhibitions, photo/film shoots. Clients include: Studio Boum, Lucy McRae, Emily Pugh, Madame Peripetie, Loop.ph, INCA productions.

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Description

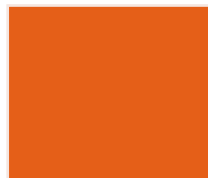
Critical Design methodologies examine and interrogate futures and the effects of technology on users. These projects use research from scientific and technological academic papers to inform speculative future scenarios. Here potential psychological, physical and social impacts are explored when the technology is in widespread use.

Projects are intended to be provocative in order to create debate and raise awareness about emerging technologies. By speculating about the future we are able to explore and change trajectories, using design to create better futures for all.

TREND RESEARCH
CONCEPT DEVELOPMENT
SPECULATIVE PRODUCTS
FUTURE SCENARIOS



CRITICAL SPECULATIVE DESIGN



critical, speculative, provocative, design for debate

LONDON, UK

SENSORY AUGMENTATION TECHNOLOGY RESEARCH / DESIGN

2016 MA Material Futures

2018 PhD

ANTHROPOMORPHIC SENSORY AUGMENTATION

SPECULATIVE DEVICE

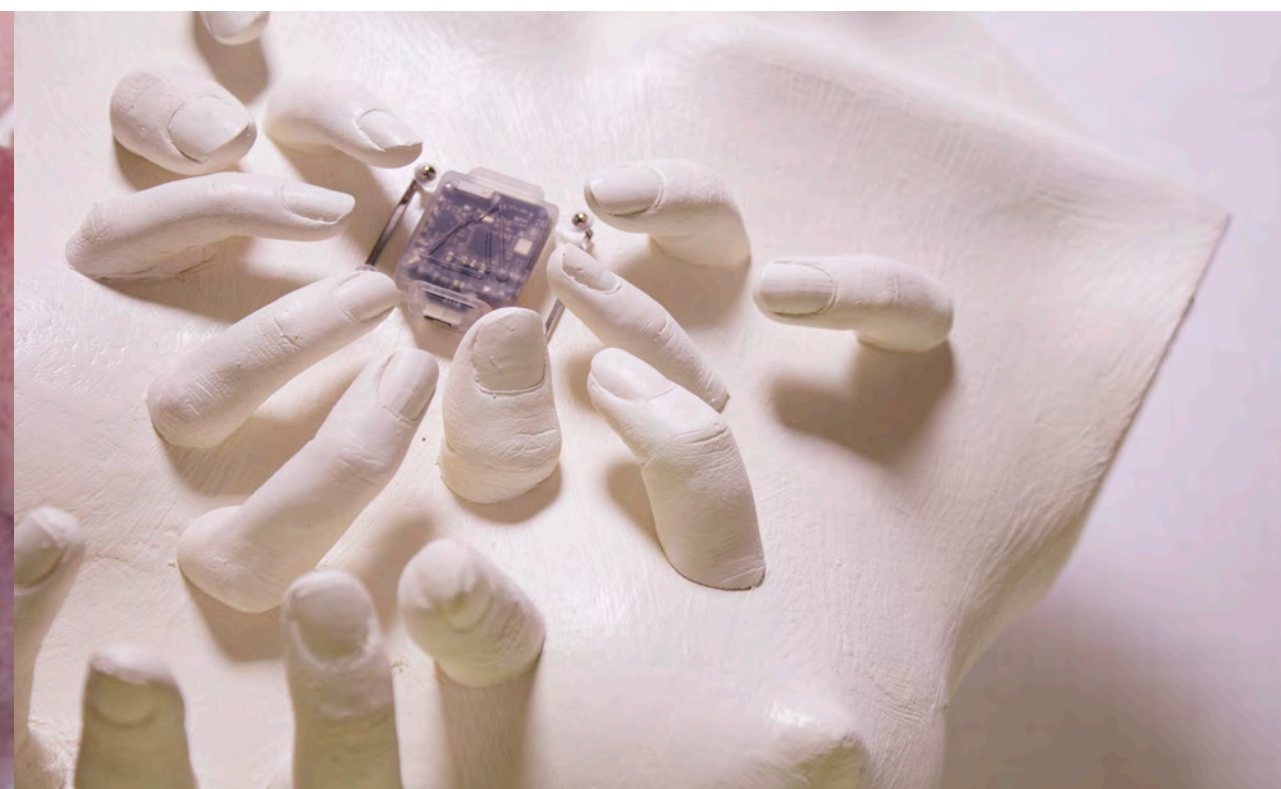
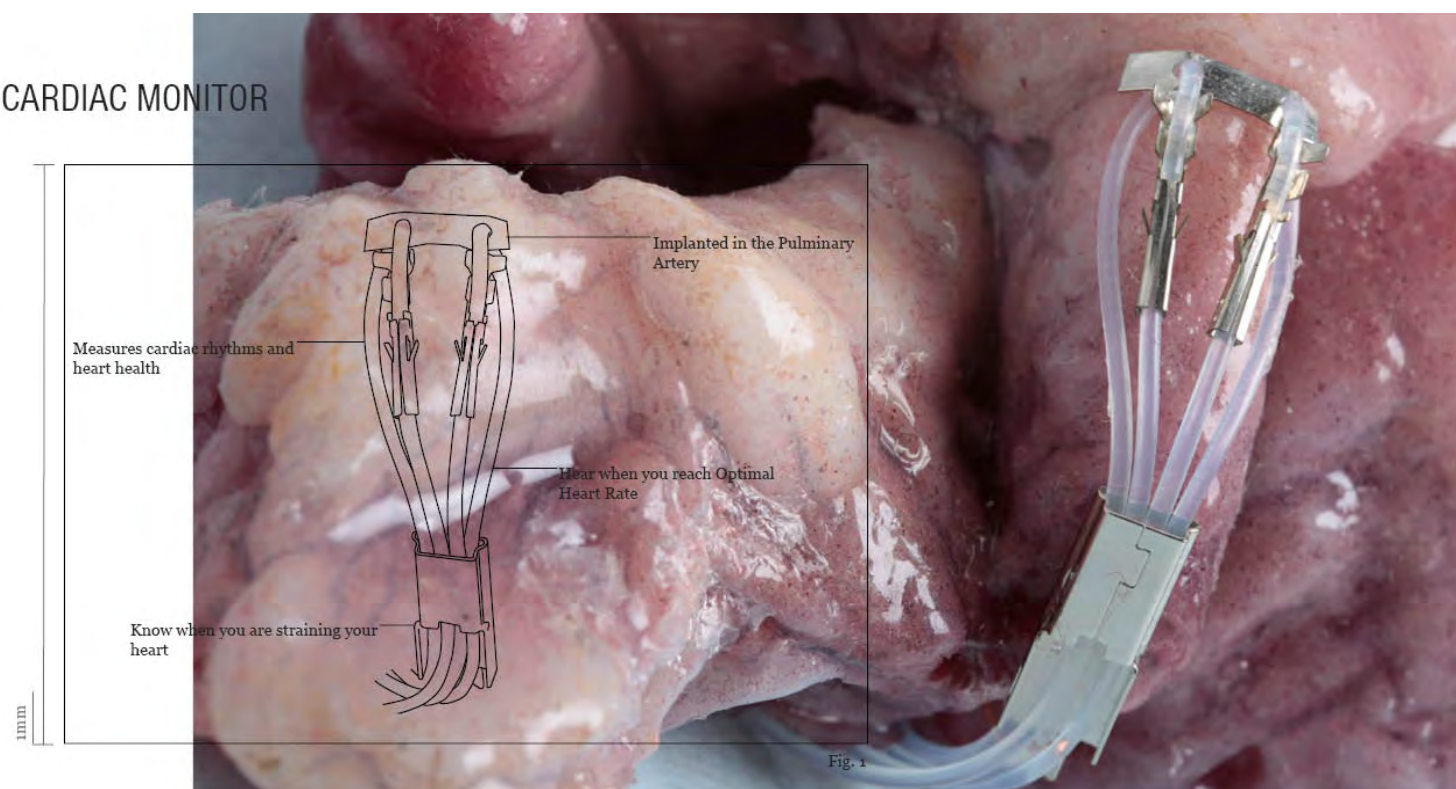
Ultrasonic Intra-Body Communication is a Sensory Augmentation Device that enhances your sense of hearing so that you are able to hear inside your body. This network enables you to be able to hear numerous devices implanted in your body that are tracking and communicating your physiological health data. This allows you to have a more intuitive and real time perception of your inner health and wellness. This project explores how changing your perception of sound and connection to your body could change your everyday behaviours.

COMMERCIALISATION OF METAMORPHOSIS

DISPLAY SCULPTURE

'North Sense' is a non-medical, semi-invasive Sensory Augmentation device that reached the consumer market in 2017. The device purposes to give the user a new sense of magnetic north via vibrotactile sensations on the chest. The release of this device for public consumption has provoked Critical Design examination into the impact that Sensory Augmentation has on its users - including ethical issues relating to the development and use of the technology.

