Matt Watkins
INTERACTIVE DESIGNER & LECTURER

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Profile

I am an **artist, lecturer, developer and designer**. I have been responsible for the visual and technical design of a wide range of interactive work from web and mobile based projects and games, live video streaming, robotics and sensor driven interfaces in galleries, locative and pervasive games played live in the streets.

I have worked as an Interactive Designer and Producer on projects with Hewlett and Packard, the BBC, Channel 4, The Tate Gallery, Birmingham City Council and the MET Office.
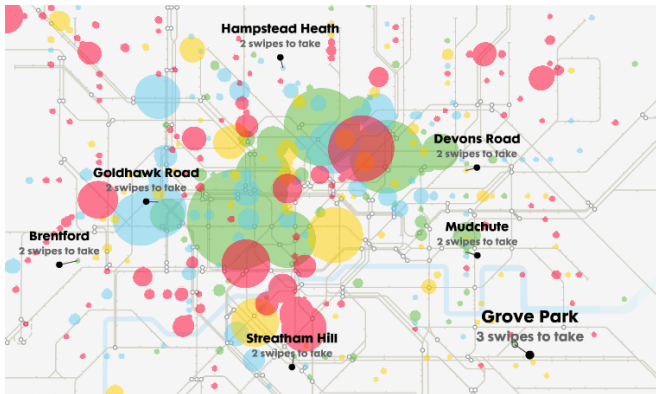
I have co-published academic papers and presented at conferences all over the world, including the ACM Multimedia Conference 2005, Singapore; Dislocate Festival, Tokyo; the Offload Festival at the Watershed Bristol and at MobileFest in Sao Paulo.

I am also a lecturer and educator in the field of interactive Media and Game Design.

The interactive work I have created has been shown in venues including:

MobileFest - Sao Paulo
Games Developers Conference - San Francisco
AV Festival - Newcastle
Siggraph Multimedia - Singapore
Nokia Mindtrek - Tampere Finland
Dislocate Festival - Tokyo.

Research

I am a co-author on **5 academic papers** and a **contributor on 15** others. I have **80+ citations**
My Profile is available here:
https://www.researchgate.net/profile/Matt_Watkins2

Experience

Creative Director: MODALGO
Sep 2016 – June 2018 Sheffield
  Creative director and design lead to develop a new game that explores the link between entertainment and intelligent transport systems.

Lecturer: NEW CITY COLLEGE
Sep 2015 – Present London
  Senior Lecturer in IT and Interactive Media. I have been course leader - responsible for assessment, teaching an pastoral care of between 70-120 Level 2 & Level 3 students every year..

Creative Director: MUDLARK PRODUCTION CO.
Mar 2009 – April 2017 Derby
  As Creative Director for the past 4 years, I have been responsible for the design and overall look and feel of the games and products we have built, this has had me involved in all areas of production from initial concept and games design, art and sound production, animation, development and programming, budgeting and project management

Lead Designer: CHROMAROMA
Jul 2010 – Jun 2012
  As Lead Designer I was responsible for designing the graphics, animation and layout of the web interface of the game and the UX for player. I liaised with the designers, the development team and the production and marketing team to develop the game platform.

Lecturer: CENTRAL COLLEGE NOTTINGHAM
Jul 2001 – Jul 2011 Nottingham
  I was a sessional lecturer in Interactive Media and Games design. Teaching students skills in HTML, Javascript, CSS, Unity, Flash and Actionscript.
  Co-wrote a foundation degree with the Course Leader in Games Design. I lead the units in Industrial engagement and running a lecturer series with talks from Game companies as well as developing a Game jam format for students with support and judges from industry that I successfully ran for 3 years.

Partner & Artist: ACTIVE INGREDIENT
Sep 1996 – April 2013 Nottingham
  As a partner in an innovative digital art company. I have overseen the funding, creation and distribution of multiple interactive artworks and experimental games as both creator, designer and developer. I have pioneered work with locative, pervasive and sensor driven games, from award winning game powered by your heart rate to installations triggered by the sensors in the trees of Brazilian rainforests.

Projects

MODALGO - App & Game
2016-2018 Start Up
Modalgo is a travel insight platform and game. Still in development this takes data from user's multi-modal travel and turns the resulting data into a game and platform for transport providers to get insight into the travel patterns of their users.
Data is held transparently and securely on a personal data store, so the user has complete control over who and what they are consenting for in regard to the use of the data.
Modalgo is an attempt to marry engaging playful experience with data that can enhance public transport providers relationship customers and the service provided. This is still in early prototype but it currently collects the data and visualises a map.

COLD SUN - Android Game
2013
A game that takes real-time weather data from a player's location and amplifies it in a game universe where climate change has drastically changed everything. Challenging the player to think adaptively, notice weather changes around them in the real world. Cold Sun is a hybrid IOS and Android game that mixes text adventure, mini-game and infinite scroller.
The player's experience is changed by the current weather but the player can also use the weather they collect over time as power-up's in the game.

CHROMAROMA - Web Platform & Game
2010
Making your everyday commute playable. London's first Oyster card powered travel game. Every swipe earned you points, every station can be captured, and every journey takes on a new meaning in this revolutionary game. Developed by Mudlark with support from Channel 4 and Screen West Midlands.
A game that supported the goals of Transport for London, rewarding players for travelling better by encouraging non-rush hour travel, getting off early and walking, or riding bikes instead of travelling on buses and trains. As well as creating shareable 'journeys' from the data produced by 'swiping' an Oyster Card at a station, we also animated a player's travel on an interactive 3D map, allowing them to rewind time and watch themselves moving around the city.

HEARTLANDS - Game & Art project
2006
A multi-player game for a smartphone that was controlled by the player's heart rate as they walk. Their journey is mapped by GPS and a heart rate monitor. The goal is to maintain optimum heart rate and explore as far as they can, in order to score points. The player creates a landscape that appears on the mobile phone screen as they walk. If the player's heart rate goes too low or too high the landscape on the mobile phone becomes arid desert or turns to wild forest, in optimum range the landscape blossoms. Funded by Wellcome Trust and Hewlett Packard.

BEARPITS & LANDMINES - iOS Game
2012
A multilevel physics game designed to coincide with the launch of Europe's largest cycle-park. Set in a post apocalyptic version of Gravesend's cycle park. The aim being to complete a journey through this surreal landscape populated with ranting bears, cyclops and human wind turbines.

Education

MA Digital Direction
Royal College of Art
2018-Present

Level 5 Diploma in Teaching in the Lifelong Learning Sector
Central College Nottingham
2009 – 2010

BA (Hons) Creative Arts 2:1
The Nottingham Trent University
1991 – 1994

Foundation in Art & Design
Falmouth School of Art & Design
1989 - 1990

A Levels
Art
Bodmin Comprehensive School
1982 – 1989

6 'O' Levels
Maths, English, Art, History, Physics, Geography
Bodmin Comprehensive School
1982 – 1989

Skills

Expert
HTML 5, CSS, JavaScript, Adobe Illustrator, Adobe Photoshop, Adobe Illustrator, Game Design, User Interface Design, Interaction Design, User Centred Design, JavaScript, Game Development, Drawing, Web Design, User Interface, User Experience Design. Teaching & Assessment.

Intermediate
Bid Writing, Funding Applications, Course Design, Student Pastoral Care & Safeguarding, Information Architecture, Motion Graphics, Creative Strategy, Marketing & Business Strategy, Video Editing, PHP, Arduino & Physical Computing, Advanced CSS, Unity & C#

Elementary
Node.JS, Blender, Maya, PhoneGap

Languages

English (Native)
French (Elementary)