

# Peter Lloyd

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## Curriculum Vitae Publications

January 2007

# Curriculum Vitae

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## personal

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full name Peter Anthony Lloyd  
home address The Manor House, Chenies, Rickmansworth, WD3 6ER, UK  
work address Design and Innovation, Faculty of Technology, The Open University  
Walton Hall, Milton Keynes, MK7 6AA, UK  
telephone (work) +44 1908 659546  
(home) +44 1494 765276  
(mobile) +44 7879 868391  
email p.lloyd@open.ac.uk  
date and place of birth 24th November 1966, Bideford, UK.

## education

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Open University 1995 - 1998  
BA (hons) Philosophy  
University of Sheffield 1990 - 1994  
PhD Department of Psychology  
*Psychological Investigations of the Conceptual Design Process*  
University of Sussex 1985 - 1988  
BSc (hons) Electronic Engineering

## employment

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The Open University, UK 2005 - Present  
Senior Lecturer  
Department of Design and Innovation  
TU Delft, The Netherlands 2001 - 2005  
Associate Professor in Design Theory and Methodology  
Faculty of Industrial Design Engineering  
TU Delft, The Netherlands 1999 - 2001  
Assistant Professor in Design Theory and Methodology  
Faculty of Industrial Design Engineering  
Cranfield University, UK 1998 - 1999  
Research fellow  
Department of Ecotechnology  
Cranfield University, UK 1995 - 1998  
Research fellow  
Department of Enterprise Integration  
Sheffield University, UK 1990 - 1994  
Undergraduate tutor  
Department of Psychology / Cognitive Science  
Eurotherm International, UK 1988 - 1990

Practising electronic and software designer  
Project engineer

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## teaching

|                          |   |
|--------------------------|---|
| undergraduate            | <p>Design theory and methodology, Masters course, Industrial Design (1999 – 2005)</p> <p>Ethics for industrial design engineers and architects, Masters elective course, Technology, Policy, and Management (2003 – 2005)</p> <p>Reflection on design, Masters elective course, Industrial Design (2003 – 2005)</p> <p>Video assisted learning, Masters elective course, Industrial Design (2002 – 2005)</p> <p>Supervision of 8 month final year design and research project, Masters course, Industrial Design, 21 to date. (1999 – 2005)</p> <p>Design studio education, Bachelor level, Industrial Design (1999 – 2001)</p> <p>Design theory, Bachelor, Electrical Engineering (2001 – 2002)</p> <p>Introduction to the Apple Macintosh, 1<sup>st</sup> Year, Psychology (1992 – 1994)</p> <p>Artificial intelligence, continuing education, Psychology (1992 – 1993)</p> <p>Personal tutor, 1<sup>st</sup> year, Psychology (1991 – 1994)</p> <p>Statistics, 1<sup>st</sup> year, Psychology (1990 – 1992)</p> |
| postgraduate             | <p>Design methodology, M.Sc in Advanced Industrial Design (1999 – 2002)</p> <p>Product development, M.Sc in Computer Integrated Manufacture (1998)</p> <p>Introduction to Macintosh software for research, Ph.D level (1993 – 1994)</p>   |
| Ph.D student supervision | <p>Maaïke Kleinsmann <i>Shared Understanding in Collaborative Design Projects</i> (2002 – 2005)</p> <p>Willem Mout <i>The Effectiveness of Design Strategies</i> (2000 – 2002)</p> <p>Remko van der Lugt <i>Visual Approaches to Creative Problem Solving in Product Design</i> (completed September 2001)</p>  |

