

MAYO NISSEN

Selected Work
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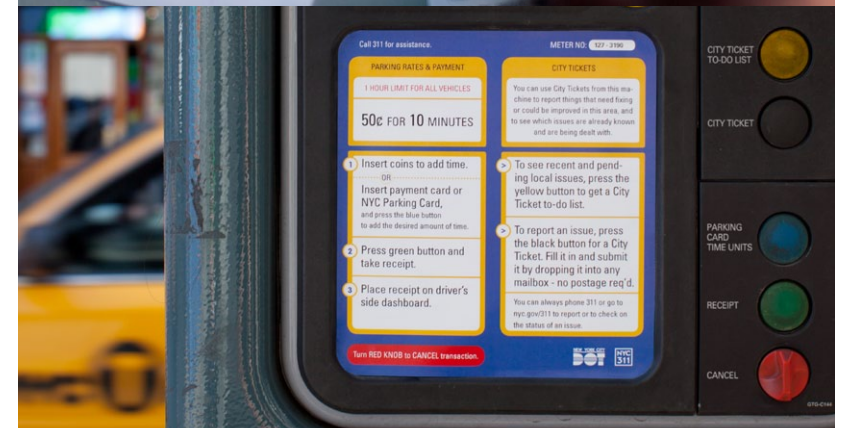
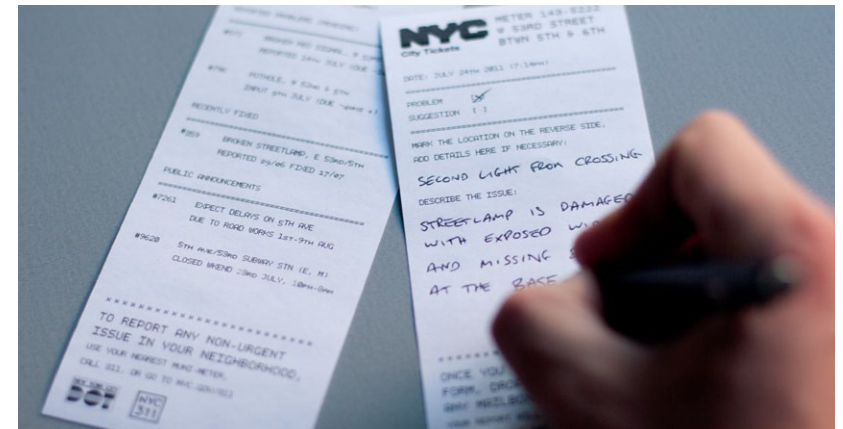


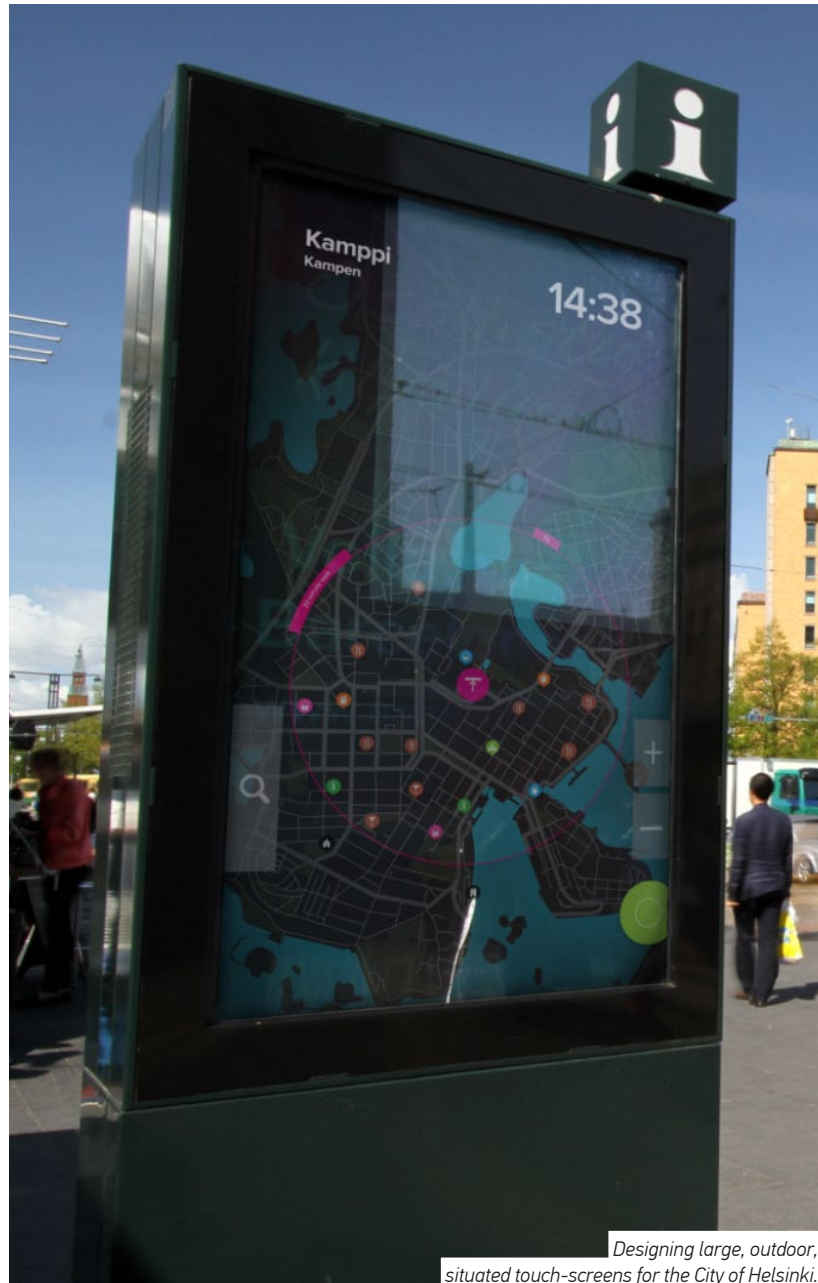
City Tickets: Reimagining civic engagement and urban infrastructure. [2011]

