

Carl Jeffrey BA FRSA

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Twitter: [@fellowcreative](https://twitter.com/fellowcreative)

LinkedIn: <http://uk.linkedin.com/in/fellow>

Client testimonials: <http://fellow.ventures/clients>



#### Professional summary:


- [Designer founder](#) (fledgling ideas to products, social initiatives to communities)
- [R&D Producer](#) and [Certified ScrumMaster®](#) (concept through delivery)
- Sounding-board for various founders and multi-disciplinary teams
- [Member of Consortium that secured £1.47M action-research investment](#) (2011-13)
- Former CiC Director, and consultant to local government, third-sector and business
- [Bootstrapped Kent's first coworking community and workspace](#) (2009-14)
- Recognised Achievements in Urban Regeneration (Medway Culture & Design Award 2012)
- Advisor to the National Association of College & University Entrepreneurs (2009-11)
- [Secured Nokia's support to introduce social technologies to UK universities](#) (2008)
- Guest University Lecturer on Design and Creativity (plus Adobe CS) for UCA and UCL
- Attempted first SaaS startup in 2007 (presented at NESTA) and various things since
- Design professional since 1998 (independently trading as **fellow** since 2006)

#### Core strengths:

- Problem solver, quick learner, [gets all sorts of things done](#)
- Maintains a design, business and technology vocabulary
- [Great respect for developers and their specialist skills](#) (I don't pretend to be one)
- Manages priorities and sets measurable targets for success
- Self organised, mission orientated, listens to people
- Challenges norms with candour and integrity
- Finds digital and emergent technologies intuitive
- Isn't afraid to try, admit mistakes and put right
- High tolerance for ambiguity and uncharted terrain
- Invests in not-yet-obvious-potential for positive change

This document provides a broad overview of my hard won experience and client list.  
For more information please email [hello@fellow.ventures](mailto:hello@fellow.ventures) or phone +44 (0) 7929 601737.







ProductPricingSupportSign Up

# Community Management for Slack


Put Cabinbot to work today – empower your crew and sail a happier ship




**Cabinbot**  
Hello Marissa. I'm Cabinbot.




**Marissa Sorel**  
Hi



**Cabinbot**  
Can I help you with anything?



**Marissa Sorel**  
Yes



**Cabinbot**  
Ask away, I'll do what I can =)

Unreads

# help\_wanted7✓

# community\_introductions3✓

# membership\_FAQs2✓

Channels

# general

# random

# community

# i\_need\_help\_with

## Help members feel at home


Better support and inspire community connections.  
Create Your Community Directory today.

Learn more

## Put Cabinbot to work 24/7


Cabinbot simplifies your community managment.  
Ensure everyone stays happy and productive.

