



# Alaine Burns Laycock

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A holistic Middleweight Design Researcher with a passion for people, data and innovation. Building on 8 years' experience working as a Designer/Maker, my transition to Design Research has been smooth. With my varied experience I am confident driving teams and clients with a mixed approach; blending a human-centered focus and design thinking with iterative, agile processes to help organisations create meaningful innovation and connections with both stakeholder and users.

Expertise: Design Research, Design Thinking, Service Design, Mapping, Rapid Prototyping, Strategic Planning.

## Experience:

The Open Data Institute &  
Bristol City Hall

### Design Research Lead November 2017 - July 2018

Working in an agile, multidisciplinary team supporting Local Government and the community to co-design innovative solutions for data sharing, collection and transparency for both client and user.

- Identified an area of impact for Bristol Council through workshops and interviews in initial design sprint.
- Produced an extensive body of research created with mixed methods including observation, contextual interviews, workshops and surveys.
- Designed, developed and executed digital and physical qualitative data structures to capture thick data to compare with existing data sets.
- Presentation of key findings to primary stakeholders, including recommendations for quantitative data integration and next steps.
- Engaging a wider audience with our work through presentations and panel discussions at Design, Web & Research conferences in the UK and France.

Impact Hub Kings Cross

### Strategic Designer April 2017 - March 2018

Advising teams on the implementation of a global rebrand within Impact Hub, a community of people whose business focus is creating meaningful social change.

- Research and engagement across the organisation to uncover quantitative & qualitative data to demonstrate the huge impact of the Impact Hub community.
- Designed and produced impact report utilising data visualisation and graphic design skills, published as digital and print editions to engage a broad audience.
- Designed and led a series of Co-Design Workshops facilitating the community in their creation of a shared manifesto.

Bankside Open Spaces Trust

### Strategic Designer May 2016 - Present

- Advocating for design thinking in a hands-on charity environment. Demonstration to the in-house team how design and research can align values, maximise resources and create deeper user engagement.
- Aligning strategic vision with employee needs.
- Refresh of communication and interpretation material throughout the park to provide a more unified identity.
- Bringing strategic thought to the design and implementation of workshops and events, enabling a wide range of users to engage with park values and grow visitor numbers.
- Creating a series of self guided tours of Red Cross garden, contributing to the garden winning the RHS London in Bloom Small Park of the Year Award.
- Designing creating a range of merchandise to add a new revenue stream for the charity.

## Designer

October 2016 - October 2017

Working on a variety of projects across graphics, interiors and public spaces developing skills in co-design, design research, community engagement and stakeholder management.

- Designing and coordinating workshops and activities to effectively engage communities and clients throughout the co-design process.
- Producing and managing promotional content online and across social media.
- Collecting qualitative and quantitative data through workshops and consultations and collating results into reports and design proposals.
- End-to-end involvement in the design process, bringing projects through an iterative process from concept and prototyping, to the final design across a variety of mediums.
- Managing client and supplier relations as well as completing projects on time and on budget.

## Freelance Projects

Project work covering Branding, Product Research & Design, Making, Graphic Design, Exhibition Design.

Personal clients include: Goldsmiths College; Penelope (Stylist); Nosusai (Cycling Startup); Red Deer (Architecture Firm); Paperdress (Vintage Store) as well as individuals looking for a bespoke designer/maker service. Full details available on my Linked In profile.

## Education:

Goldsmiths College,  
University of London

BA Design, 2:1

Sept 2012 – Aug 2015

Human Centered Design, Design Thinking, Design Research, Service Design, Product Design.

Sallynoggin College of  
Further Education, Dublin

Fashion Design, FETAC L 5 & Distinction, City & Guilds 792302: L 3 Diploma

Sept 2008 – August 2010

Design Development, Pattern Making, Garment Construction

St. Louis Convent,  
Carrickmacross, Co.  
Monaghan

Leaving Certificate (A Level Equivalent): 330 Points

Sept 2003 – July 2005

English, Maths, French, Irish, Geography Art & Chemistry

## Certifications:

Interaction Design Foundation: October 2018

User Research – Methods and Best Practices

Code Academy: November 2017

Build Website UIs

## Skills:

Qualitative & Quantitative Research

Facilitation

Public Speaking

Problem Solving

Versatility

Embrace complexity and simplify

Empathy, listening

## Software:

Adobe: Illustrator, InDesign, Photoshop

Wireframe: HTML/CSS, Sketch

Office: Keynote, Excel

## Interests:

Sourdough baking

Learning (reading, workshops, conferences and public lectures)

Obscure Electronica

Gardening