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## research

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| projects and grants | <p><i>Design Thinking Research 7: Design Meeting Protocols</i> – UK AHRC grant, July 2006 – July 2008, £25,000</p> <p><i>Ethical Decision-Making in Design</i><br/>Internally funded Ph.D., The Open University, £54,000</p> <p><i>VALiD – Video Assisted Learning in Design</i><br/>Internally funded project, TU Delft (2001), €6000</p> <p><i>Obligation and Risk in the Reasoning of Engineering Designers</i><br/>UK Dutch joint scientific research programme (2000), €5000</p> <p><i>Does Premature Closure Exist in Design Organisations and Does it Matter?</i><br/>– UK EPSRC grant reference GR/L40229 (1998 – 1999), £25,000</p> |
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| organising international conferences | DTRS 7: Design Meeting Protocols, London, September 2007<br>IEPDE04 International Engineering and Product Design Education, TU Delft, September 2004<br>DTRS 5: Designing in Context, TU Delft, December 2001  |
| journal editing                      | European Editor of <i>Design Studies</i> (April – July 2003)<br>Guest editor, special Issue of <i>Design Studies</i> journal, vol 24, no 3: Designing in Context, May 2003   |
| peer reviewing                       | <i>Design Studies</i> journal (1996 – present)<br><i>Creativity and Cognition</i> Conference, Goldsmiths College (2005)<br><i>DTRS6: Expertise in Design</i> Conference, University of Sydney (2003)<br><i>Design and Emotion</i> Conference, Loughborough University (2002)<br><i>DTRS5: Designing in Context</i> Conference, TU Delft (2001)   |
| examining and validation             | PhD Thesis, <i>Shape Exploration in Product Design: Assisting Transformation in Pictorial Representations</i> , Miquel Prats, The Open University, UK (February 2007)<br>PhD Thesis, <i>Improvisation in Tradition: A Study of Contemporary Vernacular Clothing Design Practiced by Inupiaq Women of Kaktovik, North Alaska</i> , Janne Beate Reitan, The Oslo School of Architecture and Design, Norway (January 2007)<br>Appointed external examiner at University of Wolverhampton (Architecture and Product Design), 2007 – present.<br>Appointed external validator at Utrecht School of the Arts, The Netherlands (Art, Design, and Media), 2007 – present.<br>PhD Thesis, <i>Barriers to Creativity in the Conceptual Phase of Engineering Design</i> , Rachel Carkett, Plymouth University, UK (July 2002) |
| affiliations                         | Fellow of the Royal Society for Arts and Manufactures (FRSA)<br>Member of the Design Education Special Interest Group (DESIG) Management Board<br>Design Research Society<br>British Society for Aesthetics<br>European Academy of Design  |

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## administration

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| Open University | Head of Department Design and Innovation (2006 – present)  |
| TU Delft        | Member of Bachelors-Masters workgroup for curriculum re-structuring, Faculty of Industrial Design Engineering (2003) |
| TU Delft        | Manager of Research Sub-programme for Design Processes in Product Development (2003 - 2005)                          |

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## other skills

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| web design | <a href="http://www.shornbare.com">http://www.shornbare.com</a><br><a href="http://design.open.ac.uk/">http://design.open.ac.uk/</a><br><a href="http://www.cheniesmanorhouse.co.uk/">http://www.cheniesmanorhouse.co.uk/</a><br><a href="http://www.shornbare.com/ratsmagic">http://www.shornbare.com/ratsmagic</a> |
| music      | saxophone, guitar, piano, composition  |
| sport      | squash, running, cycling, swimming, triathlon  |

leisure photography, reading

## **referees**

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Professor Nigel Cross  
Faculty of Design, Open University, Milton Keynes, MK7 6AA, UK.  
n.g.cross@open.ac.uk

Professor Janet McDonnell  
Business School, University of Greenwich, Old Royal Naval College, Park  
Row, London, UK  
j.t.mcdonnell@gre.ac.uk

Professor Bryan Lawson  
School of Architecture, Sheffield University, Sheffield, S10 2TN, UK  
b.lawson@sheffield.ac.uk

Dr Jerry Busby  
Department of Management Science, Lancaster University, Lancaster, LA1  
4YX, UK  
j.s.busby@lancaster.ac.uk

Chris McMahon  
Engineering Director, Department of Mechanical Engineering, University of  
Bath, Bath, BA2 7AY, UK  
enscam@bath.ac.uk

# Publications

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## journal papers

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McDonnell, J., Lloyd, P.A., Valkenburg, R. (2004) Development of Design Expertise through the Construction of Video Stories, *Design Studies*, 25, 509-525.

Lloyd, P.A. (2004) Paradox of the Average: Why Users need Designers but Designers don't need Users, *Design Philosophy Papers*, <http://www.desphilosophy.com>

Lloyd, P.A., Busby, J.S. (2003) 'Things That Went Well – No Serious Accidents or Deaths' : Ethical Reasoning in a Normal Engineering Design Process, *Science and Engineering Ethics*, 9, 503-516.

Bekker, M., Beusmans, J., Keyson, D., Lloyd, P.A. (2003) KidReporter: A User Requirements Gathering Technique for Designing with Children, *Interacting with Computers*, 15, 187-202.

Lloyd, P.A., Snelders, H.M.J.J. (2003) What Was Philippe Starck Thinking of? *Design Studies*, 24, pp 237-253.

Lloyd, P.A. (2002) Making a Drama out of a Process: How Television Represents Designing, *Design Studies*, 23, pp 113-133.

Lloyd, P.A., Busby, J.S. (2001) Softening Up the Facts: Engineers in Design Meetings, *Design Issues*, 17, pp 67-82.

Lloyd, P.A. (2000) Storytelling and the Development of Discourse in the Engineering Design Process, *Design Studies*, 21, pp 357-373.

