

spark

Design Council Spark

An introduction to our Mentors and Specialists



Assa Ashuach

Founder

Assa Ashuach Studio

Assa Ashuach founded his own studio in London in 2013. It focused on research and consultancy within the digital design and manufacturing sectors, centring on user ergonomics and circular industrial ecosystems.

Assa has also established Digital Forming® and Ucode Ltd, two software companies set up to develop new 3D interactive co-design methodologies online, empowering designers to connect directly with users at home. He is a research fellow and a course leader at the 'MA Design Suite' of The CASS school of Art Architecture & Design in London.





Scott Barwick

Associate
MAP

Scott graduated from Nottingham Trent University in 2007 with a degree in furniture and product design before working at leading design firms PearsonLloyd and Marc Newson. He joined Barber and Osgerby as senior designer and developed some of the studio's most iconic furniture and products, such as the 2012 Olympic Torch, Crossrail train interior, Filo Sofa and Four Leaves Coat stand. He was made an associate at MAP in 2012.

MAP is a London-based creative consultancy that specialises in strategy-led industrial design. MAP's clients include some of the most innovative and well known companies in the world, such as Google and Samsung, alongside ambitious growth companies like Kano and Sabi.



“Focus on one clear idea and how to make it the hero of your product.”

Sebastian Bergne

Director

Sebastian Bergne

Sebastian is renowned for making everyday objects special with his essential and human approach to design. His versatility allows him and his team to work in a range of different ways: as an external industrial design facility to international brands, a designer and supplier of bespoke objects for restaurants, retailers and individuals and even as producer of his own growing collection of personal editions.

He founded his studio after graduating. His achievements have since been widely recognised, with his work winning international design awards as well as featuring prominently in publications and exhibitions. His designs have been included in collections at the Museum of Modern Art (New York) and the Design Museum (London). Sebastian's wealth of experience makes him sought after as a curator, lecturer and commentator on design.



Damon Bonser

Entrepreneur and Investor

Damon is a serial entrepreneur with over 10 years' experience of building, running and selling international businesses within the creative sector. He specialises in managing product development and manufacturing, as well as establishing successful routes to market, with extensive experience of selling into blue chip retailers across the world.

Recently, Damon has sold a product development business and launched a TV production company. He is also providing consultancy to international brands looking to enter the UK, coaching and mentoring to start-ups within the product and retail sectors, and is a non-exec for a number of UK product design and manufacturing businesses.



Dr Roger Burt

Chartered, European Patent and Registered
Trade Mark Attorney

Roger started his career as an Intellectual Property (IP) Attorney to handle IP in semiconductors and related technical areas at IBM. After several promotions, he became Senior Counsel and Head of the IP Function for IBM EMEA where he was responsible for 40 IP attorneys located in the United Kingdom, Germany, France, Switzerland and Israel. Since he left IBM in 2011, Roger has been a Member of the IBM Virtual Law Firm, primarily handling the filing and prosecution of patent applications before the European Patent Office and the UK Intellectual Property Office.

He is the chair of the UKIPO's Patent Research Expert Advisory Group and a member of the Programme Advisory Council for CREATE (the RCUK Centre for Copyright and New Business Models in the Creative Economy).



Matthew Cockerill

Associate Design Director
Seymourpowell

Matthew trained as a mechanical engineer and began as a Production Engineer, before switching to design. He had a varied career at some of the UK's leading design consultancies and then moved to Seoul, South Korea for several years to work at Samsung Electronics.

Since returning to the UK, Matthew has worked for Seymourpowell, in the space where business, technology and people meet. He helps companies to identify insights and create compelling products as well as experiences.





Andy Cripps

Design Associate

Design Council

Andy has been an independent Design Management specialist since 2005 and has an industrial design background. He began his career as an in-house product designer with clients including Shell, BP, BMW and Volvo cars.

He has worked for a number of UK manufacturing companies where he designed and managed award-winning projects in the Marketing Week, Design Week and FX Awards.



