

j mcgill winston

With a diverse background ranging from being a songwriter, producing animation, writing for television to graphic design and photography. The most recent chapter is researching how hate and stigma play into a consumers relationship with brands as part of my MSc dissertation. I continue the development of *The Right One*, a design evolved through my degree at Central Saint Martins. Everything I have done and do revolves around understanding the human condition. I focus on the methodologies of research and looking to the unexpected to find the insights which lead to extraordinary design outcomes.

MSc - Goldsmiths/Institute of Management Studies - 2021 consumer behaviour

BA honours - Central Saint Martins - 2015 - product industrial design

BFA - Massachusetts College of Art- 1985 - multi-media design

Strategy / Branding / Design 2D & 3D CAD

govino.com - consultant for multi award-winning company - responsible for current brand refresh and introduction of new products to market.

Research & Development of *The Right One*

Awarded a SEED endorsement 2015 & 2016 which continues research and development of an innovative medical procedure and device that builds upon current Osseointegration procedure, which provides a Below The Knee (BTK) Amputee an alternative to a traditional prosthetic by providing a direct, physical connection between the residual limb and implant. Currently under patent review at the UK Intellectual Property Office (Patent Application No.1609406.2)

Lecturer / Tutor - UAL/Central Saint Martins - Ravensbourne

Through partnerships with schools and colleges and in collaboration with cultural organisations, Widening Participation delivers a range of innovative programmes to inspire and develop creative potential. Working with a range of year 10-13's and young people looking to apply for foundation or BA, I create and teach lesson plans that focus on Design Thinking within the areas (but not limited to) Product, 3D, Graphic and Spatial Design including portfolio reviews for foundation and BA.

Graphic Designer / Photographer

govino - responsible for collateral design, and photography incl: print / web & winning submissions for (2 IDEA & 2 Good Design Awards) co-designed show-booth for NYNow & IHA, designed booth for London Home Show

clients include:

Bibendum UK > Wondering Wine Company > govino > The Willat Group/Boyd Willat (Founder Dayrunner, Sensa & govino) > WAX Ltd. > Dr Steven Teitelbaum > Charles Randolph-Wright / Wright Angle > Writers Guild Foundation > HD Productions > Dan Petrie Jr (Oscar Nominated director / writer) amongst others.

Mentor to Inmates - MakeRight / Design Against Crime Research Centre

Working with DACRC and facilitating SERCO at HMP Thameside and HMP Doncaster to introduce 'Design Thinking' to inmates that equip them with new skills which may help them find employment and break the cycle of re-offending.

Entertainment Industry

Television Writing (until the death of sitcom) Paramount/Universal/Showtime > Produced Animation > Script Coordinator > Production Manager > William Morris Agency > Casting

Capitol Records/Warner Chappell Music

'East of Eden' founder - writer / programmer / keyboards - recorded - toured - left band (as one does)

Achievements

Semi Finalist - MassChallenge UK 2016 - The Right One

Shortlisted: Parallel Practices: Making for Medicine 2016 - Crafts Council/Kings College Maxillofacial Rehab Dept. Guy's Hospital

IDSA IDEA Award 2010, 2012 - Good Design Award 2010, 2012 - presentation / video package for govino

published - NY Times, LA Times, Flynt Publishing, Dezeen, Wall Street Journal, Wine Spectator

profiled - stuff magazine, csm choices, wp@csm - selected for LVMH 24hr Brief 2014

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