

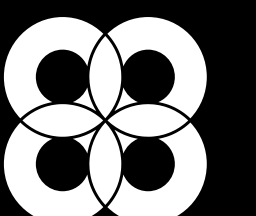
**23
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**PONTIO
BANGOR
9AM**



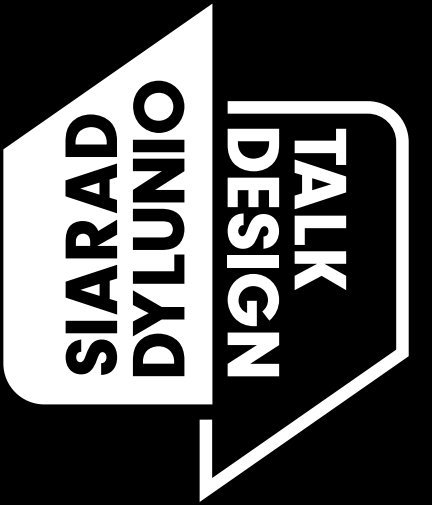
**TALK
DESIGN
LIVE
2024**

**THE BANGOR
UNIVERSITY
PRODUCT
DESIGN
SHOWCASE
& DESIGN
CONFERENCE**



**DYLUNIO CYNNYRCH
BANGOR
PRODUCT DESIGN**

TALK DESIGN LIVE 2024



DESIGN IS

INNOVATIVE

AESTHETIC

HONEST

USEFUL

UNOBTRUSIVE

THOROUGH

EFFICIENT

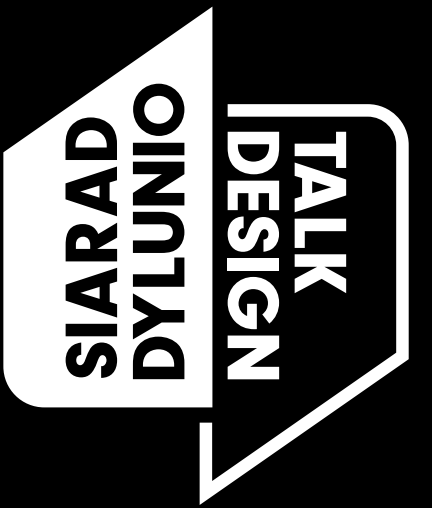
LASTING

VISION

Talk Design is an event for creative professionals, change makers and budding designers. Experience leading edge design philosophy, as our home grown, best friends and internationally acclaimed visionaries share their insights for future design and how to make change happen. Timed to coincide with the opening of the Bangor University Product Design Degree Show the conference kicks off a design celebration – a time to enjoy student success and collaborative ventures.

Design success relies on knowing what's happening out there in the world, our guest speakers, once again, share with us, challenge us, inspire us to aspire to make a difference – they show us how it's done, how it influences lives and how good design process implemented with care, commitment and creativity drives emotional, cultural and behavioural change.

TALK DESIGN LIVE 2024



THEO WILLIAMS

Consultant, ex IKEA, John Lewis, Habitat, Alessi & McLaren

Design Consultant Theo Williams's career has progressed from designing products for renowned companies such as Alessi, Danese, Laurent-Perrier, McLaren F1, Lexon, Abet Laminare, and Technogym, among others. His journey led him to become the Head of Design for John Lewis Home, following five years as the Creative Director of Habitat following on from Sir Terence Conran and Tom Dixon. Furthermore, he held the position of Design Director at Kingfisher plc, the largest home improvement retailer in Europe. He also serves as a lead creative for the retail group Shinsegae in South Korea, a company with over 860 stores nationwide.

More recently, he founded www.buydesign.com, a platform designed to connect businesses with designers. His exceptional skill lies in prompting innovative and improved ways of thinking, thereby assisting retailers, brands, buyers, and manufacturers in achieving their goals. His approach is both creative and commercial.

HE WILL BE TALKING ABOUT...

My journey as a product designer

With a jam-packed career spanning over 30 years in product design, Theo knows a thing or two about bringing products to market and developing successful businesses. With a CV which looks like a product design student's dream, come and listen to Theo's journey as he shares lessons he's learnt along the way.

[linkedin.com/in/theowilliamsdesign](https://www.linkedin.com/in/theowilliamsdesign)



MIKLOS PHILIPS

CDW (USA)
Lead UX/Product Designer

Miklos is an accomplished Lead UX/Product Designer. For more than 17 years, he has worked across various industries in New York, San Francisco, LA, and London. A staunch advocate for human-centered design and design thinking, Miklos thrives on solving complex problems and crafting elegant, simple solutions that surprise and delight.