“ Work out when you need to take a step back and see the bigger picture and when you need to lose yourself in the detail. Setting up and running a business is all about finding the right balance of the two. If you're great at one but not the other, find someone who provides the other perspective! ”

Ursula Davies

Managing Director
Makerversity

Ursula is the Managing Director of Makerversity, a business which provides space and business support to over 50 making businesses. She was previously Operations Director at photofoundation and Programme Lead in the Design Challenges team at the Design Council. She is an expert in setting up and running start up teams with a creative focus.





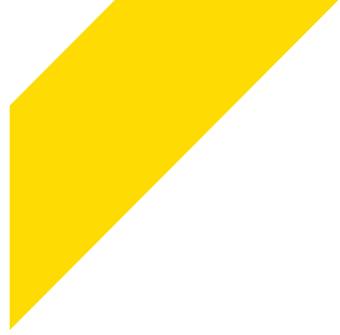
“*Be super confident but don't overlook end user input - it is gold dust. Fast track what you have and launch it, then use marketplace feedback to iterate and improve.*”

Ben Davies

Managing Director at RODD

Ben and his team design brand-defining products for global organisations including Philips, Panasonic, Joseph Joseph and Kenwood. They have most recently helped UK consumer electronics brand Goodmans with a re-launch. The RODD team are Design Council Challenge veterans selected for their fast-paced, can-do attitude to design led innovation.

Ben has led both client and academic projects to raise the awareness of inclusive or 'age neutral design'. Most recently, he was advisor to the board of the newly established Helix Design Centre, the UK's first practicing medical design agency based in a frontline NHS hospital. He is also co-founder of Dementia wellbeing start-up Ode, an award-winning product that emits food fragrances to promote appetite amongst people living with dementia.



James Duguid

Design Associate
Design Council

James is an Ergonomist, Design Management Consultant and Innovation Coach. He started his career in vehicle design in Italy with Bertone. After returning to London, he worked as marketing manager in the new product development arm of laboratory instruments company, Douglas Instruments.

James was Business Information Manager at the Design Council where he established the first nationwide product development service, 'Innovation NoticeBoard'. In 2006 James started his own consultancy offering expertise in design management, product development and the protection and conveyancing of intellectual property rights. He also has experience of corporate branding and identity.



“
Your original idea is often an incredible vehicle for pushing forward the vision of what you are trying to achieve. However, as you get further down the line, things will almost certainly change and some incredible opportunities to do something even better than you originally thought possible will come along.”

Duncan Fitzsimons

Director and Founder
17th Design & Invention

Duncan is an industrial designer and the founder of 17th Design & Invention. He also co-founded the design consultancy Vitamins. His work as a designer covers all industry sectors where people interact with technology. He focusses on creating new products and ideas that go beyond the norm of everyday product development.

Duncan's design for the world's first foldable wheelchair wheel went on sale in 2013 as Morph Wheels. Originally started as a home-grown project when he was at the Royal College of Art, this design was a finalist in the Saatchi & Saatchi World Changing Ideas Award, won the Transport Category of Designs of the Year 2013 at the Design Museum and won Icon Magazine's Product Design of the Year 2013.





“ *Be clear about what your product is; the vision and the values that inform it. But then also be clear about what you do not yet know, and let this drive you forwards.* ”

Daniel Flashman

Product Designer

tangerine

Daniel is an experienced product designer, currently working at leading consultancy tangerine. He has exceptional insight and expertise, which he uses to help clients unlock innovation, particularly in transport and consumer electronics. Daniel joined tangerine in 2012, having previously held a senior design position at Christoph Behling Design, designing watches and mobile phones for luxury brands TAG Heuer, Dior and Versace to name a few.

At tangerine, his work ranges from sketching concepts through to refined 3D modelling, which he has put to use on a number of tangerine's aviation projects. He has coordinated appearance model making and directed other team members on project design enhancement.



Stephen Frazer

Founder and Managing Director
Frazer Designers

Stephen is the founder and Managing Director of Frazer Designers in London – a consultancy which has worked at the forefront of many well-known consumer and technology product innovations from the first TV games in the 1970s for Videomaster and portable computers for Psion and Acer, to remote controls for Sky and BT Vision.

