

# 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.

Registered patent with the UK Intellectual Property Office (Patent No.GB2559213)

## Lecturer / Tutor / Unit Leader

Teaching within the areas Product & Industrial Design, Graphic Communication, Visual and Spatial Design in university lecture settings as well as through partnerships of Widening Participation with schools and colleges in collaboration with cultural organisations. I create and teach lesson plans that focus on Design Thinking delivering a range of innovative exercises to inspire and develop students' creative potential. Have also served as advisor with portfolio reviews for foundation and BA programs.

Istituto Marangoni London - Unit Leader Visual Design, Product Design, Interiors (Foundation, BA, MA) - Autumn 2021 - present

UAL/Central Saint Martins - Insights Product & Industrial Design /Design Thinking - Spring 2015 - 2023

Ravensbourne - Graphic Design - Summer / Autumn - 2018

Workshops/Outreach - incl. Brady Arts Centre, Frederik Bremer, Barnet College, Layton College - 2015 - present

## 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.

IDSIA 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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