Busby, J.S., Lloyd, P.A. (1999) Influences on Solution Search Processes in Design Organisations, *Research in Engineering Design*, 11, pp 158-171.

Busby, J.S., Lloyd, P.A. (1999) Does Experience Enable or Impede the Design Process, *Engineering Management Journal*, June issue, pp 137-142.

Lloyd, P.A., Deasley, P.J. (1998) Ethnographic Description of Design Networks, *Journal of Automation in Construction*, 7, pp 101-110.

Lloyd, P.A., Lawson, B.R., Scott, P.J. (1995) Can Concurrent Verbalization Reveal Design Cognition?, *Design Studies*, 16, pp 237-259.

Lloyd, P.A. and Scott, P.J. (1994) Difference in Similarity: Interpreting the Architectural Design Process, *Environment and Planning B: Planning and Design*, 22, pp 383-486.

Lloyd, P.A. (1994) Is There a Case for Generic Design? *Languages of Design*, 2, pp 243-262.

Lloyd, P.A. and Scott, P.J. (1994) Discovering the Design Problem, *Design Studies*, 15, pp 125-140.

## books

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Lloyd, P.A., Roozenburg, N.F.M., McMahon, C., Brodhurst, L. (eds.) (2004) The Changing Face of Design Education: Proceedings from 2<sup>nd</sup> International Engineering and Product Design Education Conference, 2-3 September, Delft, The Netherlands.

Lloyd, P.A., Christiaans, H.M.C.M. (eds.) (2001) *Designing in Context*, Delft University Press, Delft, The Netherlands.

Lloyd, P.A. (1994) *Psychological Investigations of the Conceptual Design Process*, PhD Thesis, Sheffield University, UK.

## book sections

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Lloyd, P.A., Snelders, H.M.J.J. (2001) What was Philippe Starck Thinking of? in Lloyd, P.A., Christiaans, H.M.C.M. (eds.) *Designing in Context*, Delft University Press, Delft, The Netherlands, pp 241-256.

Lloyd, P.A. (2000) Making a Drama out of a Process: How Television Represents Designing, in Scrivner, S.A.R., Ball, L.J., Woodcock, A. (eds) *Collaborative Design*, Springer, London, UK, pp 269-278.

Lloyd, P.A. (1998) Storytelling and Metaphor in the Engineering Design Process, in Frankenberger, E., Badke-Schaub, P. and Birkhofer, H. (Eds.) *Designers - The Key to Successful Product Development*, Springer-Verlag, London, UK.

Lloyd, P.A., Lawson, B.R., Scott, P.J. (1996) Can Concurrent Verbalization Reveal Design Cognition? in Cross, N., Dorst, C. (eds) *Analysing Design Activity*, pp 435-461.

## conference papers

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Lloyd, P.A., van der Hoog, W., van de Poel, I. (2005) Ethical Aspects of the Product Design Process: A Protocol Study in Gero, J., Bonnardel, N. (eds.) *Proceedings of Studying Designers 05*, Aix-en-Provence, France, 17-18 October.

Lloyd, P.A., van de Poel, I. (2005) Designing Games to Teach Ethics in Rodgers, P., Brodhurst, L., Hepburn, D. (eds.) *Proceedings of Crossing Design Boundaries 3<sup>rd</sup> International Engineering and Product Design Education Conference*, Edinburgh, UK, 15-16 September

McMahon, C., Ion, W., Lloyd, P.A., Roozenburg, N., Brodhurst, L. (2004) A New Forum for Design Education, *Proceedings of ASME Design Engineering Technical Conferences*, Salt Lake City, US, September 28th - October 2nd.

McDonnell, J., Lloyd, P.A., Valkenburg, R. (2003) Encouraging the Development of Design Expertise through the Construction of Video Stories about the Design Process, *Design Thinking Research (DTRS) 6: Expertise in Design*, Sydney, Australia, 17-19 November.

Lloyd, P.A., Valkenburg, R., McDonnell, J. (2003) The Truth about Designing: Conclusions from the Video Assisted Learning in Design (VALiD) Project, *Proceedings of the International Conference of Engineering Design (ICED)*, Stockholm, Sweden, 19-23 August.

van Kesteren, I., Bekker, M.M., Vermeeren, A., Lloyd, P.A. (2003) Assessing Usability Evaluation methods on their Effectiveness to Elicit Verbal Comments from Children Subjects, *Interaction Design and Children 2003*, University of Central Lancashire, Preston, UK, 1st-3rd July.

Lloyd, P.A., Valkenburg, R., McDonnell, J. (2002) Making the Final Cut: Representing the Industrial Design Process using Video, *Proceedings of Engineering and Product Design Education Conference*, Coventry, UK, 3-4 September, pp107-114.