The consultancy's design methods have evolved over 30 years to meet the need for developing and humanising new product technologies, which include electronic controls, telephones, handheld computers, touch panels, appliances and hand tools.





“Keep refining your ‘big idea’ so it is as simple and compelling as possible. Simple ideas are the hardest to create, especially when you want to be different. Complex ideas struggle to get attention and lead to confusion.”

Peter Fullagar

Head of Innovation
Kinneir Dufort

Peter is Head of Innovation at Kinneir Dufort. Kinneir Dufort is one of the longest established integrated development consultancies in Europe, enjoying an enviable track record of international client success and awards recognition.

Peter is a specialist in innovation methods and practice with a wealth of experience in FMCG, Consumer Products and Service Sectors for clients ranging from large corporations to entrepreneurs. His innovation and design consulting background has included working for !What if? Innovation, the Design Council and Dyson. He is passionate about applying the right processes to help navigate the complexities of big innovation challenges, turning these into tangible and actionable results.



Rama Gheerawo

Deputy Director
Helen Hamlyn Centre for Design

Rama is Deputy Director of the Helen Hamlyn Centre for Design and the RCA Reader in Inclusive Design. Having worked in the design industry for nearly two decades, his interest is in people-centred and socially inclusive design. He leads the Centre's Age & Ability research lab which creates design that improves the lives of people of all ages and abilities.

He is in demand as a keynote speaker internationally, writes, curates exhibitions and runs workshops for audiences that range from students to business executives and civil servants. Knowledge transfer to business is central to his work. He is building on a track record of over 150 collaborative projects with the Centre, involving organisations such as Gov.UK, Samsung and Toyota.



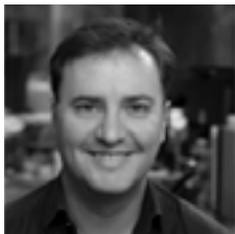
“Outsource what you aren’t an expert at – whether it be sales, book-keeping or doing the housework! No one can be an expert at everything. Surround yourself with a great team.”

Emily Goodall

Founder and Director
BundleBean Ltd

Emily started her career at Live Event Production, producing events including film and tv award shows, sporting gala dinners and other forms of live TV. Her clients included Sony, HMV, Waterstones and the Premier League. From here she joined the events team of a breast cancer charity, creating a range of enjoyable and sustainable events that always exceeded their ambitious fundraising targets.

Following the birth of her first child, a stint as a freelance events producer and then the birth of her second child, Emily launched BundleBean Ltd with one product, the BundleBean GO - the only fully universal footmuff that can adapt to fit all ages and onto everything from buggies to bike seats, car seats to carriers. Emily has since increased the range to include other products, now on sale in 14 countries - and growing.



“ Use everything you do as an experiment to learn - especially about customers, users and markets. ”

Neil Gridley

Design Associate

Design Council

As an independent design management consultant with a specific focus on technology, Neil started his career in product design consultancy and was co-founder of a successful start-up. More recently Neil has worked in senior design positions for Philips, Unilever, Tesco and Electrolux. As a Design Associate of the Design Council he consults on several programmes, helping SMEs, High Tech start-ups and universities to harness the power of design.

He has a Degree in Industrial Design, he speaks on the transformative power of design, has been featured in a number of publications and newspaper articles - and has even made it onto BBC2. Neil has also jointly authored a book, written with the current Vice President of Design at Electrolux, called “Brand Romance”.



Wyn Griffiths

BA/BSc Product Design Programme Leader and Associate Director - redLoop: the mdx design and innovation centre
Project Leader - Fuel from Waste Network

Wyn has worked across many manifestations of Product Design and Design Education for over 25 years.

He is currently the Course Leader for Product Design and Associate Director at redLoop: the design and innovation centre at Middlesex University. Over the years, his work has focused particularly on collaborative and participatory creativity for social change. Within this sphere, he leads the Fuel from Waste movement, supporting intermediate technology and sustainable community development in Kenya and Sudan. He is also Co-founder and Creative Director of SMASHfestUK, an initiative exploring widening participation in STEM education and careers through the arts and design.