Add to Slack




## Quickly see who's on deck


Cabinbot curates a community directory and learns from each member




**Carl Jeffrey**  
Designer / R&D Producer / Founder @coFWD  
<http://fellow.ventures>

7 Answered QuestionsView Answers


 Channels Joined


 Sign In to say hello



**Jonathan Markwell**  
Consulting CTO, Founder @TheSkiff  
<http://jot.is>

15 Answered QuestionsView Answers

 Channels Joined

 Sign In to say hello



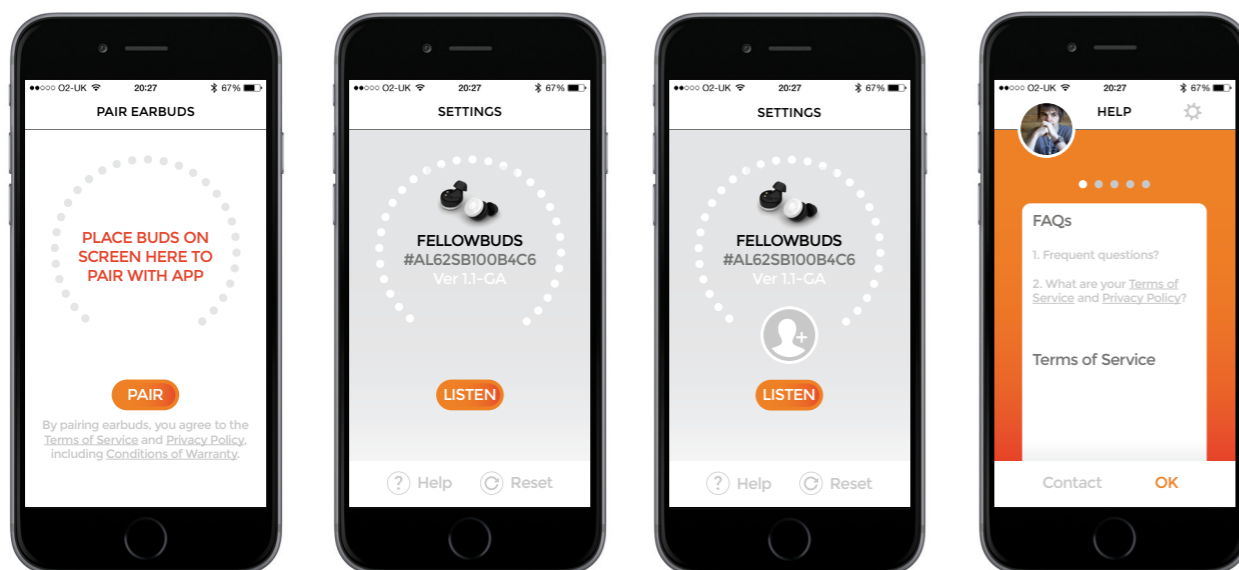
**Cabinbot**  
**Community Management for Slack**  
Demo: <http://theskiff.cabinbot.com>

2016  
**Designer / Product Owner**

- Co-creator of Cabinbot.com – a Slack App to help coworking communities be more productive.
- Designed Cabinbot, working alongside CTO Jonathan Markwell – a good designer adds value to a business beyond aesthetic judgement, with an agile workflow focused on needs not features, and measurable targets for success.
- Track record of doing people focused things, from side-projects and fledgling community ideas to SaaS prototypes: (SustainableWidget, 2007) Ethical and environmental policy tool for freelancers. (TheSkiff, 2009) Brighton’s #1 coworking community and space. (PolicyEspresso, 2010) Social media policy tool for bloggers. (coFWD, 2011) Kent’s first coworking community and space. (WriteAgent, 2013) Matching writers with agents, utilised GetBootstrap and Amazon MTurk API. (2016) Co-creator of Cabinbot.
- Co-authoring a guide to ‘Get Better Coworkers’ based on an interest in human behaviour and proven experience running coworking spaces and fostering communities: “Experience is what you got when you didn’t get what you wanted.” – Howard Marks. “It’s not supposed to be easy. Anyone who finds it easy is stupid.” – Charlie Munger.

Carl is my most trusted collaborator. Over the last decade we’ve worked together to build a wide range of communities and products. As the first coworker to join The Skiff in Brighton, he helped instil a set of values that ensured the community would flourish. Carl is the epitome of the perfect coworker. When he’s deeply involved in a project with you, as has been the case with Cabinbot, he pours in his whole attention caring about every detail. When you’re working on different things he asks the right questions at just the right moment to help you solve challenging problems. While his background is in design, Carl’s interests span the whole stack of an organisation. From code to contracts to team communication, Carl is the one person I can trust to help me in any situation.