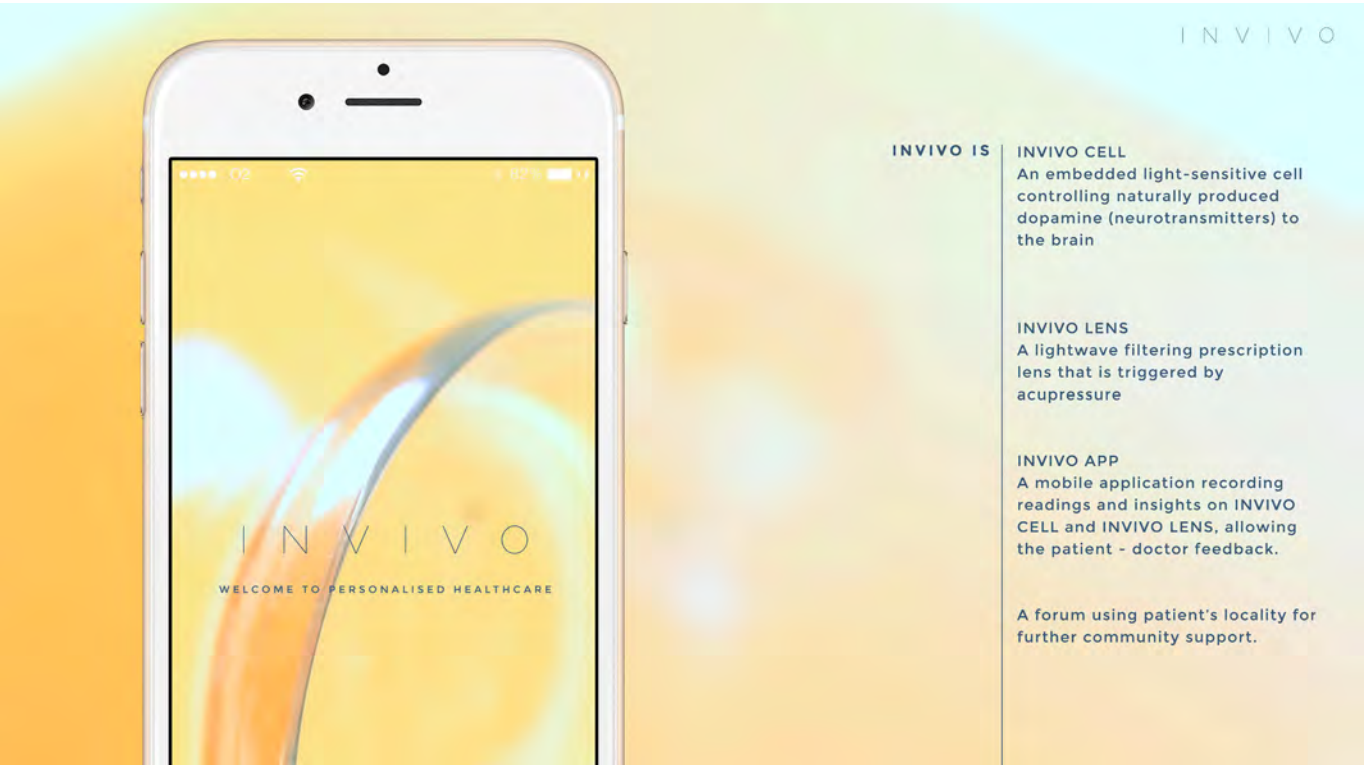
CARDIAC MONITOR



DIGITAL MATERIALITY

2016 MA Material Futures

-



SYNTHETIC BIOLOGY/ HEALTHCARE

2016 MA Material Futures

-

EPIDERMIS+

RESPONSIVE DEVICE

Epidermis+ is a responsive prosthetic device, made to experiment with how the body/ skin can interact with technology to create sound. This responsive technology speaks of the relationship between the device and the body - the movement influencing the sound, and in turn the sound influencing the movement..

