

**User Experience SIG**  
**'If it ain't broke help fix it anyway!'**  
**25 August 2020**

This SIG is championed by Marine Barbaroux of **Fluidic Analytics**, Dr Allan MacLean of **Amdeo**,  
Geoff McCormick of **Akendi UK** and Leo Poll of **Akendi UK**

**AGENDA**

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- 15:00** Welcome from **Simon Mead, CEO, CW (Cambridge Wireless)**
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- 15:05** Introduction to **User Experience Group** by **Marine Barbaroux, User Experience SIG Champion**
- Session chaired by Marine Barbaroux, User Experience SIG Champion**
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- 15:10** **'Re-imagining core elements'**  
**Natalie Gould, CFO, Balsamiq**  
Like creating a wireframe, we have an opportunity to rediscover the basics of how we structure our lives, work practices, and time in general. We can learn to focus on the problems we are trying to solve, let go of old patterns or ways of doing things, and develop flexibility to find new simple solutions. Natalie will share a few changes Balsamiq is trying out in the next year to meet essential needs of maintaining a sustainable remote work environment.
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- 15:20** **'Online demo lab for virtual customer visits'**  
**Maya Wright, Sales Application Specialist, Fluidic Analytics Ltd**  
Customer site visits to demonstrate Fluidic Analytics' cutting-edge technology for measuring protein interactions was the norm prior to the lockdown. In light of the local and global travel restrictions arising from the pandemic, Fluidic Analytics designed a bespoke Online demo lab to be used to interact with customers virtually as an alternative to in-person demos.
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- 15:25** **'Gaming for good'**  
**Kirsten Naude, Director of New Ventures, The Children's Society**  
The Children's Society's gaming for good campaigns have allowed the charity to explore a new way of fundraising - with new tools, techniques and influencers. It also enabled the organisation to connect with new communities of people and engage with new audiences which we would not have previously been able to connect with. A bonus is that this work is educating our internal folks about how powerful gaming is as a form of influence and education!
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- 15:30** **'Business Chatter - letting off steam through COVID-19 times'**  
**Lele Gestoso Saa, Creative Director, Dovetailed**  
For some, COVID-19 has thrown up many trials and tribulations both personally and professionally. Some businesses have thrived whilst others have stalled or closed. During these uncertain times and as a way to give back to the local business community, Dovetailed have launched a new service - Business Chatter which is free, 100% confidential and no strings attached. Business Chatter sessions are an approachable and friendly space to talk about any new ideas, issues, problems and future scenarios facing start-ups or small businesses. It is an opportunity to have a friendly natter with a group of experts in design, technology, human behaviour, strategy and communications.
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- 15:35** **'Giving instructions, visually'**  
**Sue Keogh, Founder, Sookio**  
Demonstrating how you can storyboard and explain instructions when you can't be there in person.
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- 15:40** Panel session with all speakers chaired by **Marine Barbaroux, User Experience SIG Champion**
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- 15:55** **Wrap-up by Marine Barbaroux, User Experience SIG Champion**
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- 16:00** **Networking**
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- 16:30** **Event closes**
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## Profile of organisers

### Cambridge Wireless (CW)

CW is the leading international community for companies involved in the research, development and application of wireless and mobile, internet, semiconductor and software technologies. With over 300 members from major network operators and device manufacturers to innovative start-ups and universities, CW stimulates debate and collaboration, harnesses and shares knowledge, and helps to build connections between academia and industry. CW's 19 Special Interest Groups (SIGs) provide its members with a dynamic forum where they can network with their peers, track the latest technology trends and business developments and position their organisations in key market sectors. CW also organises major conferences and start-up competitions along with other high-quality industry networking events and dinners. With headquarters at the heart of Cambridge, UK, CW partners with other international industry clusters and organisations to extend its reach and remain at the forefront of global developments and business opportunities. [www.cambridgewireless.co.uk](http://www.cambridgewireless.co.uk)

## Profile of SIG Champions

### Marine Barbaroux, Fluidic Analytics

Marine is a digital product and service designer in Cambridge and has been in and around the design field for more than 20 years. With an education in product design and graphic art, she joined the world of software and now applies her skills to ensure great user experiences at Cambridge Consultants. She's designed a number of products and managed UX teams both in France and in the UK, mentored at Springboard (now TechStar London), and recruited a fair number of whatever-the-flavour-of-the-month-is-UX-o-tronologists you can think of... For her, design is about problem-solving more than anything. The role of a designer is to come up with novel concepts where required, but also make sure those are realistic and achievable. Cooperation is key. In her spare time, she works with acrylics, Photoshop and Illustrator to keep the creative juices flowing! [www.fluidic.com](http://www.fluidic.com)

### Dr Allan MacLean, Amdeo

Amdeo specialises in the development and exploitation of high tech innovations. Amdeo principal, Allan MacLean, has worked in research and management roles at the leading edge of Information and Communication Technologies for over 25 years. He was a founder member of Xerox's European Research Centre in the 80's and was a major contributor to building it into one of the world's leading centres of expertise in the user centred design of innovative technologies. In 2002, he co-founded Image Semantics, which he helped lead to become a global provider of innovative mobile applications and services. Allan has frequently advised on funding programmes in the UK, Europe and North America to help improve the fit between technologies and human needs and improve the exploitation of government funded research.

