

CURRICULUM VITAE OF
JASON HOBBS

Surname: Hobbs

Given names: Jason Richard

Residence: Johannesburg, South Africa

Nationality: South African / United Kingdom

SA ID: 7506035058089

Qualifications:

- BA in Philosophy and History of Art (University of the Witwatersrand, SA)
- Post Graduate Diploma in Marketing, Advertising and Copywriting (AAA School of Advertising, SA)

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JASON has been practicing a combination of information architecture, user experience design, design thinking and human-centered design since 1997. He currently consults through Human Experience Design, a South African based PTY (LTD) company which he owns. He has been a part-time lecturer in the Multi-Media Department of FADA at the University of Johannesburg (UJ) since 2008 and conducts his academic research through this Department. Jason speaks regularly at both local and international design conferences of both a practitioner and academic nature.

Jason is an active member of various communities of practice having founded the SA UX Forum, through his involvement with the Information Architecture Institute, a USA based nonprofit (501c6) organization, until 2019, and hosting various local community events.

For the past two years I've been working primarily on my Masters in Design from the University of Johannesburg. The MA explores a formal theoretical positioning for an information architecture *design*. Applying a constructive research design methodology, the practical work explores solutions to the problem of substance use disorders and recovery from addiction.

www.jh-01.com

www.humanexperiencedesign.net

www.researchgate.net/profile/Jason_Hobbs2

WORK EXPERIENCE AND DESIGN PROJECTS

2015 – 2017 Co-Owner | Director of FIRMA. Johannesburg, South Africa

- Nedbank (South Africa, Financial) Enterprise-wide user experience design strategy
- Freethinking (Africa, Financial Consulting) Business strategy development
- Standard Bank (Africa, Financial) Full and part time corporate training in UX design

2004 – 2020 Owner | Director of HUMAN EXPERIENCE DESIGN. Johannesburg, South Africa

- ASICS (International, apparel) Web, information architecture design
- Audi (South Africa, automotive) Web, content creation
- Chevrah Kadisha (South Africa, non-profit) Web, user experience design
- DSTV (Africa, entertainment) Digital TV, user experience design
- eThekweni Municipality (South Africa, governmental) Web, information architecture design
- eThekweni Municipality (South Africa, government) Intranet, information architecture design
- Ford (South Africa, automotive) Web, information architecture design
- Global Trader 247 (South Africa, financial) Web and desktop software, user experience design
- Global Trader 247 (South Africa, financial) Seminar development
- Greater Good SA Trust (International, non-profit) Web, user experience design
- Home Coming Revolution (International, non-profit) Web; information architecture design
- Hotel Yeoville (South Africa, Arts & culture) Web, user experience design
- Immersion Group (Global South) Design philosophy development
- Investec Group (International, Financial) Web, mobile and tablet, user experience design
- Investec Private Bank (South Africa, financial) Multi-channel, user experience design
- Investec Specialist Bank (United Kingdom, financial) Web and mobile, user experience design
- Liberty Global (Pan European, telco) UX institutionalisation plan and CX strategy development
- Mazda (South Africa, automotive) Web, information architecture design
- MNET (South Africa, entertainment) Desktop software, user experience design
- Momentum Life (South Africa, financial) Intranet, information architecture design
- MTN (South Africa, telecommunications) Web, Marketing campaign
- Mudwallow (South Africa, tourism) Web, information architecture design
- Nashua (South Africa, retail) Web, information architecture design (visioning)
- Pam Golding Properties (International, real estate) Web and intranet, user experience design
- Platinum Play (International, entertainment) Web and desktop software, user experience design
- Royal Vegas (International, entertainment) Web and desktop software, user experience design
- SA Institute for Entrepreneurship (South Africa, non-profit) Web, information architecture design
- SA Tourism (International, tourism) Web, information architecture design