Richard Hall

Managing Director
Pd-m International Ltd

Richard's portfolio of experience spans healthcare, consumer, lighting and industrial products. He started his career at the age of 16 as an engineering apprentice at Rolls-Royce plc. Having qualified as an engineering draughtsman, he then studied Industrial Design at Brunel and the University of Teesside. Upon graduating, Richard worked in Europe, the US and the Far East, developing a variety of products through to manufacture.

In 2005 Richard founded Pd-m, an innovation, product design and manufacturing consultancy based in Ripon, North Yorkshire. Pd-m works with a range of national and international clients including entrepreneurs, SMEs, manufacturers, Universities, plcs and the Department of Health.



“Be confident in utilising a variety of different processes that enable you to keep iterating and push a project forward. ”

Will Howe

Associate
MAP

Graduating with a degree in Product Design from Central Saint Martins College of Art and Design in 2001, Will went on to work at prestigious design firms such as Seymour Powell, Priestman Goode and Pearson Lloyd.

On joining Barber Osgerby in 2007, he helped develop a number of high profile furniture pieces. He has been key to establishing the studio's industrial design offering, leading to the formation of MAP in 2012. Recent work includes Google Web Lab at the Science Museum, the London 2012 Olympic Torch, luxury products for Louis Vuitton and the Crossrail train interior.





Joel Hughes

Partnerships Manager
Crowdfunder

Joel is the Partnerships Manager at Crowdfunder, the largest rewards-based crowdfunding platform in the UK. Crowdfunder has been around for 3 years and is part of the Keo Films Group, backed by River Cottage, Nesta and Creative England.

Much of Joel's role involves working with universities, brands and match funding partners to encourage enterprise and entrepreneurship and introduce crowdfunding on a more local level.





“The clearer you are about why you are doing this and what you want to achieve, the sooner you will know how to get there. ”

Bethany Koby

Co-founder

Technology Will Save Us

Bethany is a mother, CEO, designer, educator and art director interested in creating brands, businesses and experiences that help imagine a more positive and collaborative future.

In 2012 Bethany co-founded Technology Will Save Us - a business dedicated to sparking the imagination of young people using hands-on technology. Their beautifully designed DIY Gadget kits and digital resources are the most accessible way for families, young people and educators to make, play, code and invent with technology. Previously, she was a design director and social impact specialist at the international branding and innovation company Wolff Olins.



Colum Lowe

Design Associate
Design Council

Colum has spent over 25 years in the design industry in a variety of successful and challenging roles. His design and management expertise crosses over the disciplines of interiors, products, graphics and branding. His experience covers both public and private sector, from large national organisations to small private consultancies.

Colum has led several leading London design and branding agencies and has held senior positions at Sainsbury's and the NHS.





Jon Marshall

Co-founder and Design Director
MAP

Jon graduated from the Royal College of Art in 1996 with a Masters degree in Industrial Design and then worked at leading design firms Pentagram and Ross Lovegrove.

He joined Barber Osgerby as Studio Director in 2003, developing some of the studio's most iconic furniture and products, such as the De La Warr Pavilion Chair, Tab Lamp and the 2012 Olympic Torch, before co-founding MAP with Edward Barber, Jay Osgerby and Laura Liram in 2012.





“Always allow enough time in your process to empathise and iterate. Learn from imperfections.”

Chris McGinley

Senior Associate and Project Manager
Helen Hamlyn Centre for Design

An award winning people-centred designer, researcher and writer, Chris holds a PhD in design research from Brunel University, an MA from the Royal College of Art and Imperial College's joint Industrial Design Engineering course and a MEng in Product Design Engineering from the University of Strathclyde.

Chris has worked in the inclusive design and social innovation field for over a decade, on a broad range of projects that have been successfully commercialised, exhibited and disseminated internationally. His research interests explore design ethnography and the role of empathy towards creating people-centred design proposals that improve lives.



Glen Mehn

Partner
Bethnal Green Ventures

Glen is a partner at Bethnal Green Ventures, leading on the design and delivery of their programme.