This design exploration asks how existing pieces of real-world urban infrastructure – specifically, pay-and-display parking meters equipped with power, a network connection and a receipt printer, such as NYC's Muni Meters — might be reimagined as entry points to citizen responsiveness systems such as 311. This brings the vital dialogue between citizens and municipal administrators to the one place where it is most immediately relevant and most readily acted upon – the sidewalk, here and now.

New York City's 5,000-plus Muni-meters cost upwards of \$8,000 a piece. City Tickets makes the most of the city's existing investment while serving as a profoundly political and cultural statement of a city's priorities: to recognize and include all users of the street, of all socio-economic groups, rather than to purely focus on drivers requiring parking.

This project has been exhibited at New York's Museum of Modern Art.





Designing large, outdoor, situated touch-screens for the City of Helsinki.

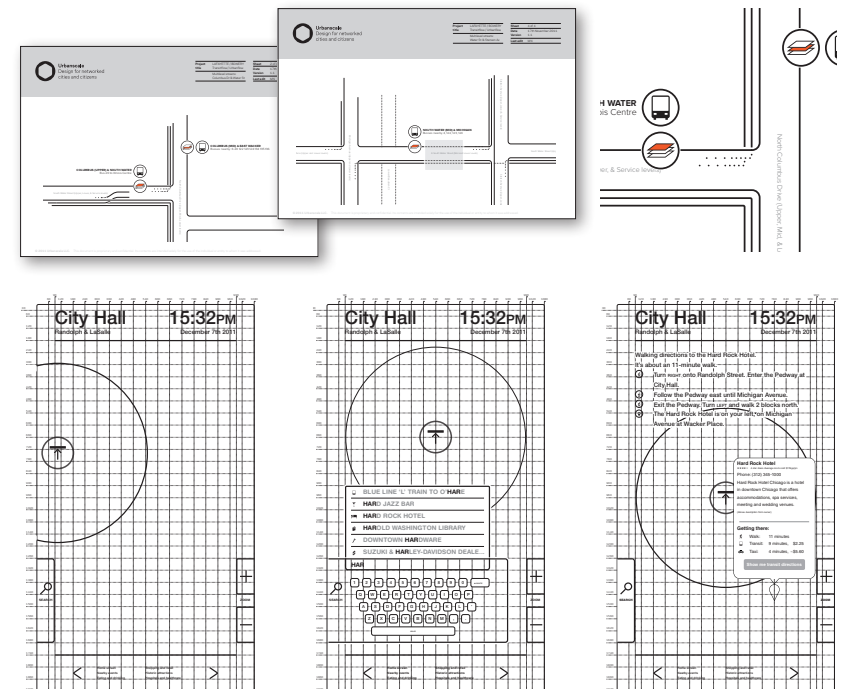
Urbanflow [at Urbanscale 2010-12]

In my role as Principal designer at Urbanscale, I worked on strategy consulting and the implementation of projects for both private sector and municipal clients focussed on applying the processes and craft of design to the specific challenges and opportunities of networked cities. One of our biggest projects was Urbanflow.

Over the past ten years, dozens of cities around the world have installed expensive, nominally “interactive” kiosks and screens in their sidewalks public places. We worked with the Cities of Helsinki and Chicago, together with Cisco and JCDecaux, to develop a proposal for exactly such large touchscreens to be installed around each city.