- SEAT (United Kingdom, automotive) Web, information architecture design
- SEAT (China, automotive) End-to-end customer journeys
- South African Airways (International, airline) Web, user experience design
- Standard Bank Multi-Channel Integration Visioning (South Africa, financial) Multi-channel, user experience design visioning
- Standard Bank Multi-Channel UX Framework (South Africa, financial) Multi-channel, user experience design
- Standard Bank Group (South Africa, financial) App to responsive web POC
- Standard Bank Group (South Africa, financial) Integrated digital and single site POC
- Standard Bank Cash Shared Services (SA and Africa) Design thinking and innovation
- Toyota (South Africa, automotive) Web, user experience design
- Trinity Session (International, arts & culture) Web, information architecture design
- UNESCO (Africa, arts & culture) Multi-channel; strategy
- Vegas Palms (International, entertainment) Web and desktop software, user experience design
- Virgin Mobile (South Africa, telecommunications) Web, user experience design
- Volkswagen (South Africa, automotive) Multi-channel, strategy and information architecture design

2013 – 2014 Director of Information Architecture at NOMENSA. London, United Kingdom

- Liberty Global (Europe, telco) Pitch win, UX institutionalisation plan and CX strategy development
- Nomensa, (International, design) Proposition and business development and design management.
- National Trust (UK, not-for-profit), Design management
- nPower (UK, utility) Design management
- Virgin Money (UK, financial) Design management
- Sopra (UK, financial) Proposition development and design management
- Cambridge English Language Assessment (International, education) Design management

2003 Information Architect at OGILVY INTERACTIVE. London, United Kingdom

- American Express (Europe, financial) Web, information architecture design

2001 – 2003 Information Architect at AGENCY.COM. London, United Kingdom

- British Airways (International, airline) Web, strategy
- British Telecom Broadband (United Kingdom, telecommunications) Web, Internet and multimedia, user experience design
- British Telecom Business Broadband (United Kingdom, telecommunications) Web, information architecture design
- British Telecom Home Computing (United Kingdom, telecommunications) Web, information architecture design
- Electronic Arts (International, entertainment) Web, information architecture design
- Sainsbury's Bank (United Kingdom; financial) Web, information architecture design
- T-Mobile (Holland, telecommunications) Web and Internet (email), information architecture design
- T-Mobile (United Kingdom, telecommunications) Web, information architecture design
- T-Mobile (United Kingdom, telecommunications) Web, campaign integration

2000 – 2001 Information Architect at LOWES WORLDWIDE. London, United Kingdom

- 3COM (International, retail) Web, campaign
- HSBC Global Interface Redesign (International, financial) Web, information architecture design
- HSBC Offshore (International, financial) Web, information architecture design
- HSBC Education Challenge (International, financial) Web, campaign
- HSBC Yahoo! Paydirect (International, financial) Web, information architecture design
- SAAB (United Kingdom, automotive) Web, information architecture design

1999 – 2000 Information Architect at OGILVY INTERACTIVE. Cape Town, South Africa

- BP (South Africa, energy) Internet (email), campaign
- iAfrica.com (South Africa, entertainment) Web, Internet (email), campaign
- Old Mutual (South Africa, financial) Extranet, information architecture design
- Old Mutual Bank (South Africa, financial) Web, information architecture design
- Volkswagen CRM (South Africa, automotive) Web, information architecture design

1998 – 1999 Copywriter, Information Architect and Lecturer at KRYPTO+ Cape Town, South Africa

- Computermaps (South Africa, technology) Web, information architecture design
- Sunfoods Online Grocery Store (South Africa, retail) Web, information architecture design
- Time Quantum Technologies (South Africa, technology) Web, content creation

1997 Copywriter and Information Architect at LEMONLINE MEDIA. Cape Town, South Africa

- Lithium (South Africa, entertainment) Web, information architecture design and copywriting
- Mariner's Wharf (South Africa, retail) Web, content creation

JOURNAL ARTICLES, CONFERENCE PROCEEDINGS AND BOOK CHAPTERS

2019

- Hobbs, J & Fenn, T. 2019. The Design of Socially Sustainable Ontologies. *Philos. Technol.* 32, 745–767. <https://doi.org/10.1007/s13347-018-0338-y>