He spent a decade in Silicon Valley managing IT operations departments, a year in Uganda and Zambia working with early-stage entrepreneurs, and seven years working as a designer.



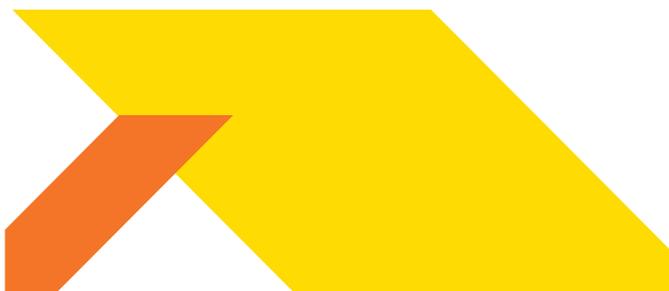


Claire Mitchell

Founder and Inventor
Chillipeeps

Claire is founder and inventor of the multi-award winning Chillipeeps teats and spouts. These attach directly to ready-made formula cartons, bottles and water bottles, perfect for feeding and rehydrating babies when they are out and about.

Claire invented the Chillipeeps adapter from a real 'Eureka' moment. She was out with her baby daughter with a carton of ready-made formula milk and she'd forgotten her clean sterilised bottle. In a moment of frustration, whilst her husband rummaged through the baby bag to check for the forgotten bottle, Claire ranted "Why hasn't anyone invented a teat or anything that can directly attach to the carton?" From that moment on, she dedicated herself to inventing just such a product.





“Trust truths.”

Kieran O'Connor

Co-founder and Creative Director
BOB design studio

Kieran co-founded the graphic design studio BOB in 2002 after studying at Kingston University and the Hochschule für Gestaltung und Kunst, Basel.

In addition to his creative director role at the studio, he is a Senior Lecturer in graphic design at Kingston University, the founder of Kingston's faculty research unit 'This is normal' and volunteers as a design tutor at Kids Company.





“Assume you’re wrong and then work out the cheapest and fastest way to screw up. ”

Naveed Parvez

Founder and CEO
Andiamo

Naveed is Founder and CEO of Andiamo. He has worked almost exclusively in disruptive startups both in the public and private sectors.

His background in tech, operations, and project management for organisations like the National Health Service and Tesco, combined with his experience as a parent of a severely disabled child, led to his setting up Andiamo. As the Founder/CEO, he leads strategic direction and execution.



Kushal Puri

Assistant Manager

KPMG High Growth Technology Group

As part of KPMG's High Growth Technology Group, Kushal is focussed on helping early stage and high growth technology companies thrive and succeed. He does this through providing a range of professional services tailored to company needs, offering them easy access to KPMG knowledge and expertise.

Kushal's current role is focused on advising and helping start-ups with a broad range of accounting and tax related matters, as well as advising on funding options, business plan creation etc.





Gary Pyper

Vice President of Design
Seven Towns Ltd

Gary is a toy inventor and industrial design specialist with extensive experience in bringing products to market - he has so far brought over 100 of his own inventions to market alone. Upon graduating, Gary worked in the Gift & Homeware sector, designing bespoke product ranges for mass-market high street retailers. He went on to become Vice President of design (and more importantly an in-house inventor) at Seven Towns Ltd, where he resides, inventing, building, playing with and ultimately licensing toy and game intellectual property to the world's biggest toy companies.

When not inventing, he helps run a game design programme for the University of Lincoln and acts as a consultant in 20th century design for the publisher Dorling Kindersley. He holds a Masters degree with a high distinction in "Applied imagination" from Central St Martins.





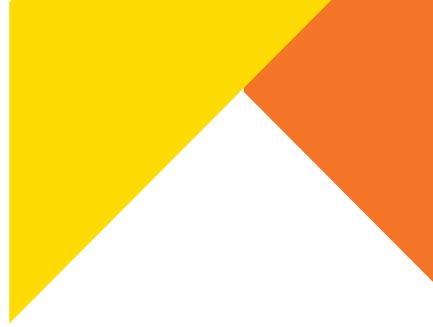
“Ensure you have a good, stable plan... whether this is a business plan or product plan, each phase should be detailed, maintained, delivered on. The plan can change... and should to ensure flexibility and uniqueness... but delivery is important. ”

Paul Raindle

Developer

Paul Raindle is a serial developer with more than 30 years' experience in the design and product development industry. After spending his early career with Ford Motor Company's engineering teams in the UK, Germany and the USA, Paul harnessed his experience to establish a design, product development and manufacturing company on the outskirts of London.

