

Simon Wiscombe

INNOVATION DESIGN LEADER

I use playful design and research to innovate and understand.

EXPERIENCE

2015 - Present

CREATIVE PLAY LAB, LEGO SYSTEMS A/S

Design Manager Specialist (2018 - Present)

Senior Designer (2016 - 2017)

Designer (2015)

Billund, Denmark

I'm responsible for creating new and disruptive concepts for LEGO, leading small, multidisciplinary teams through research, concepting, and implementation.

2013 - 2014

GAME INNOVATION LAB, UNIVERSITY OF SOUTHERN CALIFORNIA

Game Designer and Instructor

Los Angeles, California, USA

At USC I designed and ran games in small creative teams and taught game design at both a graduate and undergraduate level.

2010 - 2015

FREELANCE DESIGNER AND CONSULTANT

Designer and Founder, Western Territories LLC

I worked on a number of independent and freelance projects, from collaborations with companies to founding my own in 2014.

EDUCATION

2013

INTERACTIVE MEDIA DESIGN, MFA

School of Cinematic Arts, University of Southern California

Los Angeles, California, USA

2009

AEROSPACE ENGINEERING, BS

University of California, Los Angeles

Los Angeles, California, USA

CONTACT

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EXPERTISE

Innovation Strategy

Design Leadership

Experience Design

Storytelling

Prototyping and Rapid Iteration

Usability Testing

TOOLS

Design

Adobe Creative Suite, HTML/CSS/JS, Unity3D, Processing, Physical Prototyping (Arduino, MakeyMakey, etc.), Filmmaking, and Post-its. Lots of Post-its.

Process

Scrum / Agile, Business Model Canvas, Design Thinking

AWARDS

2018 iF Design Award

2012 IndieCade Impact Award

2010 - 2012 USC Annenberg Fellow

References available upon request.