2018

- Fenn, T. & Hobbs, J. 2018. Nurturing Critical Citizen Designers: Applying Strategic Models for Reflective Practice. In (eds) Costandius, E. & Botes, H. *Educating Citizen Designers in South Africa*. Sun Press. 141-160. ISBN: 978-1-928357-72-8

2017

- Fenn, T. & Hobbs, J. 2017. Experience-led Design Strategy. In E. Bohemia, C. de Bont, & L. S. Holm (Eds.), *Conference Proceedings of the Design Management Academy*, Vol. 5, pp. 1667–1684. London: Design Management Academy.
- Fenn, T. & Hobbs, J. Conceiving and Applying Relationship Models for Design Strategy. ICORD 1, 6th International Conference of Research into Design, Guwahati. India. 10-12, January 2017.

2015

- Hobbs, J. and Fenn, T. 2015. The Firma Model: A Meta- framework for Design Research, Strategy and Critique. *The Virtuous Circle*, Summer Cumulus Conference. Politecnico de Milano 3-7 June 2015, Milan.
- Fenn, T, & Hobbs, J. Wicked Ethics in Design. Ethics and accountability in Design: Do they matter? - 7th International DEFSA Conference Proceedings, Midrand Graduate Institute & Vaal University of Technology, 2-4 September 2015. Midrand.
- Hobbs, J. & Fenn, T. The Firma Model: A Tool for Resolving Complex Societal Problems. Ethics and accountability in Design: Do they matter? - 7th International DEFSA Conference Proceedings, Midrand Graduate Institute & Vaal University of Technology, 2-4 September 2015. Midrand.
- Pretorious, M., Hobbs, J & Fenn, T. The User Experience Landscape of South Africa. SAICSIT '15, September 28-30, 2015, Stellenbosch, South Africa. DOI: <http://dx.doi.org/10.1145/2815782.2815807>

2014

- Fenn, T. & Hobbs, J. 2014. The information architecture of meaning making. In (ed) Resmini, A. Reframing Information Architecture, Human-Computer Interaction Series. Springer International Publishing; Switzerland. 11-30. DOI 10.1007/978-3-319-06492-5_2.

2013

- Hobbs, J. 2013. Bridging the Divide. Hotel Yeoville. (ed) Terry Kurgan. Fourthwall Books. 85 – 88.
- Hobbs, J. & Fenn, T. 2013. Navigating Indeterminacy through the application of User Journeys. Proceedings of the 3rd International Conference on Design, Development and Research. Kumasi, Ghana. June 2013. 190-209. DOI: 10.13140/2.1.2869.6321
- Fenn, T. & Hobbs, J. 2013. Applying user journey design to resolve complex design problems. Gaborone International Design Conference (2013). 24–26 September 2013, Gaborone, Botswana. DOI: 10.13140/2.1.4704.6402
- Fenn, T. & Hobbs, J. 2013. Preparing undergraduate design students for complexity: a case study of the Johannesburg Art Gallery Project. Gaborone International Design Conference (2013) 24–26 September 2013, Gaborone, Botswana. DOI: 10.13140/2.1.3262.8484.

2012

- Fenn, T. & Hobbs, J. 2012. The information architecture of transdisciplinary design practice: Rethinking Nathan Shedroff's continuum of understanding. 2nd International Conference on Design, Development and Research Design, Cape Town, South Africa. DOI: 10.13140/2.1.3787.1362.

2011

- Hobbs, J. Fenn, T. & Resmini, A. 2011. Maturing a practice. Journal of Information Architecture. Vol 2(1). 2011. 37-54.
- Fenn, T. & Hobbs, J. 2011. A Role for Information Architecture in Design Education: Conceptualising indeterminate problems in design thinking. Sixth International DEFSA Conference. 2011. DOI: 10.13140/2.1.4573.5689
- Hobbs, J. & Fenn, T. 2011. A Role for Information Architecture in Design Education: Developing Innovation Through Structured Thinking. Sixth International DEFSA Conference. 2011. DOI: 10.13140/2.1.1821.0564

2010

- Hobbs, J. 2010. From Practice to Discipline. In (ed) Farber, L. On Making: Integrating Approaches to Practice-led Research in Art and Design. The Research, Visual Identities in Art and Design; Faculty of Art, Design and Architecture, University of Johannesburg. 291-298