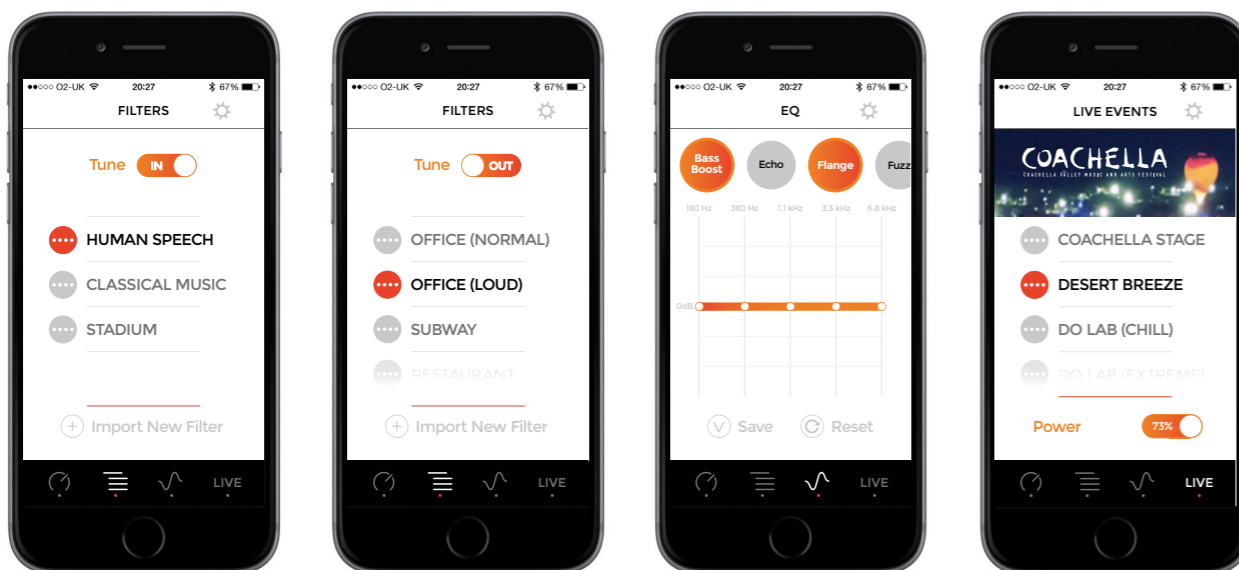
Jonathan Markwell, Director  
Inuda Technology / WorkSnug / TheSkiff.org



THIS PROPOSED ONBOARDING UI TEACHES THE USER:

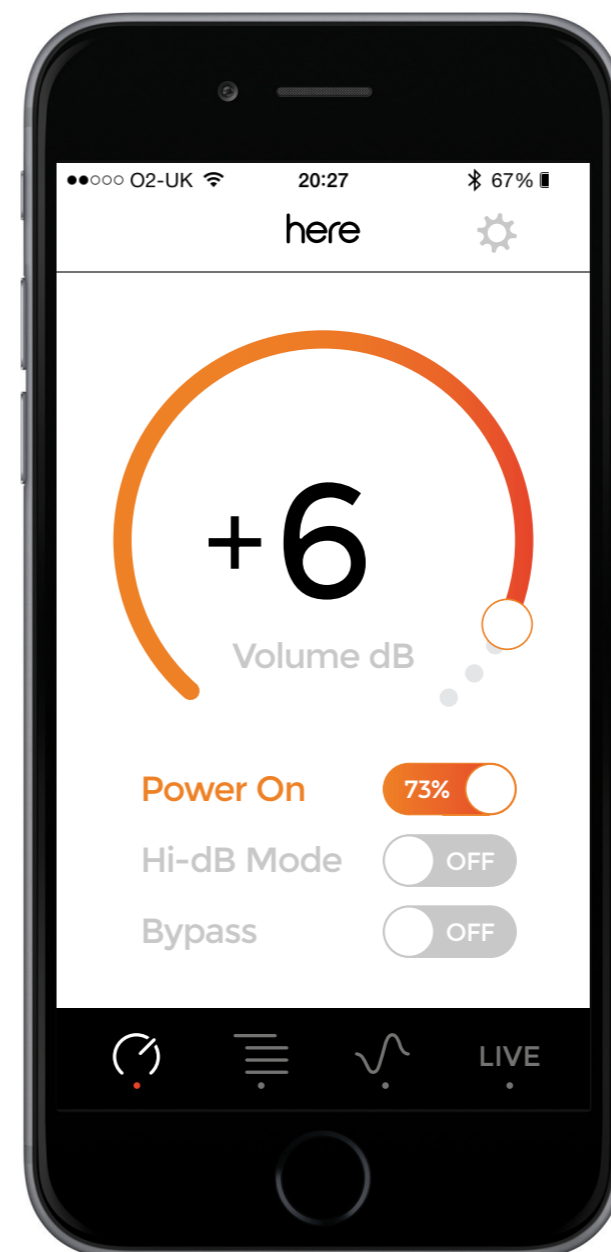
1. ORANGE BUTTONS REPRESENT ACTIONS
2. ACTIVE SWITCHES ARE ORANGE & INACTIVE ARE GREY
3. WHITE TOGGLE = CONTROL TOGGLE (EG. TOGGLES & VOLUME DIAL)

