

Design  
Leaders  
Conference  
01.02.24

WIFI: LH Events

Password: DLC2024!

Vision  
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Innovation  
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Brave Decisions  
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Collaboration  
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# Design, the Act of Leadership

At its best, Design is a quest for and the creation of the new and the better. It is a distinct act of leadership requiring vision, courage, and the ability to bring others with you.

The Design Leaders Conference will explore how we bring leadership to the work itself, to our clients and stakeholders and to the teams we lead and collaborate with.

#DesignLeadersConf

DesignLeadersConference.com

# Schedule

09:00 Registration and Breakfast

09:45 **Opening Remarks**



Niamh O'Shaughnessy  
**Learning and Development Network  
Manager**  
*Design Skillnet*

09:50 **Design, the Act of Leadership**



Charlotte Barker  
**Chief Executive Officer**  
*Institute of Designers in Ireland (IDI)*

10:05 **Designers as Agents of Societal Change: The Power of Challenging the Status Quo, Learning, Collaboration and Mentorship in Driving Innovation**



Rejane Dal Bello  
**Creative Director and Founder**  
*Studio Rejane Dal Bello*

10:45 **Harnessing Behavioural Sciences in the Business of Influencing Decisions**



Richard Shotton  
**Author of "The Choice Factory"**

11:20 Break

11:40 **Climate Change: The Design Challenge of Our Time**



Lara Hanlon  
**Steering Member**  
*Design Declares Ireland*

12:05 **Which Way is Up? Shaping Better Collaborations**



Jess Majekodunmi  
**Director**  
*Human Sciences Studio at Accenture*

12:30 **PANEL: Colliding Perspectives: Evolving a High-Performance Creative Team**



Brian Herron  
**Director and Principal Designer**  
*Each&Other*



Jess Majekodunmi  
**Director**  
*Human Sciences Studio at Accenture*



Karen Wall  
**Director**  
*Invisio Ltd*



John Moriarty  
**Senior Director of Product Design**  
*DataRobot*

13:20 Lunch

14:10 **VIDEO PRESENTATION: One Year On: Leading Innovative Design for a More Accessible Future**



Noel Joyce  
**Assistant Professor, IMB**  
*NYU Shanghai*

14:20 **Hairy Arms, Painting Ducks and Articulating Design Decisions**



Tom Greever  
**Executive Product Design Leader and**  
**Author of "Articulating Design**  
**Decisions"**

15:05 **MODERATED DISCUSSION: Collaborative Leadership: The Client/Designer Creative Relationship**



David McRedmond  
**Chief Executive Officer**  
*An Post*



Darrell Kavanagh  
**Co-Founder and Managing Director**  
*Image Now*



Danielle Townsend  
**Design Consultant and Educator**

15:50 Break

16:05 **Challenging the Norm, Your Clients and the Design Industry**



Ade Chong  
**Creative Director**  
*Studio Chong*

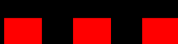
16:50 **Closing Remarks**



Mary Doherty  
**President**  
*Institute of Designers in Ireland (IDI)*

17:00 Drinks Reception

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# Meet the Speakers and Panellists



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[Niamh@DesignSkillnet.ie](mailto:Niamh@DesignSkillnet.ie)

## Niamh O'Shaughnessy

Learning and Development Network Manager, [Design Skillnet](#)

Niamh is the Network Manager of Design Skillnet, working with design and creative leaders and professionals in Ireland to provide bespoke supports for their current and future learning and professional development needs.



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## Charlotte Barker

Chief Executive Officer, [Institute of Designers in Ireland \(IDI\)](#)

Charlotte Barker is the Chief Executive of the Institute of Designers in Ireland, representing commercial designers from across the Irish design industry. Charlotte also is the Network Promoter for the Design Skillnet.



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## Rejane Dal Bello

Creative Director and Founder, [Studio Rejane Dal Bello](#)

Founder of Studio Rejane Dal Bello and author of "Citizen First, Designer Second". A globally acclaimed graphic designer, AGI member with a history of iconic work and decades of experience in design and branding, her stints at renowned agencies include Wolff Olins (UK) and Studio Dumbar (NL) and her work is featured worldwide.



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## Richard Shotton

Author of "[The Choice Factory](#)" and "[The Illusion of Choice](#)"

Richard is the founder of Astroten, a consultancy that applies findings from behavioural science to marketing to solve business challenges for giants brands such as Google, Mondelez and BrewDog. His best-selling book "The Choice Factory" is available in 14 languages.



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## Lara Hanlon

Steering Member, [Design Declares Ireland](#)

Founder of Portion Collaborative – a design-led consultancy transforming food systems through creative disruption. This dynamic problem solver and creative thinker is actively engaged in the global design community as an education and Sustainability advocate. She serves on both 100 Archive and Design Declares Ireland steering committees.