NON-PUBLISHED CONFERENCE PRESENTATIONS OR NON-ACADEMIC RESEARCH REPORTS

2018

- Hobbs, J. Postcards from the Edge. Keynote presentation. IA Summit Chicago, IL, USA. 2018

2017

- Hobbs, J. Features aren't Experiences. IxD Maputo, Maputo, Mozambique. 2017

2016

- Hobbs, J. Developing Human-Centered UX Strategy. UX South Africa, Johannesburg, South Africa. 2016

2015

- Hobbs, J. & Fenn, T. The Firma model. UX South Africa, Johannesburg, South Africa 2015
- Pretorius, M., Hobbs, J & Fenn, T. 2015. The User Experience Landscape of South Africa. Research report. Available at: www.uxlandscape.com.
- Hobbs, J. Fenn, T. & Pretorius, M. The UX Landscape of South Africa. UX South Africa, Cape Town, South Africa. 2015
- Hobbs, J. About us. Asian Consortium, Hong Kong, China. 2015
- Hobbs, J. & Fenn, T. The Firma Model. UX Strategy Forum, Tokyo, Japan. 2015
- Hobbs, J. & Fenn, T. The Application of the Firma Model. UX Strategy Forum, Tokyo, Japan. 2015
- Hobbs, J. The Design Behind the Design Behind the Design. Summer IA Camp, Tokyo, Japan. 2015
- Hobbs, J. Features aren't experiences. UX Joburg, Johannesburg, South Africa. 2015

2014

- Hobbs, J. Designing for the liminal. UX SA, Cape Town, South Africa. 2014
- Hobbs, J. Designing for the liminal. Keynote address, EuroIA Summit, Brussels, Belgium. 2014
- Hobbs, J. The design behind the design behind the design. IA Summit, San Diego, California, USA. 2014
- Hobbs, J. Information architecture and everything else. World IA Day, Bristol, UK. 2014

2013

- Hobbs, J. & Fenn, T. Bristol Navigating indeterminacy through the application of journey design. Usability Day, Bristol, UK. 2013
- Hobbs, J. The structure of problems. Web Managers Meet-up, London, UK. 2013
- Hobbs, J. Reframing wicked problems Bristol Usability Group Meet-up, Bristol, UK. 2013
- Hobbs, J. & Fenn, T. Reframing IA: A Case study from the Johannesburg Art Gallery. World IA Day, Johannesburg, SA. 2013

2012

- Fenn, T & Hobbs, J. 2012. Urban renewal initiatives in Johannesburg: opportunities and networks for the Johannesburg Art Gallery. Unpublished. Pro bona report for the Johannesburg Art Gallery.
- Hobbs, J. The human experience design of the Johannesburg Art Gallery. PUBLIC ACCESS: Public Art Conference, Johannesburg, SA. 2012
- Hobbs, J. & Fenn, T. Reframing IA. Polish IA Summit, Warsaw, Poland. 2012

2011

- Fenn, T. & Hobbs, J. 2011. Teaching Design Thinking: Developing Innovation through Structured Thinking. EIA Summit, Prague, Czech Republic.
- Hobbs, J and Fenn, T. 2011. Teaching the Design Thinking of Information Architecture. Pervasive Information Architecture: Designing Cross-Channel User Experiences. In Resmini A and Rosati L.

2010

- Hobbs, J. The Door, The Wind, The Bird and the Valise. Keynote address, Italian IA Summit, Pisa. 2010
- Hobbs, J. The Door, The Wind, The Bird and the Valise. IA Konferenz, Koln, Germany. 2010
- Hobbs, J. IA and Social Media. Panel discussion, Euro IA Summit, Paris, France. 2012

2009

- Hobbs, J. Practice-Led Research in the field of UXD: Report from the 2009 Euro IA Summit. PLR Colloquium, Johannesburg, SA 2009
- Hobbs, J. & Uys, R. From Enterprise IA to Enterprise UX: Creating a UX Framework for a (Big) Bank. Euro IA Summit, Copenhagen, Denmark. 2009
- Hobbs, J. Panelist on the IA Jam, Euro IA Summit, Copenhagen, Denmark. 2009