USER AVATARS COMPLICATE INITIAL ONBOARDING - REVEAL FEATURE LATER. (WHEN USER VISITS SETTINGS)



CLICKING THE TUNE-IN/OUT TOGGLE OR SWIPING LEFT/RIGHT SWITCHES BETWEEN BOTH & REVEALS THEIR FILTER LISTS. (ONLY 3X FILTERS SHOW INITIALLY TO INTRODUCE IMPORT)

STANDALONE 'LIVE' SECTION - MORE CUSTOMISABLE FOR BRANDS AND MORE FEATURE SCALABLE.



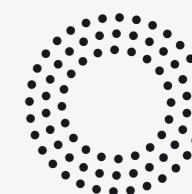
BATTERY% & POWER-ON ARE NOW COMBINED. IN-APP THE DEVICE +-VOL SHOULD CONTROL VOL-DB DIAL.

There's plenty of insight consultants and industry commentators but very few get their hands dirty realising their own ideas. Carl is usually working on something with foresight, ahead of the curve. Carl spotted and commissioned my professional skill-set and knowledge before most people had heard of Social Media or Twitter, and long before the commercial world realised my own value. I'm now working for technology pioneers like Hyper Island and Vodafone. When not collaborating with Carl, I'm watching him. I'm intrigued to see what comes from his involvement in other projects. I doubt industry will ever catch up but as his relevance continues to grow, I can see his time is yet to come.

Christian Payne, Social Technologist  
@Documentally



here



Here Active Listening  
Augmented Reality (AR) Earbuds  
<http://hereplus.me/app>

Pro bono concepts (April 2016)

UI / UX Designer

- Overhauled Information Architecture to re-imagine the UI and UX / CX of the Here Active Listening App focused on improving user onboarding and more intuitive control of Augmented Reality (AR) Earbuds.
- Shaped navigation elements in view of future and potential feature releases and added visual subtleties to underpin and reinforce existing branding.
- Early adopter and user of emergent technologies and platforms: (2016) among the first two-thousand Here Pioneers. (2015) Daily user of Airtable, Blossom, BT.TN and Slack. (2014) Snupps. (2009) Creative Commons licensing and MailChimp newsletters. (2008) Google Analytics, Gowalla, Phreadz, Qik and Seismic. (2007) iPhone 2G, Ruby on Rails and Twitter. (2005) Facebook. (1998) Hand-coding HTML3.2 in Notepad on Mac OS 8. To name a few.
- Continually inspired by product teams, forward thinkers and doers, including but not limit to: a16z, AgileBits, Airtable, Automattic, Baremetrics, Basecamp (37Signals), Blossom, Calendly, Clearleft, Coglobe, Co-op Digital, Envoy, Farnam Street, FutureLearn, Government Digital Service (GDS), IDEO, Intercom, MadeByMany, MagicLeap, MailChimp, MetaLab, Nomad List, Open Whisper Systems, Quip, Stripe, Typeform, ustwo and Wildbit.