Holding a Design Strategy certification from the University of Sydney, he believes that cutting-edge digital product design not only enhances user experience but also positively impacts the bottom line, making people's lives easier. Beyond his design expertise, Miklos is a speaker, writer, mentor, and UX course instructor, boasting a following of 10k on Medium, LinkedIn, and Twitter.

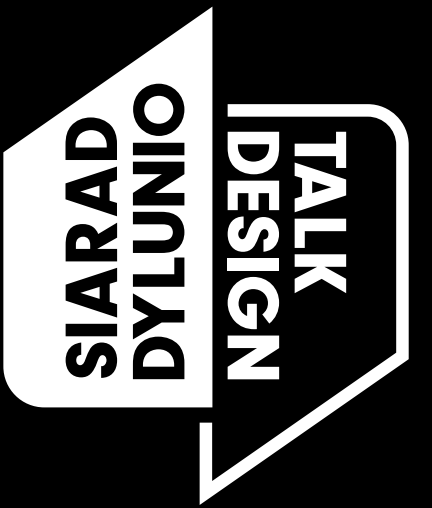
[linkedin.com/in/miklosphilips](https://www.linkedin.com/in/miklosphilips) | twitter.com/MiklosPhilips | miklosphilips.medium.com

HE WILL BE TALKING ABOUT...

AI in Design - Your Creativity and Design Copilot

This presentation explores AI's impact on digital design and product development. We'll discuss current AI influences, its future impact on tools and workflows, and the shift from "artificial" to "augmented intelligence." Let's move from a human vs. machine mindset to a human plus machine approach, embracing AI as a creative partner. Familiarising ourselves with AI can inspire fresh thinking and enhance product design for exceptional experiences and enriched lives.

TALK DESIGN LIVE 2024



ANDY SMITH

Royal Flush Marketing Ltd

Andy is the co-founder of Royal Flush Marketing, a cutting-edge marketing agency known for its strategic and client-centered approach to design and marketing. With a rich background in both the creative and business facets of marketing, Andy brings a unique perspective to the field.

HE WILL BE TALKING ABOUT...

Scoping Success: Merging Business Insight with Design Innovation

In today's market, merging business acumen with creative design is vital for successful marketing. At Royal Flush Marketing, our 'Scoping' process ensures designs captivate and convert. This talk by our co-founder explores the design-business intersection. Learn to conduct workshops for crucial insights, foster collaboration with clients, and guide successful designs. Suitable for design students and professionals, this talk equips you to integrate business objectives with creative vision effectively.

[linkedin.com/in/andy-smith1](https://www.linkedin.com/in/andy-smith1)

[linkedin.com/company/royal-flush-marketing](https://www.linkedin.com/company/royal-flush-marketing)

[facebook.com/RoyalFlushMarketing](https://www.facebook.com/RoyalFlushMarketing)

[Instagram.com/RoyalFlushMarketing](https://www.instagram.com/RoyalFlushMarketing)

twitter.com/WeAreRoyalFlush



HUW WATKINS

BIC Innovation

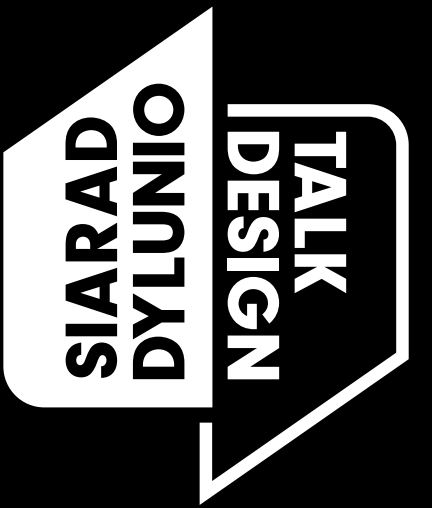
In 2004, I co-founded BIC Innovation to drive dynamic growth and innovation. Welcoming collaboration, BIC has grown to be the best consultancy in Wales. Focusing on social values, we thrive in a progressive community, working alongside talented professionals who are also shareholders.

HE WILL BE TALKING ABOUT...

Great Design... What Next?

The talk will outline how to drive value from your Design Strengths. It will provide an overview of the commercialization process, how to access expertise that reduces barriers to innovation. Collaboration opens up new avenues and maximizes the benefits of operating within a regional innovation ecosystem. The talk will draw attention to why North Wales can provide the best possible environment for enterprise.

TALK DESIGN LIVE 2024



GERAINT EDWARDS

**Tangerine
ex-IDEO, Bupa (Global Design Director)
& The Collective**

London born but brought up in Wales. Ger cites two big influences on his design career. His love of ideas he inherited from his father, and his passion for making things that was nurtured by his art & design teachers. Ger studied product design at Central St Martins and has an enduring love of the craft of design, be those cars, watches, sunglasses, road signs, or advertising.