By combining custom, truly pedestrian-oriented cartography, wayfinding, transit information, and journey planning with local service discovery and citizen responsiveness systems, we designed these urban screens from the ground up to bring the powerful possibilities of access to real-time data, to all, regardless of access to computing devices.

Our design choices were an expression of the belief that by providing these fundamental services, we could meaningfully improve the pedestrian experience, empower citizens and visitors with actionable knowledge about the place they're inhabiting, and in every way make the city more legible, more usable, more vibrant, and more successful.



Wireframes and multi-level transit cartographic sketches as part of the development process for the City of Chicago.



"Design fiction" images created to communicate the concept and tell the story behind it.

Farevalue [at Urbanscale, 2012]

We've all experienced that painful moment when you swipe or tap your subway pass at rush hour, it's out of credit, and everybody behind you glares at you. The simple intervention of adding an e-paper display to a standard RFID-based stored-value card allows passengers to see balances remaining at the exact moment they need it, preventing frustration, delay and hassle.

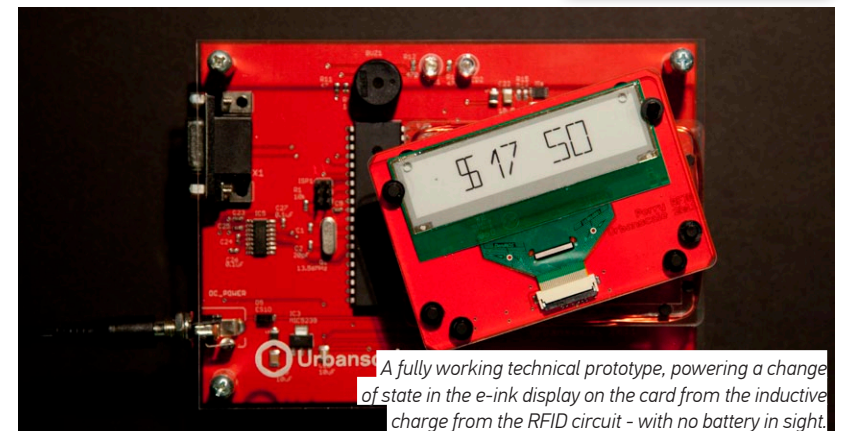
As principal designer, I was responsible for ensuring that all of our output remained true to the original concept, and our belief that the "smart city" can only reach its potential if based on thoughtful, human-centered design.

This informed all of our work across:

» the Information architecture, visual design, all possible states/flows, and copywriting.

» Design fiction images and video communicating the concept to a non-technical audience - designing 3D props, shooting stills and video, post-production and editing.

» And together with electrical engineers Groundlab, we built exactly what we had been told just months earlier was against the laws of physics: a fully functional technical prototype.



A fully working technical prototype, powering a change of state in the e-ink display on the card from the inductive charge from the RFID circuit - with no battery in sight.



Video stills from fieldwork exploring the contemporary American suburban home and domestic routines.

ReD Associates, New York [2012]

In my role as a consultant at ReD Associates, I worked as part of a multi-disciplinary team consisting mostly of social scientists, journalists, and MBAs. I conducted ethnographic fieldwork and interviews, and built strategies around insights into how people live their lives, their needs and aspirations, and the societal and technological shifts that drive them.

I helped plan the research, writing fieldguides and screeners, and working with recruiting companies as well as pre-screening respondents; conducted fieldwork across different locations that included interviews, observations, and shop-alongs; participated in pattern-recognition with colleagues who had met with other respondents; and crafted compelling stories and presentations to communicate our findings with the client.

» I studied suburban households in the American South to identify opportunities for smart appliances, and to help our client to understand people's everyday routines, household chores, and relationships with each other and with technology.

» I investigated TV use and media consumption, understanding how people use and understand the rapidly changing media, content, and device choices available to them - from parents figuring out whether to encourage or constrain their kid's tablet use to older people grappling with new interaction paradigms, by way of budget-conscious geeks looking to get the most from their money and high-end consumers who always demand "the best," money no object.

While the research findings themselves are under wraps, I would be happy to talk in more detail about my work at ReD.



Radarstation, London [2008/9]

In my role as consultant at Radarstation I had the opportunity to work on research, strategy and innovation culture and capability building projects for the BBC (UK), Egmont (NO/DK), G/N ReSound (DK), and Hasbro (US/UK).

BELOW and LEFT: Helping ReSound, a leader in the hearing aid industry, to bring the user into the heart of their company culture. Encouraged to think beyond technological hurdles, ReSound now consider the social stigma surrounding the wearing of hearing aids as a vital challenge to overcome.



Workshops with internal teams to integrate user research into their processes and culture

Thank you for taking the time to consider my work.

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Please get in touch if you have any questions or comments.