From 100+ candidates we employed Carl for this R&D mission. 60,000 miles of cellular network surveying (2G/3G/4G/Mesh) delivered over an 18 month period for Telefónica / O2 and the Smart Meter Implementation Programme of Great Britain (SMIP). We entrusted him with £50k of the latest RF equipment and he delivered the highest-quality job: self motivated, well organised, great attention to detail, solves problems, technology savvy (software and hardware), 100% trustworthy and a pleasure to work with.

**Mandy Bryer**, Director  
**ATS-Group**

# **ATS-GROUP**

**ATS GROUP / Telefónica**

**RF Technologies**

<http://ats-group.co.uk>

**Various Contracts (2014 – 2017)**

## **R&D Producer**

- ATS Group are market leaders in Drive Test survey, benchmarking and prototyping for telecoms RF and WiFi solutions.
- (2014) Government R&D Contract – delivered Radio Frequency (RF) testing and prototyping for Telefónica and the Smart Meter Implementation Programme of Great Britain (SMIP). Non-disclosure-agreements apply – please read testimonial.
- Delivered cellular optimization and troubleshooting for ATS Group clients including Telefónica and Ascom – using industry recognised applications such as TEMS, and custom technologies from manufacturers including Rohde & Schwarz.
- (2015) Coordinated a focused team against tight deadlines and exacting standards for First-of-a-Kind 'out in the field' research towards future cellular networks and mobile product technologies. Non-disclosure-agreements apply.
- (2016) Product design and prototyping. Non-disclosure-agreements apply.
- Keen personal interest – continually learning and pondering how growth in technologies such as AR, VR, MR, IoT and BLE may effect future RF Spectrum reliability and evolve things like "Ofcom's White Space" across the UK.

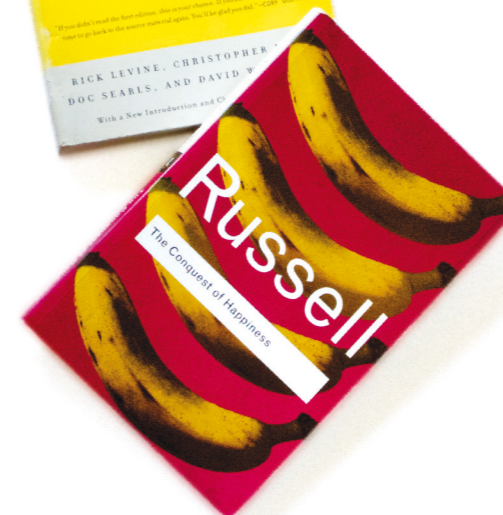
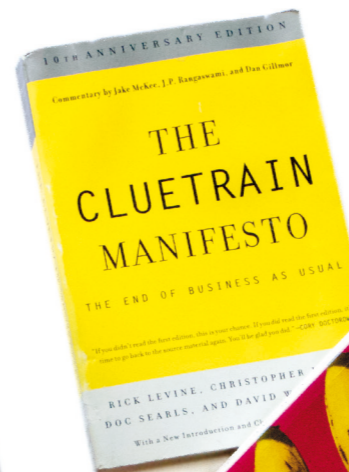
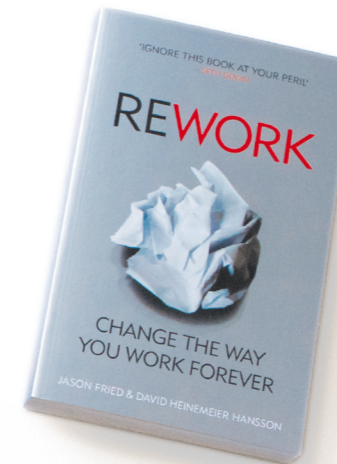
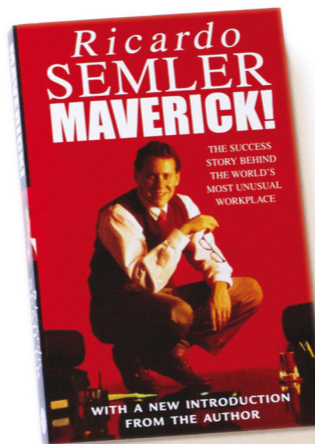
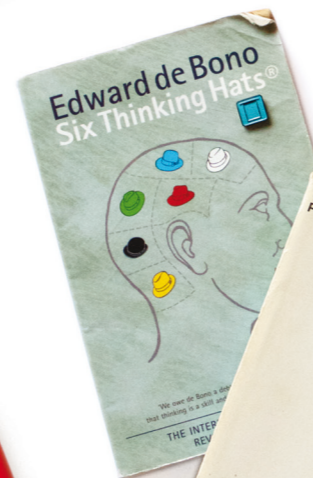
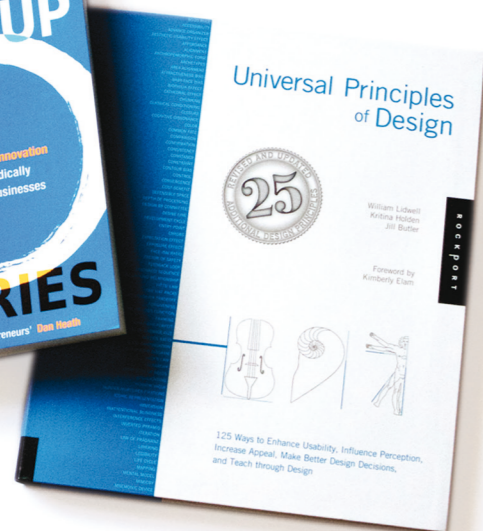
**NixonMcInnes**