IN VIVO

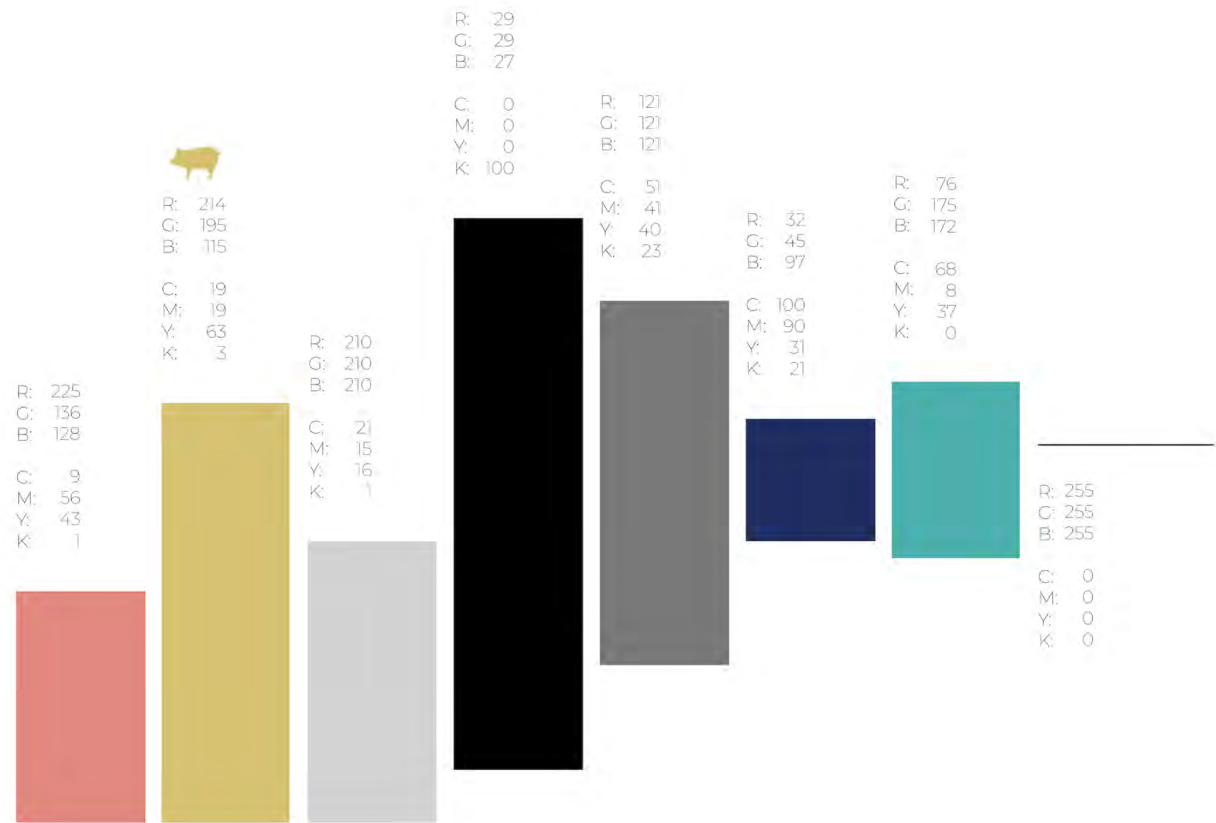
PERSONALISED HEALTHCARE

Invivo is a personalised healthcare system consisting of an embedded light-sensitive cell (Invivo Cell), dosage-controlled light-sensitive prescription lenses (Invivo Lens) and patient-doctor feedback application (Invivo App) encouraging the return of control to patients with depression. Harnessing the powerful future of 'Optogenetics' in synthetic neurobiology, designer, Pamm Hong and I created a user-led, research-based system for patients with depression.

BRANDING

2018 PhD

-



ENHANCEMENT FOR THE ELITE

SPECULATIVE BRAND

An exclusive bodily enhancement device that will elevate your status, and rightly make you better than all the rest. No invasive surgery, just ground breaking, exclusionary technology for our most elite customers that will rejuvenate you and bring back your youth. Relive your indulgent youth with new verility and vitality.



Description

Questioning technologies, products and services at an early stage of development is important because it underlines potential issues with its use before it reaches a large consumer market. Identifying issues allows changes to be made to the design process that mitigate potential negative effects for users. Impacts explored generally fall under 5 categories: social; technological; economic; environmental; and political - otherwise known as STEEP.

This piece groups impacts under the following headings:

SOCIOCULTURAL IMPACT
THERAPY VS ENHANCEMENT
AGENCY & ACCOUNTABILITY
HUMAN RIGHTS
REGULATORY IMPACTS



IMPACT ANALYSIS

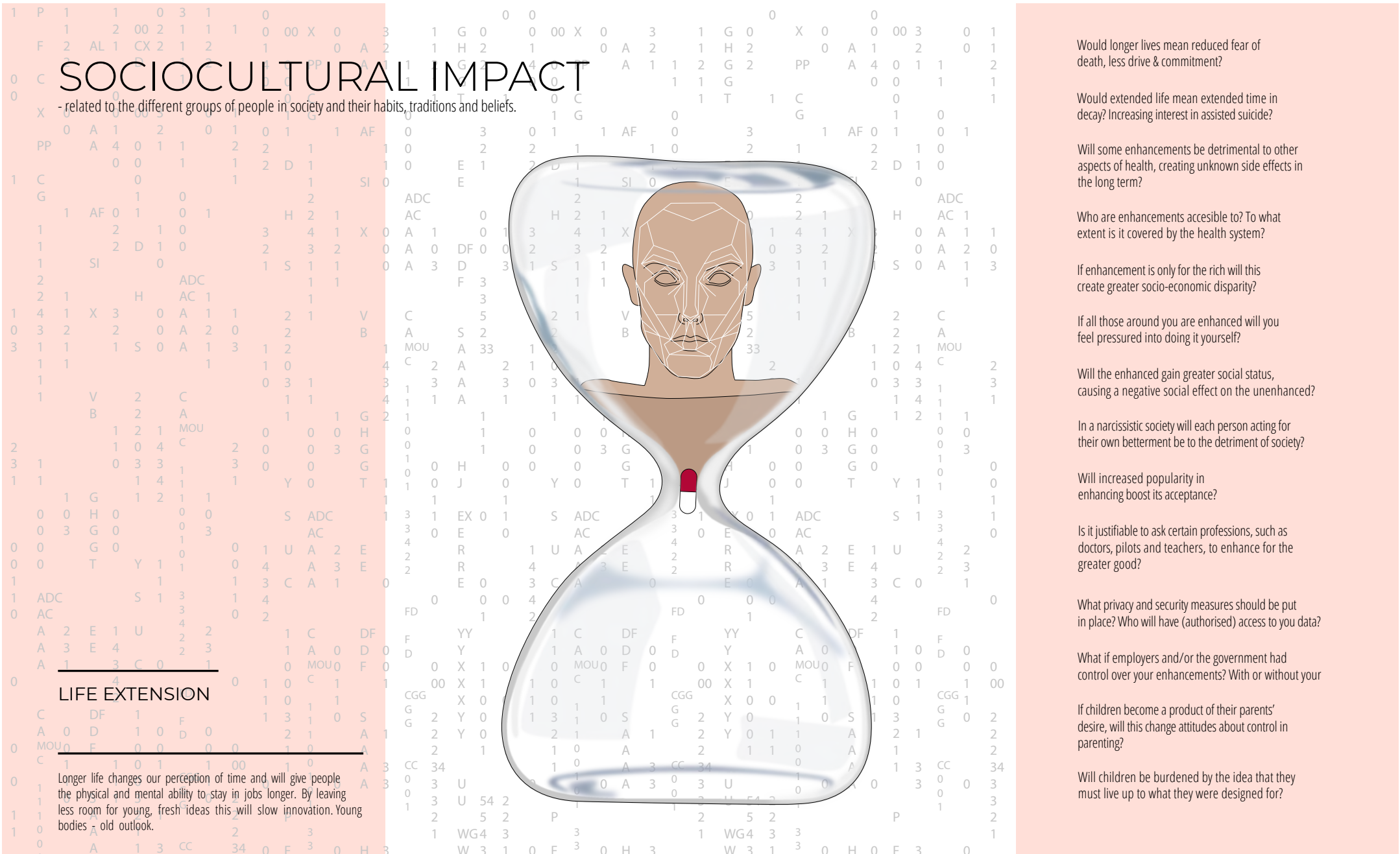


social, technological, economic, environmental, political

LONDON, UK

DATA VISUALISATION

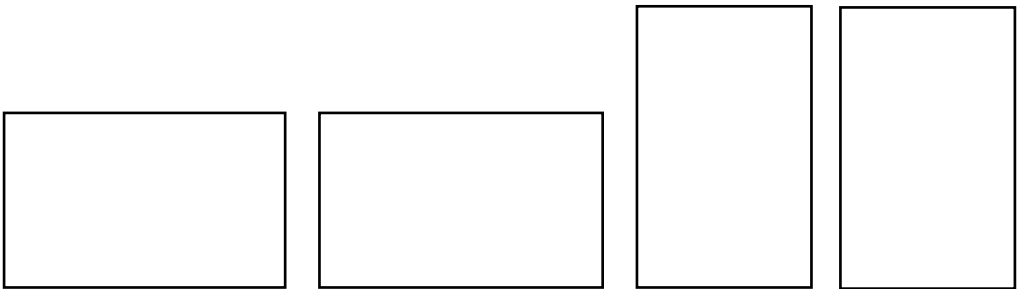
2018 / 2019 PhD



IMPACTS ON HUMAN ENHANCEMENT TECHNOLOGY

DATA VISUALISATION

Political and academic papers on Human Enhancement research were analysed to catalogue potential impacts that directly affect users. The aim of the piece was to take the dense information and visualise it in an accessible medium, to communicate with non-specialist audiences. This research could also inform the development of regulations which address larger societal issues, such as: growing disparity in social/ economic equality; freedom of choice; definitions of 'disability'; and health risks.



USER EXPERIENCE



Description

User experience research is used to explore and document the experience of users. The intention is to gain a greater understanding of what they want/need, why people use it, and how we as designers can develop it to greater benefit the user. Using problem statements and hypotheses to guide the research in order to challenge our assumptions and achieve a greater understanding of the users needs.

