

# TIMOTHY GREIG

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I am a transmedia designer and educator, with a versatile range of skills in information management and communication.

I am seeking to develop my skills in Experience Design, Information Architecture, and Transmedia Storytelling by working on projects that blend online and offline experiences.

## Special Projects: Collective Noun

Over the last eight months, I have been involved in founding Collective Noun, a small, modular team of creative collaborators. In our spare time, we have worked together to experiment with interesting ways to tell stories and to inspire people to play, create, and discover. <http://collectivenoun.net>



### WEBSTOCK GAME

FEB 2010

This project encouraged attendees at Webstock 2010 to interact, extending the conference vibe by sharing their thoughts and images. In under a week, we designed a collection of 'quests' to create an online game that then ran over the two main days of the conference.



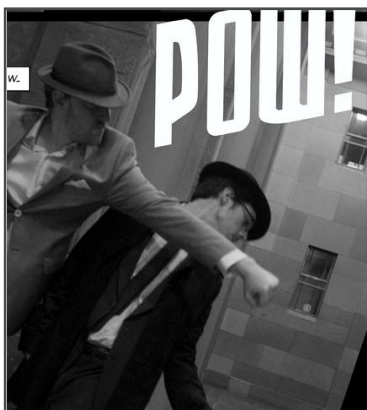
- I created the underlying game structure and scoring system.
- I planned the two-day development of gameplay.
- I helped design over seventy unique 'quest' challenges.
- I monitored player contributions on Twitter in real time over the two days of the conference to update our scoreboard.



### THE CASE OF THE MIDNIGHT NOTE

JAN 2010

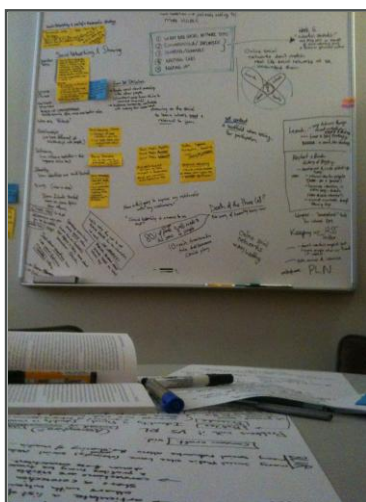
This transmedia detective story played out across Twitter, Flickr, and Facebook, drawing the audience into the gritty world of a Noir Wellington. Told through tweets, illustrations, photos, comics, audio plays, and finally live theatre, it culminated in a fund-raising fancy dress party and exciting finale at Betty's Digital Media Bar.



- I designed and supervised the main narrative structure to ensure that we hit key plot points as the story developed
- I documented the plot, characters, scripts, and interactive elements throughout the project
- I kept the story consistent and ensured that the rest of the team were clearly briefed during each phase
- I made the 'final call' on narrative-related decisions during the time that the project was running.

## Work Experience: Communication & Education

In my professional career I have learned to communicate diverse concepts to a wide range of different learners. I have experience developing educational, useful content for libraries and university classrooms, live lecture situations, and the web.



### SENIOR TUTOR (INFORMATION STUDIES)

JAN 09 - NOW

School of Information Management, Victoria University of Wellington

I enhance and support the learning experience for students enrolled in our master's programme.

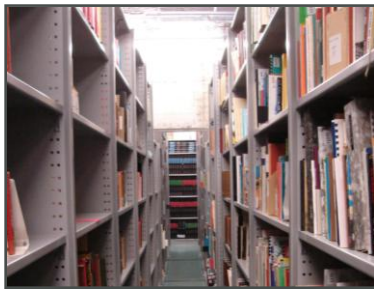
- I develop content to aid core programme papers. I create video, text, websites, tutorials and discussions for distance and on-campus modes, providing support for the educational technologies used by the programme.
- I iteratively improve and coordinate the student experience. I manage student orientation, and advise the Director on programme planning and quality assurance.
- I give lectures on Information Architecture and Social Media. I apply this knowledge to marketing the Information Studies Programme and design of learning exercises.
- I remain familiar with course content and objectives in order to advise students on their assignments and aid lecturers with marking and assessment design.