Ger is a classic all-rounder: his work spans deep user research, service design, UX design, product design and experience design across the food and beverage, transportation, financial services, property, healthcare, and leisure industries.

Ger's work has been exhibited at Tokyo and Milan design weeks. He is tangerine's Chief Growth Officer and a member of the global leadership team, leading tangerine's global new business activities & nurturing their key strategic partnerships.

HE WILL BE TALKING ABOUT...

How to become a Chief Growth Officer (what is a Chief Growth Officer anyway?)

I will be talking about my journey in design, from being an IDEO intern to being the Chief Growth Officer at tangerine and everything in between. My work has included deep user research, service design, UX design, product design and experience design across the food and beverage, transportation, financial services, property, healthcare, and leisure industries. I will discuss my Design Process, and thing I wish I was told in university.

[linkedin.com/in/geraintmedwards](https://www.linkedin.com/in/geraintmedwards) | [instagram.com/geredo/](https://www.instagram.com/geredo/)
twitter.com/geraintedwards | twitter.com/tangerinelondon
tangerine.net



ROSHANNAH BAGLEY

**Where are the Black Designers?
& It's Nice That**

Roshannah is a multidisciplinary creative currently working as Marketing and Creative Partnerships Director (for Where are the Black designers?), and Interim Head of Operations and People (at It's Nice That).

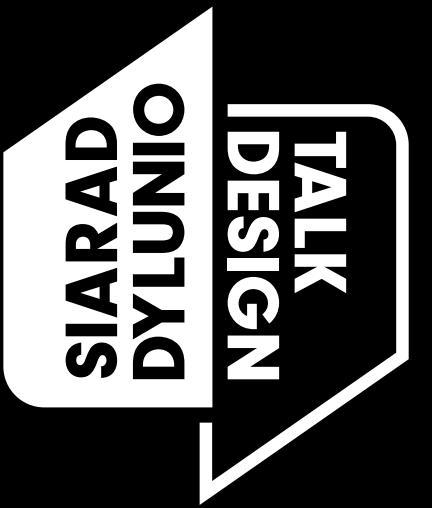
SHE WILL BE TALKING ABOUT...

The Power of Community within Design

Roshannah will share an overview of her journey in design and the creative industries, and the power of community.

[instagram.com/roshannahbagley](https://www.instagram.com/roshannahbagley)
[linkedin.com/in/roshannahbagley](https://www.linkedin.com/in/roshannahbagley)

TALK DESIGN LIVE 2024



JOSHUA HOLLERBACH ALUMNUS

Alchemy

Josh is a graduate of the undergraduate Product Design degree and the master's degree in Applied Innovation Design from Bangor University. He is a product designer that currently works in architecture and planning following a relocation to Wales's capital - Cardiff.

HE WILL BE TALKING ABOUT...

The Job Search

- 15% who I am.
- 15% what I do
- 20% on the reality on the job market after university
- 50% on tips and tricks for getting a job after university

[linkedin.com/in/joshua-hollerbach-ab2aa01a6](https://www.linkedin.com/in/joshua-hollerbach-ab2aa01a6)



GEORGE JONES ALUMNUS

Thrislington Cubicles

George is a graduate of the Product Design course at Bangor University, some would class him as a logical and technical lunatic!

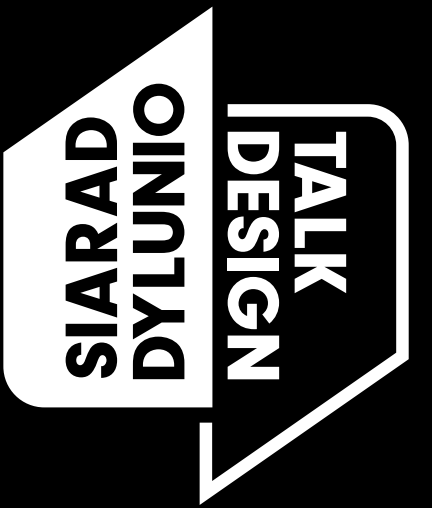
HE WILL BE TALKING ABOUT...

**(How to actually incorporate)
Quality Control and Assurance into
your workflow and processes.**

A brief presentation of utilising Quality Control and Assurance skills to enhance and improve your workflows from day-to-day life to the professional environment.

"No social media links available, I have removed myself from most social platforms!"

TALK DESIGN LIVE 2024



**TICKETS
AVAILABLE
ONLINE
TODAY**

23.05.24

**PL5 | PONTIO
BANGOR UNIVERSITY | 9AM**

- Tickets are £35 for an early Bird (£60 normal ticket)
- £10 for alumni
- FREE to those in education

Tickets can be purchased or reserved [here](#)

For further details, email i.p.williams@bangor.ac.uk