QUALITATIVE INTERVIEWS
AFFINITY MAPPING
COMPETITOR ANALYSIS
DESIGN PERSONA
PROTOTYPING



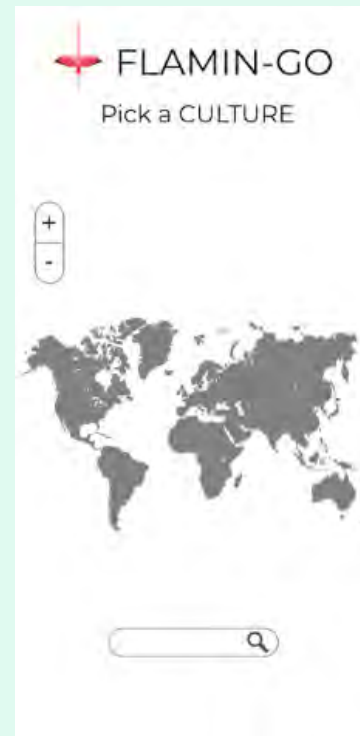
experience, opinion, insight, analysis, iteration, testing

LONDON, UK

UX RESEARCH/DESIGN

2019

-



FLAMINGO

Flamingo is an app which motivates you to learn about other cultures

Play - enjoy trivia quizzes about cultures that relate to your interests

Find - explore cultural information and authentic experiences from the locals

problem statement

People need to be motivated to research other cultures because it is important to understand the diversity of cultures other than our own. We have found that people are not motivated to sift through all the information on the internet, and would prefer to hear personal insights from people in those cultures.

hypothesis

We believe that creating an app that gamifies cultural learning for people who are interested in discovering other cultures, will achieve a more engaging and authentic way of learning.

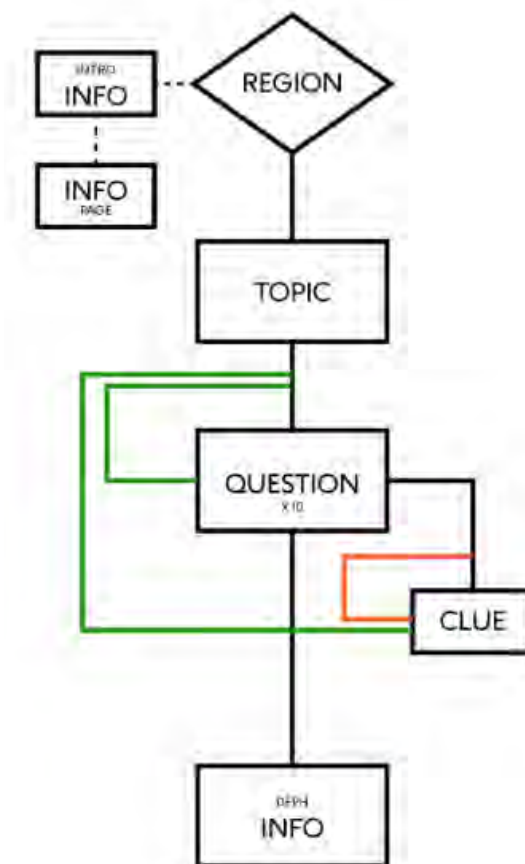
Research

goals

- Find out how people research other cultures
- Find out what it is that interests them about other cultures
- Find out why people aren't motivated to research - barriers
- Find out why people think it is important to learn about other cultures

process

Qualitative interviews with people living in London who have an interest in travelling