Paul continues to diversify into other fields beyond his core automotive industry knowledge, thanks to his long-standing relationships with designers, developers, and manufacturers in the supply and delivery chain process.



Katie Reddin-Clancy

Business Executive Assistant

Katie has had a versatile career in the entertainment industry as a comedienne, actress, voiceover artist, radio/television presenter, broadcast journalist, model and a writer.

Katie is now to be found on the London stand-up comedy circuit and is a regular at clubs such as The Camden Head, Up The Creek and The Cavendish Arms. Recently, she won the London heat of the So You Think You're Funny competition for new acts and performed in the semi-finals at The Gilded Balloon, Edinburgh Fringe. Currently, Katie is producing and writing her second one-woman show to perform in the Solo Show Festival in October before Brighton Fringe and Edinburgh in 2016. Her first show, Kate Middleton Show Queen, debuted in Australia for Adelaide Fringe Festival and Melbourne International Comedy Festival 2013.



Simon Sellars

Intellectual Property Lawyer

Sipara

Simon is an intellectual property lawyer specialising in designs, brands, and global IP protection strategies. He has worked in the IP industry for over 12 years, starting off in the patents sector before moving over to focus on the “soft IP” area. He has worked at international law firms and as the in-house lawyer for a small start-up, and understands the needs of entrepreneurs and designers at all levels.

Simon advises a number of high-street names on their design, copyright and brand issues. He enjoys helping people navigate the complex network of legal protections available.



Michael Seres

Founder, 11Health

Michael was diagnosed with the incurable bowel condition Crohn's Disease aged 12. In late 2011 he became the 11th person to undergo a small bowel transplant in the UK at The Churchill Hospital in Oxford. Recently he was diagnosed with Lymphoma. He started blogging about his journey through Bowel Transplant and his blog gained over 100,000 followers. Michael uses social media to develop global online peer-to-peer communities, covering over 20,000 patients.

He is the patient lead for the main UK health twitterchat #NHSSM, a member of the NHS England Digital Services user council and digital strategy advisor to The Oxford Transplant Foundation, where he helped implement the first skype clinics. In 2013, Michael founded health tech start up 11Health, having developed sensor technology for ostomy patients.



“Be honest, vocal and clear about what you don’t know. Be yourself. Nobody knows everything about anything and that’s fine. Good even.”

Tom Tobia

Designer and Co-founder
Makerversity

Tom is a designer and co-founder of Makerversity, Europe’s largest co-working space for hardware start-ups, also home to a pioneering education programme. Tom has led the early-stage development of many products, projects and organisations, mostly with a social, cultural or altruistic angle. He is a mentor and advisor to various business-support programmes including Hub Launchpad, Design Council Challenges and Bethnal Green Ventures.

Tom is an advisor to UK Government for education and on the Mayor of London’s advisory board for workspace. He is a TED speaker and an RSA Design Award winner. Tom’s work has been exhibited at the Design Museum, Barbican and the V&A, he has written for industry-leading publications and is a Guinness Record holder for designing and building the world’s largest Bee Hotel.