Bekker, M., Beusmans, J., Keyson, D., Lloyd, P. (2002) KidReporter: A Method for Engaging Children in Making a Newspaper to Gather User Requirements, *Proceedings of the International Workshop on Interaction Design and Children*, Eindhoven, The Netherlands, 28-29 August, pp 138-143.

Lloyd, P.A., Busby, J.S. (2001) "Things That Went Well – No Serious Injuries or Deaths" Ethical Reasoning in the Engineering Design Process, *Proceedings of International Conference on Engineering Design (ICED)*, 21-23 August, Glasgow, UK.

Lloyd, P.A. (2000) Analysing the Design Process on Television, *Adjunct Proceedings of CoDesigning*, 11-13 September, Coventry, UK.

Busby, J.S., Lloyd, P.A., Deasley, P. J. (1999) Do Design Organisations Explore Too Few Solutions? *Proceedings of International Conference on Engineering Design (ICED)*, 24-26 August, Technical University, Munich, volume 1.

Lloyd, P.A., Busby, J.S., Deasley, P.J. (1998) Reuse to Overuse - a Problem of Fixation? *Proceedings of Engineering Design Conference*, 23-25 June, Brunel University, UK.

Lloyd, P.A., Deasley, P.J. (1997) What's the Story? Text-Based Analysis of Engineering Design, *Proceedings of International Conference on Engineering Design (ICED)*, 19-21 August, Tampere University, Finland.

Lloyd, P.A., Deasley, P.J. (1996) Ethnographic Description of Design Networks, *Proceedings of Descriptive Models of the Design Process*, 1-3 July, Istanbul University, Turkey.

Lloyd, P.A. and Scott, P.J. (1993) Interpreting the Protocols of Creativity, *Proceedings of Creativity and Cognition*, 13-15 April, Loughborough, UK.

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## reviews

Lloyd, P.A. (2006) Review of 'In the Bubble: Designing in a Complex World' by John Thackera, *Design Research News*, June 2006

Lloyd, P.A. (2004) Review of 'Understanding Design' by Kees Dorst, *Journal of Design Research*, <http://jdr.tudelt.nl>.

Lloyd, P.A. (2002) Review of 'Copy Proof: A New Method for Design Education', *Journal of Design Research*, 2, <http://jdr.tudelt.nl>.

Lloyd, P.A. (1998) Review of 'Understanding Engineering Design', *Design Studies*, 19, pp 103-104.

Lloyd, P.A. (1998) Review of 'Transitional Maths CD-ROM' *Teaching and Learning Technology Programme Newsletter*, Spring, pp 23-25.

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## invited presentations

*Rotterdam*, 4<sup>th</sup> December 2007, Guest Lecture for Reflection on Design at the Faculty of Industrial Design Engineering, TU Delft, The Netherlands.

*James Dyson or Philippe Starck? Art and Science in the Industrial Design Process*, 11 April 2002, Opening Reception, new building of the Faculty of Industrial Design Engineering, TU Delft.

*Making a Drama out of a Process: How Television Represents Designing*, 26 March 2001, Lunchlezing, Faculty of Industrial Design Engineering, TU Delft

*A Discourse Analysis of the Engineering Design Process*, 27 September 1999, Lunchlezing, Faculty of Industrial Design Engineering, TU Delft

*Roger Scruton's Aesthetic Theory of The Design Process*, 10 March, 1998, Department of Computer Science, University College London.

*An Ethnographic Study of a Small Design and Manufacturing Organisation: Cirrus Technologies*, 29 January 1998, Design Research Society Meeting on Ethnographic Approaches to the Study of Engineering Design, Rolls Royce, Derby.

*Who's Telling Stories? Narratives of a Social Design Process*, 14 May, 1997, Design Research Society Meeting Design Dialogues: Three - Roles of Design Representations: Elusory, Illusory, or Delusory? University College London.

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## miscellaneous

Lloyd, P. (2006) *Design Ethics and Imagination*, Seminar given in the Open University's Ethics Series, November 16th.

Lloyd, P. (2006) *The Barcelona Chair: Deconstructing a Design Classic*, Seminar given in the Design and Innovation Seminar Series at the Open University, May 10th.

Lloyd, P. (2005) Making the Train, *Turn the Page Magazine*, Faculty of Industrial Design Engineering, TU Delft, May, pp

Lloyd, P. (2005) Late Again: 11 Minutes on the Use and Value of Things, *Turn the Page Magazine*, Faculty of Industrial Design Engineering, TU Delft, March, pp 14-15

Valkenburg, R., Hovels, H., McDonnell, J., Lloyd, P. (2004) *Ervaringsleren: Bewuster Reflecteren door Doen, Zien, en Navertellen*, *Tijdschrift voor Hoger Onderwijs*, <http://www.tvho-online.nl/>