### Geoff McCormick, Akendi

Geoff has worked as a business consultant in the design industry for over 10 years. In that time he has worked with some of the world's most famous and successful designers, where his role was to help designers, companies and brands to try and maximise the commercial effectiveness of design. His experience covers every populated continent and a diverse range of sectors, including developing a mobile petrol retail station, an interior design system for VIP aircraft, hydrogen powered vehicles, packaging strategies for FMCG brands and innovation programmes utilising Asian sourcing. It is this breadth of experience that he values most. Common across all of his clients and projects is the desire to create truly unique experiences that occupy a space in peoples' hearts and minds. [www.akendi.co.uk](http://www.akendi.co.uk)

### Leo Poll, Akendi

Technically everything is possible, making it work for people is where the real challenges are. Addressing these challenges from an end-user perspective in a way that makes business sense is what drives Leo. With more than 20 years of experience in Innovation driven Experience Research and Design he is able to bring an ability of strong lateral thinking combined with broad domain knowledge of applications/markets and technical enablers. Previous to his role at Akendi, Leo worked for the mobile phone division of Philips in Le Mans, France, managed numerous international projects whilst employed by Philips Electronics UK, was a member of the global 'Connectivity Programme' board of Philips Research, (Co-)founded Ryppel Ltd, Eversfield Innovation Ltd, Galileo Software Adviesbureau v.o.f. [www.akendi.co.uk](http://www.akendi.co.uk)

## Profile of speakers

**Lele Gestoso Saa, Dovetailed**

Lele Gestoso Saa is a Multidisciplinary Artist and Visual Designer based in Cambridge, who recently had her work shortlisted for the World Illustration Awards 2020. Born in Vigo, North West Spain, Lele has lived and worked in Madrid, Shanghai, L.A. and London before moving to Cambridge four years ago. With a BA in Advertising and Public Relations from Antonio Nebrija University and an MA in Children's Book Illustration from Cambridge School of Art, Lele began her career as an Art Director and has produced award-winning work for global companies such as Apple and Sony. Today, Lele enjoys balancing her Creative Director role at Dovetailed, a UX design studio, with her art practice. [www.dovetailed.co](http://www.dovetailed.co)

**Natalie Gould, Balsamiq**

Natalie Gould joined [Balsamiq](http://www.balsamiq.com), a remote software company and makers of [Balsamiq Wireframes](http://www.balsamiq.com), in 2010 and has been involved in many areas of work as the company has grown. She currently is the CFO and leads the Admin Team and company-wide Kaizen projects (team building, process improvement, policy setting, and discussions). She is honored to serve in a role she hopes contributes to building not only a financially healthy company, but also one with a safe, welcoming, and positive work environment. [www.balsamiq.com](http://www.balsamiq.com)

**Sue Keogh, Sookio**

Sookio is a digital marketing agency in Cambridge, UK. We help our clients communicate with confidence through quality content marketing. Founded in 2008, we work with clients around the UK and overseas like GOV.UK, Drinkaware, the University of Cambridge and Toshiba Europe, along with a host of businesses in the Cambridge tech cluster. [www.sookio.com](http://www.sookio.com)

**Kirsten Naude, The Children's Society**

Kirsten is the Children's Society's Director of New Ventures. She runs a cross-organisational function which is responsible for catalysing income growth, and for achieving and accelerating impact for young people. This work focuses on market shaping, funding innovation, social investment, strategic partnerships and new cross-sector collaborations. Kirsten has a great deal of experience designing, developing and delivering services for children and families. Part of her week is spent consulting to other organisations on innovation, social impact and investment, organisational design and business development. She is passionate about seeing the lives of those who are vulnerable or disadvantaged, changed for the better. Outside of work, Kirsten's interests entail being an adrenaline junkie, an avid gamer and a budding futurist! [www.childrenssociety.org.uk](http://www.childrenssociety.org.uk)

**Maya Wright, Fluidic Analytics Ltd**

Maya is a Sales Application Specialist at Fluidic Analytics, a company working to transform how the world understands proteins and their interactions. After completing a PhD in Chemistry at the University of Cambridge, Maya joined Fluidic Analytics as an R&D Scientist and later transitioned into the commercial team. She currently works with scientists around the world to apply the cutting edge Microfluidic Diffusional Sizing technology developed in Fluidic Analytics to protein science and disease research. [www.fluidic.com](http://www.fluidic.com)