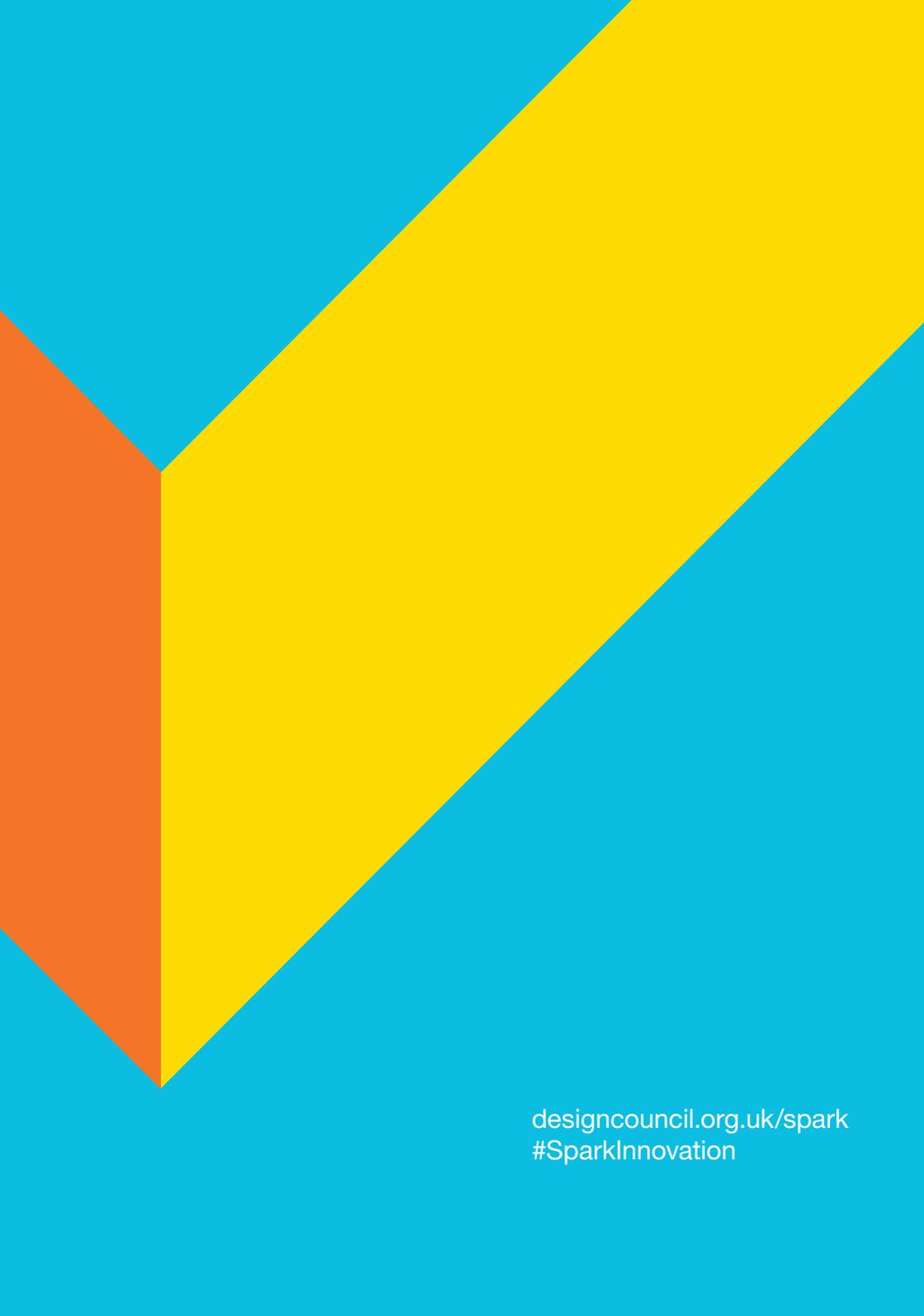


Annie Warburton

Creative Director, Crafts Council

Annie directs the Crafts Council's work in innovation, business development, exhibitions, research and policy. She spent a decade in Dublin, where she started her career at the Crafts Council of Ireland before going on to work for a US publisher and launch a digital start up.

Returning to the UK, Annie was CEO at ArtsMatrix, which coached and mentored hundreds of creative businesses, and then Head of Partnerships at Creative Skillset, the creative industries' skills council. She was educated at the Universities of Cambridge and Bristol, is a Fellow of the RSA and an Associate of Newnham College, Cambridge.

The background features a vibrant blue field with a large yellow triangle pointing downwards from the top right. A smaller orange triangle points downwards from the left side, overlapping the blue background.

designcouncil.org.uk/spark
#SparkInnovation