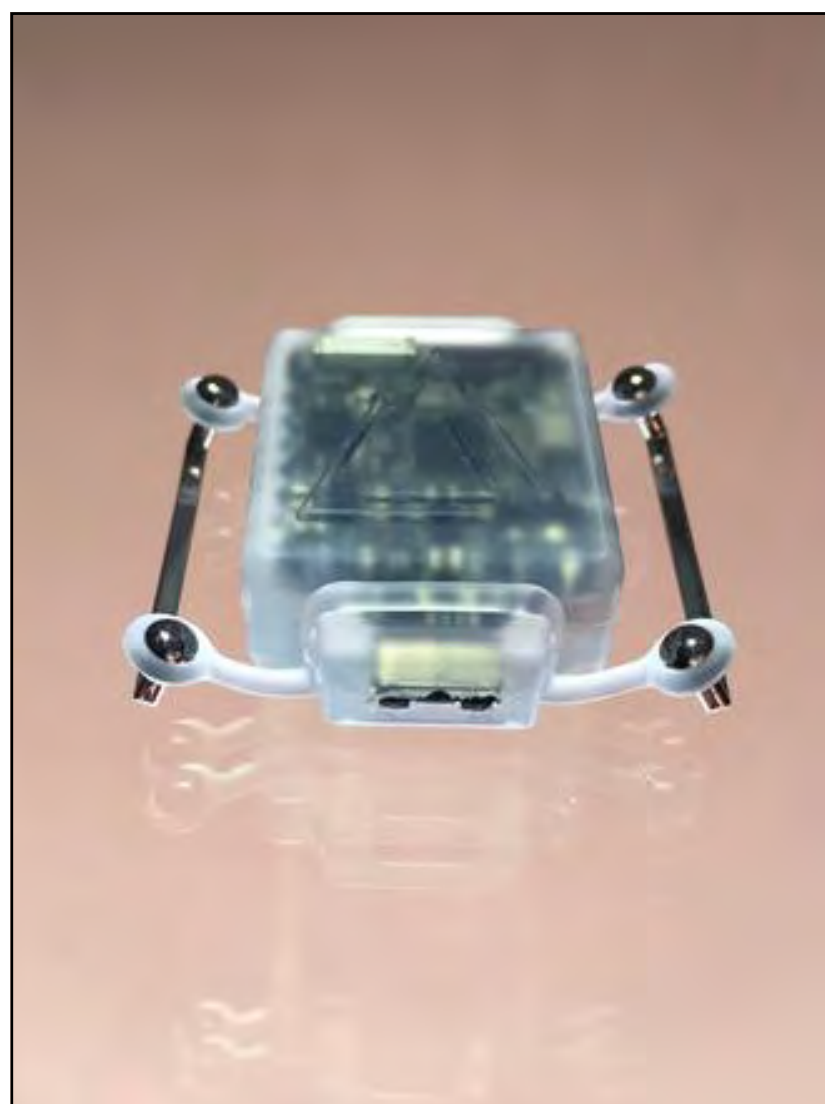


QUALITATIVE RESEARCH

2017 - 2019



CYBORGNEST



EARLY ADOPTER PRODUCT RESEARCH

QUALITATIVE RESEARCH

This research will address what it means to be human in a world of cyborg augmentation. Until now, enhancement technologies have mostly been 'off-label' or non-therapeutic uses of medical technologies. NorthSense provides the first case study of a non-medical semi-invasive enhancement product entering the commercial market, and therefore it raises an array of novel questions.

background

This research will tackle one of the central questions about enhancement, the scope of individual choice in relation to body modification and the applicability of risk/benefit analyses to non-medical use cases. A significant novelty of the NorthSense is that it is intended to be a permanent extension of the human body, as opposed to a mere tool that is used as and when needed. Therefore, by studying the personal experience of individuals who voluntarily opt for such a body modification intervention, the project also offers contributions to theoretical discussions about cyborgisation and novel relationships between human nature and technology.

objectives

- To understand the NorthSense users, their characteristics, motivations and expectations.
- To develop an understanding from the existing literature about magnetoreception and human sensory augmentation research.
- To explore the implications of sensory augmentation on the NorthSense users.
- To understand the conditions of possibility of bringing a product like the NorthSense to market.

research output

In Development

- Publish an academic Research report
- Explore the development of an interactive app for users

Description

These Video installations are an exploration of prosthetics make-up design as a medium for artistic expression and storytelling. Using techniques traditionally associated with film and theatre to physically portray abstract concepts through the manipulation of the bodies form.

