



Design
Leaders
Conference
30.01.25

**CONFIDENT
CREATIVITY**

**FOCUS *and*
RESILIENCE**

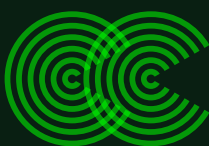
**SUCCESS
from FAILURE**

**RESPONSIBILITY
and LEGACY**

WIFI: LH Events

Password: DLC2025#

JUMP TO SCHEDULE



Creative Courage

Creative Courage is at the heart of every design and business success story. It is an instinct and mindset that has guided the achievements of this year's international line-up of thought-provoking speakers and panellists. Bravery and persistence informed their success. We invite you to relax and enjoy hearing how you can harness it in your own creative work and leadership.

The Design Leaders Conference Committee

Brian Stephens *Bevcraft*

Simon Richards *RichardsDee*

Deirdre Corcoran *Chapter*

#DesignLeadersConf

DesignLeadersConference.com

Schedule

09:00 Registration and Breakfast

09:45 Opening Remarks



Niamh O'Shaughnessy
Network Manager
Design Skillnet

09:50 Creative Courage



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

10:05 Pace Yourself



Mike Schnaidt
Creative Director, Fast Company
Author, 'Creative Endurance'
Professor, School of Visual Arts

10:50 Creative Courage and Second Nature



Orlagh O'Reilly
Pepsi Global Design Director
PepsiCo International Beverages

11:25 Break

11:45 What it takes to create a breakthrough product in the medical sector



Gerry Clarke
Co-Founder
Loci Orthopaedics

12:15 PANEL: Ireland in an International Context: Does Ireland Hold the Aces?



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



Claire Corbett
Co-Founder & Creative Industry Leader
All Kinds of Magic



Robert Carpenter
Co-Founder & CCO
Granite Digital



Niamh Higgins
Managing Director
TapCreative



Conor Stewart
Senior Client Advisor
Enterprise Ireland

13:05 Lunch

13:55 VIDEO PRESENTATION: Building an Adaptive Mountain Biking Community



Noel Joyce
Lecturer
New York University, Shanghai

14:05 Resilience, bravery and a little bit of magic: Shaping the future at Household



Julie Oxberry
CEO and Co-founder
Household

14:40 Courage, Creativity and Transformative Climate Justice



Jennie C. Stephens
Professor of Climate Justice
ICARUS Climate Research Centre,
Maynooth University

15:10 Applied Design Leadership: the changing role of design in tech



Emmet Connolly
VP of Product Design
Intercom

15:40 Break

16:00 Staircase to Design Heaven



Marc Català
Creative Director and Founding Partner
Mucho

16:45 Closing Remarks



David Wall
President, Institute of Designers in
Ireland (IDI)
Creative Director, Tines

17:00 Drinks Reception

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Meet the Speakers and Panellists



Niamh O'Shaughnessy

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.

Niamh@DesignSkillnet.ie



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 has over 20 years' experience in the design sector, working in the UK, North America and Ireland. Charlotte is now leading the IDI into a new era, embracing new programmes and partnerships to raise the profile of Irish Design.



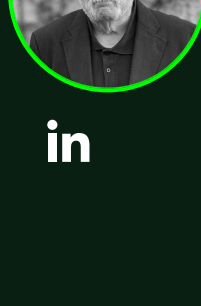
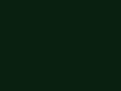
Mike Schnaidt

Creative Director, [Fast Company](#)

Author, 'Creative Endurance'

Professor, [School of Visual Arts](#)

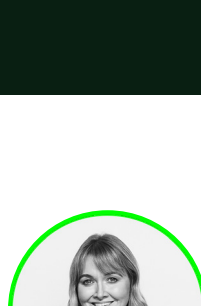
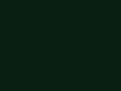
Mike is a creative director, author and educator. Currently the Creative Director of Fast Company, Schnaidt leads a team of art directors and photo editors who create visuals for the brand. Previously, he was creative director of Men's Health and held senior roles at Popular Science, Esquire, and Entertainment Weekly.



Orlagh O'Reilly

Pepsi Global Design Director
[PepsiCo International Beverages](#)

Orlagh is a seasoned design leader with an exceptional career in strategic consumer brand and experiential design. She has cultivated her expertise at some of the world's most renowned branding agencies and design studios. In her current role, Orlagh oversees the creative vision for Pepsi, the company's flagship brand.



Gerry Clarke

Co-Founder, [Loci Orthopaedics](#)

Gerry is a co-founder of Loci Orthopaedics and primary inventor on a number of granted patents for the InDX thumb implant, a world first in orthopaedic surgery. Gerry has worked consistently in medical devices and diagnostics in both the US and Ireland since the late 1970s. His expertise lies in process development, new technology investigation and product design methodologies.



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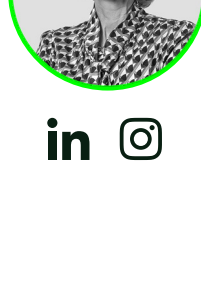


Claire Corbett

Co-Founder & Creative Industry Leader

[All Kinds of Magic](#)

A Creative Industry leader, Claire has led creative businesses through pivotal change for over 20 years. In 2020, All Kinds of Magic was born with a simple mission: to equip Creative Leaders with the Methods, Models and Mastery for better business. Claire works with leaders to gain new perspectives and build future strategies, applying her experience to arm them with new growth models, long-term relevance and sustainable value.