2008

- Hobbs, J. Communal Computing and Shared Spaces of Usage: A Study of Internet Cafés in Developing Contexts. 27 Dinner, Johannesburg, SA. 2008
- Hobbs, J. An introduction to UX. 27 Dinner, Johannesburg, SA. 2008
- Hobbs, J. Hotel Yeoville: Home and away. IA Summit, Miami, Florida, USA. 2008
- Hobbs, J. Hotel Yeoville: Home and away. IA Summit, Second Life. 2008

2007

- Hobbs, J. Panel Discussion on Digital Africa, Africa Remix: Contemporary Art of a Continent. Johannesburg Art Gallery, SA. Africa Remix 2007
- Hobbs, J. Communal Computing and Shared Spaces of Usage: A Study of Internet Cafés in Developing Contexts. IA Summit, Las Vegas, USA. 2007
- Hobbs, J. Annals of Experience: Hacking It Alone or the Importance of Being Mercenary. IA Summit, Las Vegas, USA. 2007
- Hobbs, J. Ractliff, T. & Austen, A. The Greater Good SA 2.0. Sangonet Conference, Johannesburg, SA. 2007

2006

- Hobbs, J. 2006. Designing for developing contexts. ASIS&T (American Society for Information Science and Technology) Bulletin, August / September 2006.
- Hobbs, J How Can Information Architecture address challenges to the Web in third world and developing contexts? IA Summit, Vancouver, Canada. 2006
- Hobbs, J. & Bristow, T. 2009. Communal computing and shared spaces of usage: a study of Internet cafes in developing contexts. Available on request.
- Hobbs, J. & Bristow, T. 2006. PHOTO ESSAY: Internet cafe's in Braamfontein Johannesburg SA. Available on request.

COORDINATION OF CONFERENCES AND SEMINARS

- Organising coordinator. World Information Architecture Day 2016, Johannesburg. University of Johannesburg, FADA Auditorium (2012 – 2020)
- Organising coordinator. SA UX Forum Meet-up: The Jacaranda Meet-Up. 18 November 2014. BSG, Johannesburg.
- Organising coordinator. SA UX Forum Meet-up: Surf & Turf. 10 March 2010. University of Johannesburg, FADA Auditorium
- Organising coordinator. SA UX Forum Meet-up: The Future of UX in SA. 18 September 2009. University of Johannesburg, FADA Auditorium

WORKSHOPS: ACADEMIC CONTRIBUTIONS

- Fenn, T. & Hobbs, J. The Design of Socially Sustainable Digital Ontologies. Presented at the Information Architecture meets the Philosophy of Information – Workshop hosted by The Ethics and Philosophy of Information Cluster. Oxford University. 27th June 2016.
- Hobbs, J. & Fenn, T. 2012. The information architecture of meaning making. Workshop paper. Academic workshop, Information Architecture Summit 2013. Baltimore.

WORKSHOPS: ACADEMIC – PLANNED, HOSTED OR FACILITATED

- Lindenfalk, B., Resmini, A., Fenn, T. & Hobbs, J. 2019. Big Design: Designing at Scale. The Academy for Design Innovation Management Conference 2019. London, UK.
DOI: 10.33114/adim.2019.w03.452
- Fenn, T. & Hobbs, J. 2014. Teaching IA. A round table discussion. Facilitation of academic workshop at the Information Architecture Summit 2014. San Diego.
- Resmini, A., Fenn, T. & Hobbs, J. Pervasive Information Architectures as Architectures of Meaning for Complex Cross-channel Systems. Workshop Outline. Pervasive 2012. Newcastle, UK. 2012