**Various Clients (including NixonMcInnes)**  
**Digital Transformation Consultancy**

2009 – Present

**Sounding-Board / Certified ScrumMaster®**

- Sounding-board for founders and facilitator of ideas and strategy for teams (from fledgling ideas to full-blown products and services) – please read testimonial.
- Certified ScrumMaster® with experience of multi-disciplinary teams.
- Provider of guidance / insights / perspective and a buffer and motivator between founders, clients, developers, designers and broader team and community members.
- Diverse interests: Lateral and Strategic Thinking, Business Model Design, Team Retrospectives, Lean Methodology, Organisational Democracy, Emergent technologies.
- Hard won experience involving personal risk and some losses.
- Proud to have client testimonials that include statements such as: “well organised, great attention to detail, solves problems”, “astonishingly good listening skills and an ability to cut through the peripherals to reflect back a bigger picture” and “he will make you pull your hair out, which is why you should work with him as soon as possible”.



Sometimes you need someone else or something else to cultivate the great creative thinking. For a crucial piece of creative thinking we asked Carl to help facilitate us, and use his creative methodologies, his knowledge of our market but crucially his distance from our consultancy to improve our chances of making the mental jumps we needed. It worked! Carl was patient, thoughtful and used fun, theory and careful interventions to help us find ourselves some little gems of thought. A good man and one I'm happy to recommend.

Will McInnes, Founder  
NixonMcInnes (now CMO at Brandwatch.com)





# CO FWD

Community & Workspace

**coFWD**  
Community & Workspace  
<http://coFWD.org>

2009 – 2014

**Founder / Mentor**

- Bootstrapped Kent's first coworking community and grew it into a truly unique workspace.
- Mentor and advisor to various local ventures including award-winning WOW Magazine – please read testimonial.
- Hosted events focused on participation, discussion and practical action – gained experience of diverse people, social change and organisational democracy.
- Turned a three-storey former bank into a coworking community, handled facilities management, day-to-day problem-solving and established Rochester's fastest Internet Connection.
- Co-authored and open-sourced a Coworking/ Participant Agreement (now adopted and adapted by other coworking communities).
- Presented KPI's to CiC Board and wider Community (including ROI and SROI reporting).
- Achievements in Urban Regeneration (Medway Culture & Design Award 2012).
- After 2.5 years (2014) we were generating \*only\* 82% of target rental income, so we decided to close our building – our community remains united and locally active.
- Also helped start TheSkiff.org in 2008 – now Brighton's largest coworking community and space (now 150+ monthly paying members).