Robert Carpenter

Co-Founder & CCO, [Granite Digital](#)

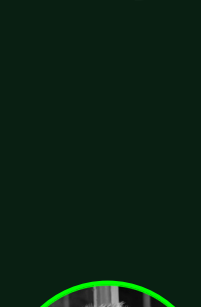
Robert is the co-founder and Chief Commercial Officer of Granite, Ireland's largest independent marketing agency. Granite is making strides in expanding its global presence with a strong focus on the US and EMEA. Granite has earned prestigious accolades such as the Design Practice Team of the Year award (IDI Awards 2024), multiple Deloitte Fast50 awards and recognition as one of the "Best Places to Work in Tech" by Great Place to Work.



Niamh Higgins

Managing Director, [TapCreative](#)

Niamh leads TapCreative, a Dublin-based design agency with a 10-year legacy in transforming brands and experiences. With over three decades of experience in creative, marketing and business leadership, she is driving the agency's evolution, spearheading TapCreative's expansion beyond Ireland, with a growing presence in Germany. She is a passionate advocate for Irish design, writing and speaking on trends and the future of brand experience.



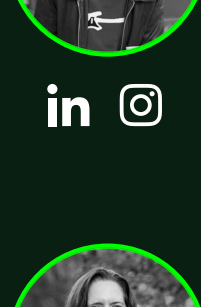
Conor Stewart

Senior Client Advisor, [Enterprise Ireland](#)

Conor is the Senior Client Advisor at Enterprise Ireland. Conor works with companies in the design and creative sectors to help them on their growth and internationalisation journeys. Prior to EI, Conor has worked in multinational companies and with the IDA, and has been in EI for the past three years.



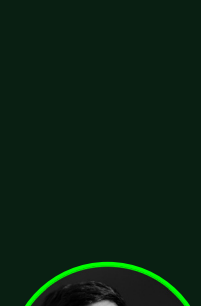
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Noel Joyce

Lecturer, [New York University, Shanghai](#)

Noel is a designer, lecturer and adaptive mountain biker. After a life changing mountain bike crash in 2006, he became a wheelchair user. This ended his career in the military, setting him on a new path to study industrial design. Formerly Head of Design at HAX, in July 2021 Noel joined NYU Shanghai as Clinical Instructor of Interactive Media and Business (IMB), teaching Innovation Lab and Prototyping for People. Project Mjolinir, Noel's open-source adaptive mountain bike, seeks to build a movement and a community of users across the globe.



Julie Oxberry

CEO and Co-founder, [Household](#)

Julie is a leading figure in modern Retail, Hospitality and Entertainment design with over 30 years of expertise and a roster of loyal clients. As co-founder of Household (which celebrates its 21st year this year), Julie has been instrumental in creating transformative experiences for the brands across the globe.



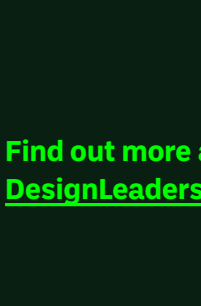
Jennie C. Stephens

Professor of Climate Justice
[ICARUS Climate Research Centre,](#)
[Maynooth University](#)

Author, 'Diversifying Power'

'Climate Justice and the University'

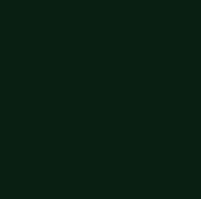
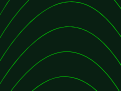
Jennie is a climate justice scholar, activist and author who is committed to empowering the courage and creativity needed to catalyse transformative change towards a more healthy, just and peaceful future for all. She has recently moved back to Ireland from the United States and she believes that Ireland is uniquely positioned for global climate justice leadership.



Emmet Connolly

VP of Product Design, [Intercom](#)

Emmet is a digital product designer and leads the Product Design team at Intercom, the only complete AI-first customer service platform. Previously, Emmet was a senior user experience designer at Google, where he co-founded and designed Android Wear and designed Google Flights. He believes that designers should iterate on how they work as much as they iterate on their work itself.



Marc Català

Creative Director and Founding Partner
[Mucho](#)

Marc is founding partner and Creative Director at Mucho, a brand design agency. He started Mucho with fellow AGI member Pablo Juncadella in 2003. The agency incorporates its original independent studio mentality to a strategic approach to branding. This has led Mucho to the forefront of brand design in the international scene. Project highlights include defining multinational brands such as Aeromexico, lifestyle brands such as Pacha and institutions such as Toulouse School of Economics.

David Wall

President,
[Institute of Designers in Ireland \(IDI\)](#)
Creative Director, [Tines](#)

David Wall is Creative Director at Tines, coming to the role via experience in agency and independent studio practice. He has led and collaborated on award-winning work for a wide range of organisations across technology, hospitality, design, culture and publishing. David sits on the board of the IDI, is IDI President and co-founded the 100 Archive.

Find out more at DesignLeadersConference.com

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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 sector.

To find out more go to
DesignSkillnet.ie/training-events

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

Dominic Southgate Founder, Boxclever (Chairperson)

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

Renata Dima Head of Design, Hunch

Find out about upcoming events and training at
DesignSkillnet.ie

Design Skillnet is co-funded by Skillnet Ireland and network companies. Skillnet Ireland is funded from the National Training Fund and the European Union through the Department of Further and Higher Education, Research, Innovation and Science.



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