WORKSHOPS: NON-ACADEMIC

- Hobbs, J, Fenn, T & Klyn, D. Human Centered Design and IA. IA Summit, Vancouver, Canada 2017
- Fenn, T. & Hobbs, J. Design Thinking Workshop, Museum of African Design, Johannesburg, March / June / July 2016
- Fenn, T. & Hobbs, J. Developing Human Centred UX Strategy UXSA workshop, Johannesburg, 10th May 2016
- Hobbs, J. & Fenn, T. The Firma Model. UX Strategy Forum, Tokyo, Japan 2015
- Hobbs, J. & Fenn, T. The Firma Model. UX South Africa, Cape Town, South Africa 2015
- Hobbs, J. Multi-channel Journey Design. Polish IA Summit, Warsaw, Poland 2012
- Hobbs, J. Multi-channel Journey Design. IA Konferenz, Koln, Germany 2010

POSTERS

- 2015, Asian Consortium, Hong Kong, China. Poster: The Firma Model.

CURRICULUM DESIGN: SHORT LEARNING COURSES

Standard Bank: Quad Digital Learning Platform

- Design, implementation and teaching of ‘User Experience Design’ Short Learning Part-time Program. 10- week course. 2016 / 17
- Design, implementation and teaching of ‘The Introduction to Digital’ Short Learning Program. 1-day course. 2016
- Design, implementation and teaching of ‘User Experience Design’ Short Learning Full-time Program. 11- week course. 2014

TEACHING EXPERIENCE

- Teaching of Design Research Methods and Information Architecture to 3rd years and running 4th year interdisciplinary projects, in the Multimedia Department of the Faculty of Art, Design and Architecture. University of Johannesburg. 2018 / 2019.
- Design, implementation and teaching of the ‘User Experience Design’ Module for 3rd year Interaction Design students, Multimedia Department, Faculty of Art, Design and Architecture. University of Johannesburg. 2008 - 2016.
- Teaching of “The Service Design” class to 3rd and 4th year Interaction Design students, Multimedia Department and 4th year Industrial Design students, Faculty of Art, Design and Architecture. University of Johannesburg. 2014 and 2015.
- Extensive on-project corporate skills development and training in User Experience Design between 2004 and 2016
- Corporate training in User Experience Design (CQS, Halls and Quirk)
- Guest lecturing on the topics of Information Architecture and User Experience Design:
 - Kent State University (Ohio, USA), the University of the Witwatersrand (Johannesburg, SA), Michaelis School of the Arts, Cape Town University (Cape Town, SA), the Vega School of Brand Communications (Johannesburg, SA) and the University of Pretoria (Pretoria, SA).
- Design, implementation and teaching of the ‘Content Provider 1’ short course (three-week part time course) for Krypto+ 1998 / 9
- ‘How to write HTML’ article series for the MWEB iTutor series, 1998

RELATED ACTIVITIES

Other industry skills: Organisational strategy, account management, project management, business management, resource management, business development.

Research Affiliate to the FADA Research Centre: Visual Identities in Art and Design, University of Johannesburg 2009.

For the 2012 / 13-year Jason was the Chair of the Research Grants Committee for the Information Architecture Institute and was a member of the same grants judging panel in 2008, 2009 and 2010. For both 2006 and 2011 he received the Research Grant award from the IA Institute (the former with Tegan Bristow and the latter with Terence Fenn).

Over the past eighteen years Jason has developed an influential and international network of individuals and companies directly related to design, academia, related industries and within the design community of practice. Active involvement in the International community for IA, UX and design in general include:

- Director of Education on the Board of the Information Architecture Institute, a USA based nonprofit (501c6) organization. 2016
- Advisor to the Board of the IA Institute (for two terms)
- Local ambassador for UXnet
- Judging of the UX category for Microsoft's student competition, Imagine, 2009 and 2010.
- Member of Design Society Development (a DESIS Lab)

In 2005 Jason founded the SA UX Forum. He continues to run the local community in Johannesburg, with the aim of growing the practice in South Africa. There are presently upwards of 1700 members in the group. <https://www.facebook.com/groups/2750787123/>

The visual essay, 'The Design behind the design behind the design' was translated into Japanese by Soyeon Lee in 2015.

- English version: http://humanexperiencedesign.net/D3_JHobbs.pdf
- Japanese version: http://humanexperiencedesign.net/D3_JHobbs_JP.pdf