As founder and editor of WOW magazine, there have been several occasions since its launch I have desperately needed another's perspective. A friend recommended that I approach Carl Jeffrey and ask him to act as 'sounding-board' and strategic thinker. His astonishingly good listening skills and ability to cut through the peripherals to reflect back to you a bigger picture make him a truly valuable walking resource for anyone with half a project, or a whole project which they would like to realise further. To say that Carl is not afraid to roll his sleeves up and get stuck in with any project before him is an understatement: he always goes the extra mile – for example he significantly helped me organise my business by creating excellent, usable spreadsheets and data documents that I still use today. He did this unbidden, and in his own time, because he believed in what I was doing and wanted to see it succeed. It is no small praise to say that Carl Jeffrey is the person responsible for keeping my small business going in its difficult fifth year. I can recommend him unreservedly.

Emma Dewhurst, Founder and Editor  
WOW magazine / [wowkent.co.uk](http://wowkent.co.uk)



**NOKIA**  
Connecting People

PROUDLY PRESENTS

# V.I.T.A.L

ONLINE COMMUNICATION & INFORMATION FOR CREATIVE STUDENTS

10.30 - 11 AM

**uca-u** V.I.T.A.L INTRODUCTION  
STUDENT UNION  
ucaSU ROCHESTER, MAIDSTONE & CANTERBURY

11.00 - 12.00

MANAGING YOUR ONLINE IDENTITY & DATA  
**JOSIE FRASER**  
INDIVIDUAL LEARNING TECHNOLOGIST OF THE YEAR 2008

12.30 - 1.30

CREATIVE EXPRESSION, INSPIRATION & DEVELOPMENT  
**STEVE LAWSON**  
'SOCIAL-MEDIA' PROFESSIONAL FOR CREATIVE INDUSTRY

1.45 - 2.45

THE CHANGING FACE OF MEDIA & COMMUNICATION  
**CHRISTIAN PAYNE (AKA Documentally)**  
'SOCIAL MEDIA' JOURNALIST AND PHOTOGRAPHER

3.15 - 4.15

INTRODUCING [www.UCREATIVE.TV](http://www.UCREATIVE.TV)  
**KOSSO** **CARL JEFFREY**  
FOUNDER OF PHREADZ.COM CREATIVE MIDWIFE™

4.30 - 5.15

ASK THE PANEL (Q&A)  
ucaSU, JOSIE, STEVE, CHRISTIAN, KOSSO, CARL

5.15 - 7.15 PM

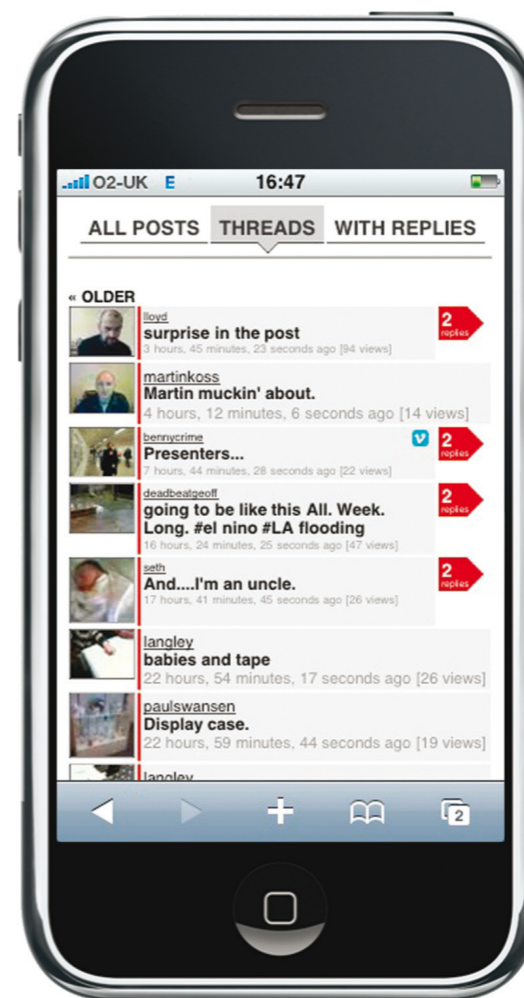
'SOCIAL MEDIA' INTERVIEWS & DRINKS  
OPEN DISCUSSIONS & DRINK DEALS AVAILABLE IN THE BAR