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## Jess Majekodunmi

Director,  
[Human Sciences Studio at Accenture](#)

Jess is both an accomplished design historian and an experienced innovation designer, with a career that has spanned continents and sectors. Her fierce belief in the vital role of the human sciences and the arts in technology has led her to where she is today – Director of the Human Sciences Studio at The Dock, Accenture’s flagship global R&D centre. Jess is also a board member of the Irish Writers Centre and the Irish Museum of Modern Art.



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## Brian Herron

Director and Principal Designer,  
[Each&Other](#)

Brian is a customer-centred design leader with a 15-year track record creating user experiences for world-leading organisations. A co-founder and partner at Each&Other, Global UX Agency of the year 2021, he has led multi-year engagements with global giants like Google, Salesforce, Zurich life and many more.



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## Karen Wall

Director, [Invisio Ltd](#)

Karen is an accredited Executive Coach and Learning facilitator who has over 25 years’ experience in the Financial Services Industry working across Dublin, London, and South Africa, where she excelled in building accomplished teams, managing high-value client relationships and leading successful international alliances.



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## John Moriarty

Senior Director of Product Design,  
[DataRobot](#)

John leads the design team at DataRobot, a Boston based company that is building a platform for data scientists and ML engineers to develop predictive and generative AI models. He blends systems-thinking with user-centred design to break down complexity and help teams to design and deliver exceptional digital experiences.

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## Noel Joyce

Assistant Professor, IMB,  
[NYU Shanghai](#)

An advocate of design as a problem-solving activity, with a keen interest in creating solutions to difficulties around many issues, Noel utilises his unique prism of living both with and without a disability to create solutions to complex problems.



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## Tom Greever

Executive Product Design Leader and  
Author of [“Articulating Design Decisions”](#)

Tom Greever has been designing interfaces and leading design teams for 20 years. His experience as a UX designer, executive design leader, and consultant has given him a broad perspective on how better communication yields great design. He has coached and mentored teams on design practices and communication all over the world, including Porsche, Facebook, JP Morgan Chase, and more.

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## David McRedmond

Chief Executive Officer, An Post

Since being appointed Chief Executive Officer of An Post in 2016, David McRedmond has led An Post's transformation programme and return to financial stability, sustained revenue growth and profitability. He is personally driving An Post's sustainability charter. David believes passionately in the power of enduring and powerful design.



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## Darrell Kavanagh

Co-Founder and Managing Director, Image Now

Since co-founding Image Now 30 years ago, Darrell has led the brand consultancy to create iconic work for Riverdance, MTV, DAA, PTSB, BBC and RTE. Beginning with the hugely symbolic refresh of An Post's iconic brand in 2019, Image Now has had a long and successful design lead relationship with An Post.



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## Danielle Townsend

Design Consultant and Educator

Currently Danielle is working within the design sector with clients to support initiatives that assist new entrants while also designing and executing large-scale commercial projects. Danielle has taught across several design programmes supporting the development of self-directed design projects that further typographic standards.

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## Ade Chong

Creative Director, Studio Chong

As Creative Director at Studio Chong, Ade works with the boldest consumer brands that are on the rise. She has grown agencies, built brands, turned businesses around and bagged a heap of awards on the way – including being named "Future Leader" by Campaign.



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## Mary Doherty

President, Institute of Designers in Ireland (IDI)

Founder and Managing Director, Red Dog

Mary is the managing director of leading brand design agency Red Dog. Her constant vision and steadfast demand for excellent design have helped drive the creative team forward to becoming an internationally recognised, award-winning creative firm. Mary is President of the IDI and a Board Member of the Merrion Fertility Clinic.

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Find out more at [DesignLeadersConference.com](https://DesignLeadersConference.com)



Inspiring today,  
transforming tomorrow.

Design Skillnet is the sector-specific training and professional development organisation for the design and creative industry. It provides bespoke workshops, courses and in-company training tailored for the industry.

To find out more go to [DesignSkillnet.ie/training-events](https://DesignSkillnet.ie/training-events)

The **Design Skillnet Steering Group** is comprised of:

**Dominic Southgate** Founder, Boxclever (Chairperson)

**Andrew Bradley** Founder and Director, Bradley: The Brand Agency

**Brian Herron** Director and Principal Designer, Each&Other

**Charlotte Barker** Chief Executive IDI (Promoter)

**Deirdre Corcoran** Creative Director, Chapter

**Eva Sunderland** Creative Director, M-CO

**Karen Hanratty** Director, Path

**Renata Dima** Senior Product Designer, DING

Find out about upcoming events and training at

[DesignSkillnet.ie](https://DesignSkillnet.ie)

Design Skillnet is co-funded by Skillnet Ireland and member companies. Skillnet Ireland is funded from the National Training Fund through the Department of Education and Skills.



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agus Scileanna  
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Education and Skills

