



Kerry Steele-Jones FHEA, MA, BA

Prototyping | XR Design | User-Centred Design | Design Research | Interaction Design

07414 895330 | kerry@createxr.co.uk | www.createxr.co.uk

👤 Profile

As a creative generalist, I combine a deep understanding of digital technologies with a passion for crafting engaging, user-focused experiences through storytelling and immersive design. My expertise spans prototyping, user experience design, and design research, using iterative methodologies to deliver intuitive and engaging solutions. With a focus on making emerging technologies accessible, my projects often integrate the latest digital tools and methodologies, delivering innovative and practical user-centered solutions. Through my PhD research, I stay ahead of digital trends, particularly in AI and immersive technologies. My work fosters collaboration and inclusivity to create a connected and empowered community by ensuring that XR technology can be harnessed by anyone looking to engage with and benefit from it. This focus on accessibility and innovation drives my approach to creating intuitive, user-centered experiences.

🧠 Professional Skills

User Experience and Interaction Design:

Experienced in designing user-centered experiences, employing iterative design thinking and user research to create intuitive and effective interfaces. Proficient in prototyping, wireframing, and interaction design to develop seamless user journeys and improve accessibility.

Storytelling and Immersive Technologies:

Skilled in using storytelling to craft engaging digital experiences, including immersive XR environments. Strong background in experimenting with AI for design and coding processes.

Design Thinking and Workshop Facilitation:

Lead design thinking workshops for students and faculty, promoting collaboration, rapid iteration, and human-centred design, integrating these methodologies into curriculum development to align academic projects with industry practices.

Collaboration and Leadership:

Experienced in leading cross-functional teams and mentoring designers, focusing on guiding projects from concept to successful delivery. Skilled in managing stakeholder relationships and ensuring alignment between user needs and business goals.

Research and Trend Analysis:

Conduct in-depth user research and trend analysis to inform design decisions, ensuring solutions are grounded in data and user focused. PhD research on XR technologies highlights accessibility and community-building through immersive experiences.

Design Tools and Technologies

Proficient in Figma, Adobe Creative Suite, Miro, WordPress, HTML/CSS, and CMS platforms. Passionate about learning and mastering new technologies to stay at the cutting edge of industry trends.

📁 Employment History

Senior Lecturer at University of Winchester, Winchester

2020 – Present (MA Programme Leader, 2019 – 2023; Lecturer, 2015 – 2019)

- Led digital innovation projects, collaborating with internal teams and external partners to integrate technologies like VR, delivering user-friendly and accessible solutions for real-world applications.

- Redesigned curriculum to introduce iterative design thinking processes, adopted faculty-wide, fostering rapid iteration and real-world problem solving to prepare students for the dynamic demands of the design industry.
- Mentored students in project development, guiding them through problem-solving and technical challenges, ensuring projects remained user-centric and innovative.
- Supported MA students in securing industry roles, working one-on-one with them on UX projects and helping them develop industry-ready portfolios.

Community Buddy Volunteer – Innovation Volunteers Service, Hampshire County Council

2019 – 2020

- Supported a young person aged 14-15 who was in foster care and away from their family, helping them access their local community and develop key life skills.
- Provided one-on-one mentorship, often engaging in activities such as spending time in nature to improve their overall mood and build confidence.
- Participated in safeguarding training to ensure appropriate support and care for the young person's needs.
- Collaborated with a Volunteer Coordinator to agree on a match and ongoing support activities tailored to the young person's needs.
- Recorded and shared progress reports to track development and outcomes throughout the Buddy journey.

Website Manager (Freelance) at Dodzilla LTD

2014 - 2023

- Built and maintained websites for prominent local businesses, including The Chesil Rectory (Winchester), Inn the Park (Winchester), and The Three Tuns (Romsey), using WordPress for content management, SEO, and user engagement.
- Developed and executed digital marketing strategies, including social media management, to enhance business visibility and community interaction, driving customer engagement through tailored online experiences.
- Created immersive digital marketing initiatives, such as a holographic treasure hunt using HoloLens technology at the Winchester Wine Festival. This project enhanced customer engagement through interactive experiences, marking my initial venture into immersive technology.
- Maintained freelance work to stay connected with industry trends, ensuring academic and professional projects aligned with evolving digital marketing and technology standards.

Web and Operations Manager Website and Operations (eCommerce) at Spotty Green Frog LTD, Winchester

2006 – 2015

- Led and independently managed all aspects of website operations, accounting, and warehouse logistics, ensuring seamless order processing and consistently high customer satisfaction.
 - Developed and implemented digital marketing strategies, including creating HTML marketing newsletters, web banners, product images, and print materials, which significantly enhanced the company's digital presence and expanded its market reach.
 - Optimised eCommerce operations and customer interactions, driving process improvements and enhancing the overall customer experience by streamlining workflows and improving service efficiency.
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🎓 Education

PhD Candidate in Immersive Technologies, University of Winchester, Winchester

2021 – Present (Part-time)

Working Thesis: Extended Reality (XR): Designing and establishing training resources for implementing and authoring consumer & educational experiences for novice technology users.

Intended Impact: Developing a public access XR resource portal to make immersive content creation accessible to all. Aimed at educators, SMEs, and creators, the platform fosters collaboration and engagement through easy-to-use authoring tools. Scalable and inclusive, it encourages users to explore and create XR experiences, building a vibrant, collaborative community.

Interaction Design & Prototyping for XR with Unity, Circuit Stream, Canada

March 2024 – June 2024

Instructor Certification in Extended Reality, Edstutia, USA

September 2022 – December 2022

Postgraduate Certificate in Learning & Teaching in Higher Education with Distinction, University of Winchester, Winchester

2017 – 2018

Master Of Arts in Digital Media Practice with Distinction, University of Winchester, Winchester

2014 – 2015

Bachelor Of Arts with Honours in Digital Media Design 1st Class, University of Winchester

2011 – 2014

🏢 Early Career Experience

Various Roles – New Zealand, South Carolina, and Walt Disney World

2010 – 2011, 2004 – 2005, 2002 – 2003

- **Tour Manager & Guest Services, Ziptek (New Zealand):** Managed daily operations for outdoor tours, ensuring smooth coordination with lead guides, handling bookings, payments, and customer enquiries. Developed strong communication and customer service skills through direct interaction with guests and affiliates.
- **Kitchen Hand & Housekeeper, Real Journeys and Sherwood Manor Hotel (New Zealand):** Worked in fast-paced hospitality environments, developing adaptability, teamwork, and attention to detail.
- **Server & Bartender, Sea Pines Resort (South Carolina, USA):** Provided exceptional service to guests in fine dining and banquet settings, balancing multiple responsibilities in a high-demand resort environment.
- **Office Services Assistant, County Education Office (UK):** Managed stock control, reception, and general administrative duties, enhancing my organisational and multitasking skills in a professional office setting.
- **Food & Beverage, Epcot Centre, Walt Disney World (Florida, USA):** Participated in Disney's Cultural Representative Program, working as a bartender, food runner, and front-of-house staff at various locations within Epcot Centre.