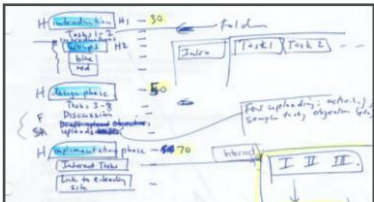


**SUBJECT LIBRARIAN (DIGITAL MEDIA DESIGN) JUN 07 - JAN 09**  
 Architecture and Design School Library, Victoria University of Wellington  
 I supported the Digital Media Design department through collection development, library research training, and individual consultation.

- I designed and organised the A&D Library's Web & Intranet presence.
- I developed library orientation and instruction sessions at both undergraduate and post-graduate level.
- Working at this library had a significant impact on my personal interests, opening up my eyes to the world of designed experiences.



**LIBRARY ASSISTANT JUN 07 - JAN 09**  
 Macmillan Brown Library, Canterbury University (Part-Time)  
 As a junior member of a very diverse team of information professionals, this position allowed me to interact daily with a fantastic collection containing over 3500 metres of documentary archives, the university's art collection, photographs, architectural drawings, newspapers, and ephemera.



**ONLINE ADMINISTRATOR, WEB DESIGNER FEB 06 - JUL 07**  
 Christchurch College of Education, Canterbury University (Part-Time)  
 This role provided experience creating online course spaces, workshops, tutorials and help documentation for students and staff. It was my first introduction to information architecture.

## Professional Development

In order to ensure my knowledge, skills and frames of reference are up to date I regularly attend workshops and conferences.



- **Up Next:** UX Testing Workshop, Optimal Usability (Oct 2010)
- **Up Next:** National Digital Forum (Oct 2010)
- Interaction Design Workshop, Optimal Usability (Sep 2010)
- UX Design Innovation Workshop, Optimal Usability (Jul 2010)
- Film Xtended Conference Melbourne, Xmedialab (Jul 2010)
- Webstock Conference (Feb 2010)

## Education: Sociology, Information Management

My education has given me strong conceptual tools for understanding the way people access and engage with stories.



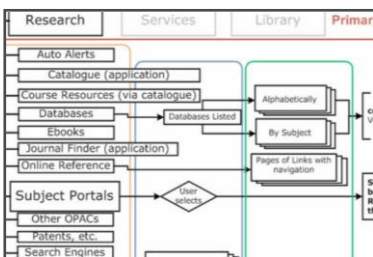
### MASTER IN LIBRARY AND INFORMATION STUDIES 2006 - 2007

School of Information Management, Victoria University of Wellington

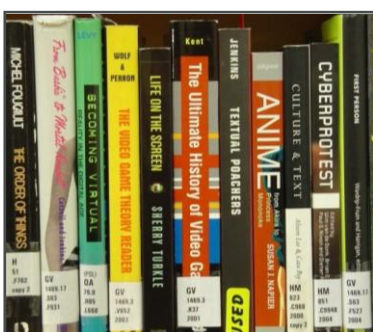
This qualification provided me with the core expertise needed by information professionals, including:

- Information acquisition, evaluation and provision to meet the needs of information seekers
- Design and planning for information retrieval systems, including metadata and description, issues for preservation, collection development, and interface design
- Research methods and organisation of knowledge resources.

For my final supervised project I conducted qualitative research into the issues for the design of library buildings in a virtual world environment, drawing on a case study of a library project in Second Life and game design theories.



Two years after completing this degree I was invited by the academic staff to submit my application to become the new Senior Tutor for the programme in January 2009.



### BACHELOR OF ARTS (HONOURS, FIRST CLASS) 2001 - 2005

Sociology and Cultural Studies, University of Canterbury

The main focus of my degree was on Popular Culture, New Technologies and Globalisation, but also included studying a broad range of other topics such as Documentary Film, Digital Narrative, American Literature, Anthropology, and Post-Colonial Studies. I completed several research projects on topics related to online culture.

