

Dr. Gerard Duff (BsC, MsC, PhD)

Leeds School of Mechanical Engineering • 0785-1299445 • gerduff@gmail.com g.duff@leeds.ac.uk

Current Professional Interests

I am interested in design process, more specifically in how people make decisions when creating solutions for *wicked problems*. Extending this, I am interested in the relationship between low fidelity prototyping and 3d modelling and the impact this can have on the development of an appropriate solution to a given problem.

Key Skills

- Verbal, written and analytical skills
- Project management/leadership skills
- Natural networking capabilities
- Teaching and Learning
- Experienced Researcher
- Problem Solving
- Perseverance
- Self-motivation

Experience

• Leeds University Mechanical Engineering	Teaching and Research Fellow	August 13-date
• Leeds University Business School	PhD	August 10- Jan 17
• Try&Lilly/MMU KTP partnership	Product Development Coordinator	July 08 – July 10
• Longford Architectural Metalwork	Junior Engineer	January - July 08
• Tighe Engineering	Fabricator	June - September 06

Achievements and Experience

Achievements

- Involved in a debate on water scarcity in the House of Commons, my focus being innovation activity in an industry that is adverse to change.
- Awarded EPSRC funding to undertake a Case Award research study.
- Awarded ESRC funding to undertake a study on SME innovation and capability issues.
- Awarded an Innovation Voucher to investigate impact absorbing activity.
- ERSC Innovation Week, developed and led discussion between both academic and industrial experts under the heading of '*Dismantling Innovation*' (2011).
- Presented a '*Professional Development Workshop*' at BAM 2012, under the heading of 'Engaged Research'.

Academic papers:

- Strategy Formulation as a Design Science: An Investigation into the Effects of Deterministic and Path-creation Design on the Formulation of a Strategy
- Reflections on the design, development and delivery of a MOOC
- Shock Empathy workshop: exploring empathy skills for designers and non-designers

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Teaching experience

- Development of online modules for Masters level BsC in Management with specific focus on:
 - Innovation, design and creativity
 - Process management
- Module Leader for design studio level 1 a 50 credit module.
- Delivery of a design communication module.
- Teaching support in SolidWorks modeling.
- Teaching support in International Business Strategy.
- Participated in the development of a MOOC for Leeds University on the topic of innovation.
- Experience in the development of a number of existing Product design modules.
- Delivery of workshops on creativity for Leeds Business School MBA and undergraduate courses
- Experience in supervising level 3 projects.
- Experience in supervising students in industry.
- Level 1 and level 2 personal tutor.

Education

- Product Design BSc (with honours) - Dublin Institutes of Technology.
- Process Engineering MSc (by research) - Manchester Metropolitan University.
- Diploma in Business Management- Knowledge Transfer Partnership.
- PhD in Management of Strategy formulation (2017).
- Fellow of the Higher Education Academy (2018).

Additional Training & Certifications:

- Dreamweaver8 foundation in web design.
- Certificate in *team management, teaching and learning*.
- Diploma in *how to provide training to others*.
- CAD Diploma graduated with a Distinction.
- Former member of the Institution of Engineering & Designers (IED).
- Former member of the Chartered Managers Institute (CMI).
- Leeds University Lecturing training course (ULTRA).

References

Mr. Dan Trowsdale: D.B.Trowsdale@leeds.ac.uk (course design manager for product design)

Dr. James Roberts: j.p.roberts@lubs.leeds.ac.uk (PhD supervisor)