

Creative Research Lead: Job Role

Kinda Studios

Kinda Studios is the first women-led neuroaesthetics studio. We translate neuroscience into creative executions - physical, immersive, digital experiences and products. We work with brands, platforms and leading institutions, acting as a bridge between academic institutions and the creative industries.

Our work is split into two distinct areas:

- Kinda STUDIOS consults and designs original work that transforms proven scientific insights into strategies, products, experiences, content and curation
- Kinda LABS uses real-time mobile brain-body imaging, biosensors and neuroscience scales to test, iterate, amplify and validate these in real-world environments.

Our custom Science-Informed Design process fuses these together for an end-to-end solution that integrates research, design, prototyping and testing.

Role Overview

The Role will serve as the team's Creative Scientist and work across our Studio and Lab projects, support the Kinda Studios Directors and the Head of Lab. This includes working on day-to-day project research, science communications and client management capacities.

We are looking for an experienced researcher who would like the opportunity to creatively explore the field outside of academia, be involved in creative ideation and outputs, and grow with the team as we scale.

You should be able to creatively think about how research can be applied to designs and how it relates to current events across social, political and cultural issues. This includes thinking about how scientific insights can be specifically applied to creative and cultural executions through new innovations, products, experiences, as well as carrying out custom research to better define, validate and design these.

We are looking for a flexible and confident individual with an eye for detail and strong communication skills, and ability to translate complex scientific information into easily understood and accessible language for adaptation to cultural health and creative applications.

The role would best suit an MSc or Phd-level individual with experience leading research, science comms, new media, technology, creative projects, a holistic approach to connection and wellbeing and the role of both the mind and the body in health.

Roles & Responsibilities

Kinda Studios

1. Internal Research & Development

1.1. *Literature Reviews*

- Monthly internal meeting (1 page summary notes) of recent neuroscience research and papers presented to directors
 - This will feed into communications & creative ideas:
 - Kinda Studios podcast, newsletter & social media
 - Creative ideation
 - Panels, talks and workshops

1.2. *Research Hub*

- Cataloguing, updating the Kinda Studios library of academic papers
- Assist thought leadership of the future of technology in the integration of science, art and design

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2. Consultancy Projects

2.1. Project Management client projects including timelines and evaluation

2.2. Client-led literature reviews

- Manage transdiagnostic literature reviews covering science, anthropological, cultural and design backgrounds

2.3 Lead science communications

- Writing well-summarised reports, design toolkits and research documents to feed directly into client projects
- Writing should be well translated from scientific language into applied communications for the creative industry

3. Events, Curation & Content

- Source relevant guests to appear on panels, podcasts and across events
- Prepare any background research to feed into events

4. Communications

- Collaborate with Studio Coordinator to feed science into social, content and comms strategy

Kinda Labs

5. Research & Data Led Projects

5.1. Work across research projects led by Head of Labs

- Build research methodologies and surveys
- Support data collection, participant recruitment, ethics and briefing forms
- Support data analysis team

5.2. Lead translation of data into tangible insights Translation of data into tangible insights

- Write reports / papers / toolkits in easy to implement language for design and strategic applications

Essential Experience / Skill Set

- Msc and / or Phd in Cognitive or Human Sciences
- Strong communications and writing skills
- An interest or passion in design, culture, media and technology
- Experience or passion to gain experience in creative industry
- Ability to think outside standard academic structures and in creative industry
- Experience and confidence to engage with clients
- Autonomous worker, analytical and data-driven
- Experience running scientific experiments and building methodologies

Desired Skills

- Experience with data analysis and statistical software such as R, Matlab, SPSS
- Experience with EEG, Heart Rate, GSR, Emotiv

Detail

Contract term: Permanent - 2 Days per week (after probationary period)

- Expected increase to 4 days / wk from May 2024

Salary: £40,000 per annum pro rata

Workspace: Physical office in Hoxton, East London with flexibility of working from home

Travel & Events: Opportunity to travel included - events, conferences and festivals

Holiday: Unlimited

Timeline

Deadline for Applications: 8 February 2024. Send CVs & covering email (500 words max) to robyn@kindastudios.com

Interviews: 12 February

Start date: 21 February

Inclusivity

We are a women-led team and equal opportunity employer with focus to spotlight those less served in the creative and academic industries. This is an opportunity to join an agile and close-knit team exploring creative and scientific work outside of the normal confines.

About Kinda Studios

Founded by Robyn Landau and Katherine Templar Lewis, Kinda Studios is the first women-led neuroaesthetics studio. Their interdisciplinary approach pioneers a new way to combine neuroscience with creative real-world ideations to enhance the impact of art, culture and technology on human connection and wellbeing.

As a bridge between academic labs and the creative sector, Kinda Studios' custom made 'Science-Informed Design' process translates insights to create, innovate and validate creative and brand-led activations. Bringing together Eastern and Western intelligence, their work offers a more dynamic and progressive approach to traditional science in order to create social change through understanding the why, what and how behind the human experience.

Working with global experts across science, technology and design, they are changing the landscape of how science is integrated into the real world to provide deeper, richer and more fulfilling human experiences. www.kindastudios.com