

## Darren Anthony Booy

Tongelresestraat 4E, Eindhoven, 5611VK, Netherlands

EMAIL: [me@darrenbooy.eu](mailto:me@darrenbooy.eu)

MARITAL STATUS: Married

NATIONALITY: British

TEL: +31 402026847

WEBSITE: [www.darrenbooy.eu](http://www.darrenbooy.eu)

LANGUAGES: Dutch (*basic*), French (*basic*)

- 
- ❖ **PhD** in '*Making Public Interfaces Accessible through an Adaptive Smart Card System*' at The University of Reading
  - ❖ **PRINCE2 (Practitioner Level)**
  - ❖ **ILM Accredited Scheme** in Team Leading
  - ❖ **BSc**. Computer Science (Hons) at The University of Reading (Sullivan Award Winner)
  - ❖ **BTEC National Diploma** (Information Technology)
  - ❖ **A Level** (Philosophy)

### TECHNICAL SKILLSET

- ❖ HTML/XML
- ❖ CSS, Wordpress
- ❖ ASP
- ❖ VB Basic
- ❖ VB.NET

### TECHNIQUES

- ❖ Website & Multimedia Design
- ❖ Vector Illustration & Animation
- ❖ Corporate Branding
- ❖ Search Engine Optimisation
- ❖ Smart Card API Protocols

### SOFTWARE EXPERIENCE

- ❖ **ADOBE** (Dreamweaver, Fireworks, Flash, Freehand, Photoshop, Live, Illustrator)
- ❖ **MICROSOFT** (Office, Groove, Sharepoint)
- ❖ **GOOGLE** (WebMaster Tools, Analytics, SDK)

---

### CAREER PROGRESSION

Highly technical with a flair for creative design has resulted in valuable asset at the University of Reading working for nine years on a range of specialist projects, that secured valuable expertise in research and project management with particular aptitude towards technical prototyping, intelligent design and well being. During this time, a PRINCE2 Practitioner accreditation was attained along with a PhD in Systems Engineering at the University of Reading. The most recent role as a consultant has allowed for both Project Management and Academic Research experience to be implemented and enable effective organisational and communication skills within a rigid and realistic framework. It has also allowed creative flair for website design to be implemented with a growing client base.

---

**MOST RECENT ROLE:** - *Project Management/Research/Website Design Consultant (darrenbooy.eu)*  
*February 2009 – Present*

**ROLE SUMMARY:** Role involves working on a number of challenging projects as a consultant offering dynamic services such as developing training interventions; undertaking risk assessments, innovation development, mentoring and supporting business development bids – responsible for project design, liaising with project stakeholders and retention of project timetable to meet deadlines.

#### ROLE RESPONSIBILITIES:

- Stakeholder interaction and negotiation of acceptance and quality criteria.
- Ensuring the retention of intellectual and technical property rights during and as a consequence of the project (configuration management).
- Application of appropriate strategic models of organisational semiotic concepts such as affordance, for intelligent agents/actors within a complex business models.
- Responsible for ensuing project budget assurance to meet target earnings set by client.
- Lead consultant in the application of management systems including detailed software engineering techniques (UML, XML, HTML, Actionsript)
- Implementation of Agile Methods such as Scrum and PRINCE2 Project Management methodology.
- Attending Strategic Meetings with research consortium and regular research progress updates

---

**PREVIOUS EMPLOYMENT:** - *Research Fellow (Post Doc) – Innovation and Development Projects*  
*The University of Reading* *October 2001 – February 2009*

**ROLE SUMMARY:** - the design and demonstration of technical systems and prototypes that were then tested in the business or living environments in order to produce **industry best practice criteria** and protocols in the specialist areas; the production and **presentation of project reports and conference publications** for sponsors and clients; the **supervision of team members**; and the facilitation of project programmes and methodologies to meet stakeholder expectations, budgets and schedules.

# Darren Anthony Booy

Tongelresestraat 4E, Eindhoven, 5611VK, Netherlands

## ROLE RESPONSIBILITIES:

- Provision of leading edge technical interface solutions
- Design, organisation and management of the Project Plan to fulfil deliverables, ensuring that key milestones are identified, work packages agreed and risks assessed and controlled accordingly.
- Presentation of project stage reports to the project board and annual reports for sponsors.
- Public and Private Lecturing covering subjects such as Software Engineering, Multimedia Design, Project Management, Semiotic Design, Facilities Management and Intelligent Buildings
- Tutoring BSc/MSc students for their final year project
- Scientific Journal and Technical Conferences Paper Publications.

## EXAMPLES OF PROJECTS:

- Spearhead – 2.4m funded project for the development of an Advanced Space Optimisation Algorithm (ASOA) for Office Workspace in collaboration with Industrial Partners (*FSI Ltd & The Asset Factor Ltd.*)
- Innovation in Design, Construction & Operation of Buildings for People (IDCOP) Research Programme under *EPSRC* for 2.1m Sustainable Urban Environment (2.3 - Intelligent Buildings for Personalisation (Intelligent agents, Semiotics, Stakeholder Negotiation, Collaborative Design) (*Arup, Thales*)
- 1.8m funded project focusing on the Utilization of Contrast Science to Enable the Visually Impaired Community to use Public Trains (*Department for Transport*)
- 150K funded project an a appraisal of the previously funded project for Lighting the Homes of Visually Impaired People (*second phase*) (*Thomas Pocklington Trust*)
- 650K funded project focusing on assessing current stock of Part M Housing on “New Build” Properties (*ODPM, Office of the Deputy Prime Minister*)
- 350K funded project for Legibility and Conspicuity of Emergency Escape Route Signs (*ESPRC, BSI*)
- 1.8m funded project for Design for all Interfaces for Hospital Portals (*Patient-line*)
- 2.1m funded project for Lighting the Homes of Visually Impaired People (*Thomas Pocklington Trust*)

---

## OTHER PREVIOUS ROLES:

- *Colour and Lighting Surveyor, Research Group for Inclusive Environments* - Research and measurements using specialised scientific equipment such as a Colour Spectrophotometer SP64 and SP62, Acugloss meter, X-rite Colormaster, ambient illuminance meter and luminance viewfinder meter. Objective: to gather information on a light reflectance values, luminance values and L\*a\*b\* coordinates from any surface within the built and transport environment.
- *Project Management Consultant for MBF-International* - Provided training for project management and managing issues and risks whilst also providing technical expertise on the new software and website developments.
- *PRINCE2 - Project Management Trainer* - Designed and teaches a Project Management course teaching on a distance learning/podcasting website (gogogh.com). Featured a 14 module course, interactive exercises and Radio shows
- *Research Consultant for Guide Dogs for the Blind (GDBA)* - Provided the main research support for GDBA's focus in Assistive Technology for members of the group. This also included practical appraisals of mobility equipment in the field and website updates and online reviews
- *Gemini-Studios Website Design Consultancy: Founder of Gemini Studios*, a successful website design company, specializing in corporate imaging and website accessibility. Range of international clients seeking different website concept creativity utilizing approaches that included database driven, accessible; flash driven, image catalogues and shopping cart application.

---

## INTERESTS:

Competitive squash, Five-a-side Football (captain), Acoustic Jazz Guitar, Jogging, Micro-expression studies, Still life Photography, Trading Shares (AIM, FTSE100), founder of IBRAIN (Intelligent Buildings Research & Innovation Network)

*Can provide References on request*