**THURSDAY 13TH NOVEMBER 2008**  
10.30 am - 7.15 pm STUDENT BAR ROCHESTER CAMPUS

Carl is a dynamic, creative and innovative entrepreneur who has become an invaluable advisor to NACUE. Carl has generously given his time and expertise to mentor and advise the NACUE team; facilitate workshops; speak at NACUE conferences and bootcamps; and contribute training materials for the NACUE Learning Programme. I am delighted that he will continue to support NACUE as a 2010/11 Advisor.

Victoria Lennox, Founder

National Association of College & University Entrepreneurs (NACUE)



**UCA**  
university for the creative arts

**UCA / NACUE**

The Future of Work & Education

<http://bit.ly/Phreadz>

2008 – 2010

**Social Technologist / Digital Strategist**

- Secured Nokia support to introduce Mobile Technologies and Social Media Workshops in UK Universities.
- Led a convincing business case to management for online communications between UCASU and students and a digital business strategy towards remote learning and sharing VITAL content (Video, Images, Text, Audio and Links).
- Scouted latest technologies and trends to determine potential applications and academic partnerships – i.e., Noonan Media the first company to live-stream video to Facebook.
- Played a critical role in defining next generation tools. White-labeled Phreadz.com to launch ucreative.tv – Europe's first academic 'Threaded Multimedia Conversation Network' across three university campuses (four months later the Open University adopted the same platform for the same purpose, and in March 2009 Paramount Studios used Phreadz to engage a global film audience and promote JJ Abrams reboot of the Star Trek Franchise).
- Organised external speakers and hosted Social Technology Workshops for students covering: Social Media, Digital Governance, Digital Literacy, Digital Advocacy, Impacts of Social Media on the Future of Work and HR.
- Helped at least three students secure jobs and became an advisor to the National Association of College & University Entrepreneurs (NACUE).



I can't say enough good things about Carl, his work and his work ethic. I know how much effort was put into my project designs. A professional throughout: working hard on projects, going the extra mile (like hand delivering printed designs when I was under tight deadlines), and noticing the tiniest details to ensure the design is perfect for the medium it's being delivered in. I've been consistently impressed and I'm keen to work with him again – the next project is already underway.

Remy Sharp, Founder and Specialist in JavaScript Development  
Left Logic / Full Frontal Conference



Left Logic / Full Frontal Conference  
Specialists in JavaScript Development  
<http://leftlogic.com>

2008 – 2013

Experience Designer

- Privileged to collaborate with multi-disciplinary teams and internationally respected developers like Remy Sharp (founder of Left Logic and Full Frontal Conference, the UK's leading JavaScript conference: tickets sell out in as little as 11 minutes).
- Delivered design for numerous conferences, pop-up banners, press advertising, customised swag and even a 3D printed object.
- Produced quality experiences and long lasting relationships across web and print – including commissioning London's leading digital printer to deliver data personalisation on lanyards and other special print FX.
- Rebranded Left Logic.
- Great respect for developers and their specialist skills – I don't pretend to be a front-end or full-stack developer.
- Continuously exploring technology as a tool and platform for social connection and engagement (online and off) and passionate about learning these new things by 2018: CSS Grid vs Flexbox, Atomic Design Methodology and PatternLab.