

Tuesday 3rd June 12:15-13:45

Royal Society of Chemistry, Cambridge Science Park

Meandering between disciplines can lead to an interesting career!

Rachel Jones, Instrata.

In her talk, Rachel will describe how moving between physics, computing and the social sciences has led to a career in people-centred design. Rachel founded her own company, Instrata 7 years ago. Instrata services include strategic innovation, ethnographic research, user requirements understanding, design mapping and design solutions. Clients vary from large software and telecoms corporations such as Microsoft and Vodafone, to local start-ups. Prior to starting Instrata, Rachel was employed by two of the foremost pioneers of people-centred design techniques, Xerox EuroPARC and Sapient (formerly E-lab). Come and hear her story.

To register for this meeting, email: info@camawise.org.uk
A sandwich lunch (£4 members, £8 non-members payable on the door) is provided from 12:15.

www.camawise.org.uk