SILICONE
PROSTHETICS
MATERIAL APPROPRIATION
CONCEPTUAL DESIGN
CHARACTER DESIGN



VIDEO INSTALLATION



body casting, sculpting, mould making, art direction, editing

DUBLIN, IRELAND

MUSIC VIDEO

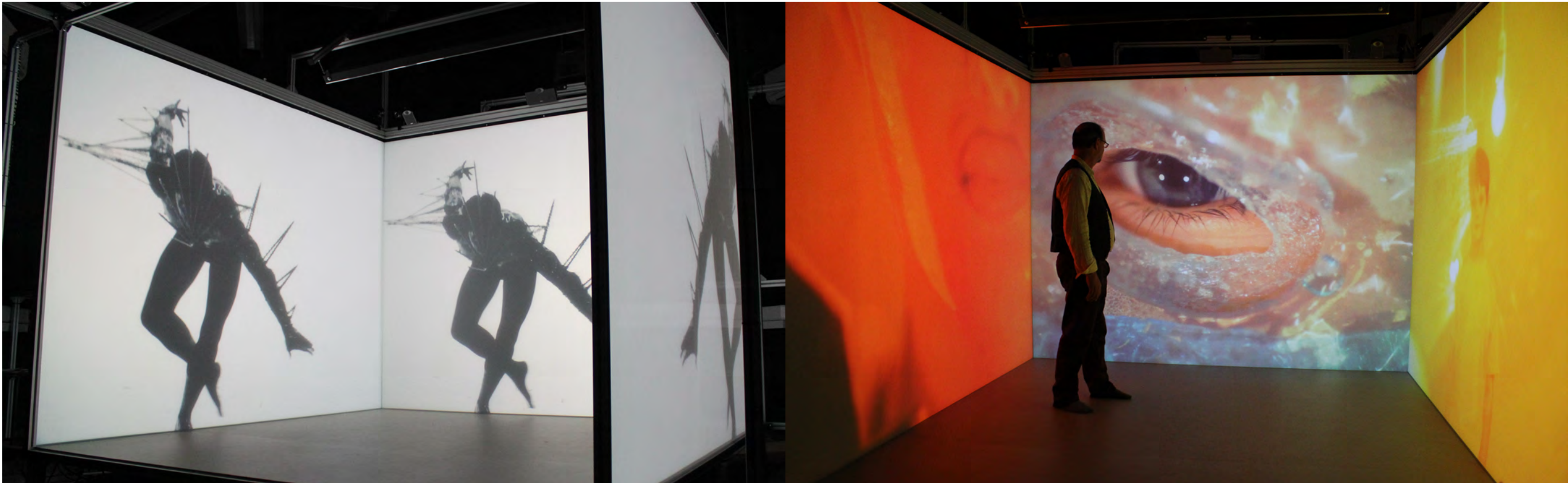
2013 BA Design for Stage &
Screen

-

SURREALIST INSTALLATION

2012 BA Design for Stage &
Screen

-



IT’S NOT A RACIAL THING

IT WAS ALL A BIT BLACK AND WHITE

Based on Oskar Schlemmers’ idea of “choreographed geometry” in relation to the Triadic Ballet. It depicts two opposing characters - evil/righteous - in a music video for the Galway based experimental Band - It Was All A Bit Black and White - Song: ‘It’s Not A Racial Thing.’

Filming: Husni Hafid
Dancer: Conor Donelan

PRIMARY NARCISSISM

MYTH OF NARCISSUS

A series of videos based on an amalgamation the Greek myth of Narcissus and the Freudian theory of Primary Narcissism. Created using Surrealism as the core aesthetic influence, personifying concepts of narcissism, metamorphosis and re-birth.

Filming: Niall Conroy
Actor: Patrick Sullivan

Description

Coming from a background in art and prosthetics design I have a diverse skill set in physical making. This includes: body casting; sculpting; mould making; garment construction; painting; and prop making. As a freelancer I use these skills to create pieces for studios to use in their projects, for business commissions, or assisting set designers in the production and set up of work for events/ installations/ exhibitions and photoshoots.

COMMISSION
EXHIBITIONS
EVENTS
WINDOW DISPLAY
PHOTOSHOOTS



PHYSICAL
MAKING



production, skill, technique, precision, style

LONDON, UK

FREELANCE MAKING

2013 - 2019

-



26 physical making

MOULD MAKER

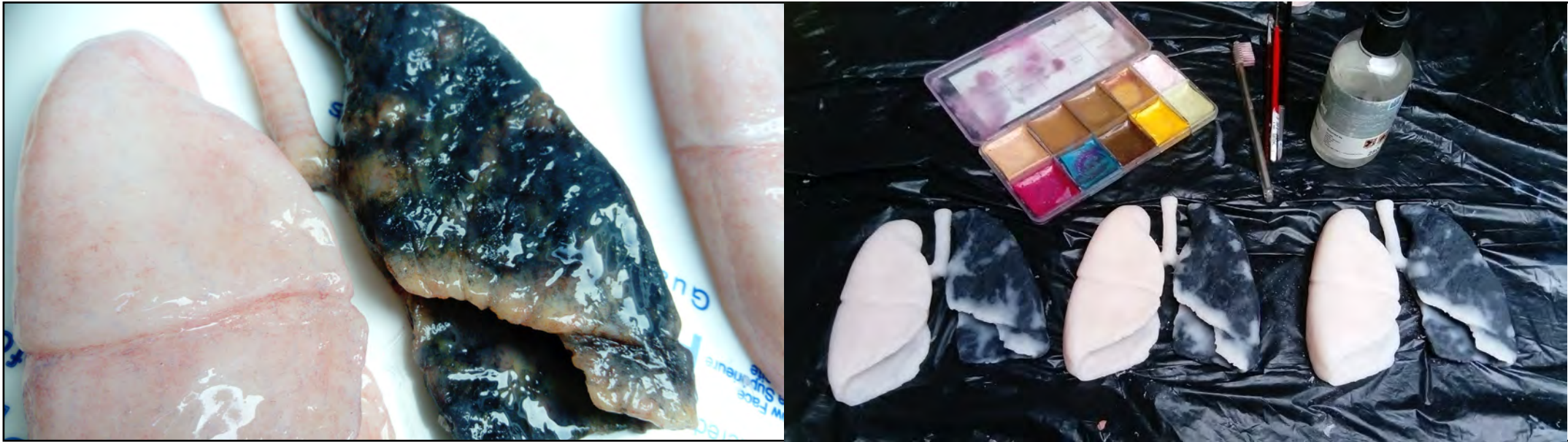
NIKE 'One shot'

'One-shot' is an installation that offers visitors an opportunity to play a fragmented and distorted shot in a stylised basketball court. Basket balls cast and moulded in Jesmonite so that they will shatter on impact.

PRODUCTION ASSISTANT

M&S Kids Press Event

Set Decoration



SILICONE PROSTHETICS

CANCER RESEARCH UK

Minature smokers lungs for use in Charity shop displays and educational workshops

LESLEY-ANN DALY

Portfolio website

lesleyann Daly .com

Contact email

lesleyann.m.daly@gmail.com

