

## 2018 DTIA Practitioner Get Together

27-28, October in Singapore

DTIA brings together the world's leading design thinkers to discuss critical trends and challenges in the field and to envision the future of Design Thinking in Asia.

For the third year, DTIA brings together industry leading practitioners for a two-day gathering. Our event this year moves from Hong Kong to Singapore with the goal to build a pan-Asia Design Thinking community.

The themes for this year's conference are: Design Thinking in Business, Emergent Trends in Design Thinking Applications and Design Thinking for Social Impact.

**Venue:** [Singapore National Library](#) and [National Design Centre](#)

### Schedule:

#### Day 1

08:30 Registration + Breakfast  
09:15 Kick off  
09:30 **DTIA Navigator Revisit**  
10:00 **Design Thinking in Business**  
13:00 Lunch  
  
14:00 **Emergent Trends in Design Thinking Applications**  
16:30 Wrap-up

#### Day 2

08:30 Registration + Breakfast  
09:15 Saturday Highlights  
09:30 **Design Thinking for Social Impact**  
12:15 Lunch  
13:30 **The Unconference**  
  
16:00 Wrap-up

## Design Thinking in Business

---

### Mark Evans

Senior Vice President,  
Head of Innovation Management,  
DBS Innovation Group, DBS Bank  
(Singapore)

### Enabling the Future of Products

### Vivian Lo

Cathay Pacific  
(Hong Kong)

### ChatBots Vs DT; Disruption with new tech?

### Lillian Shieh

Senior Director,  
Head of Design Asia Pacific,  
Johnson & Johnson  
(Singapore)

### How To Develop Consumer Insights For Innovation (When time is money)

### Alex Crowfoot

UK Design Principal,  
Futurice Ltd.,  
(London)

### Where Open-source DT and Business Collide

Tools to Change a Mindset – The meeting of agile, DT, and user centred design in business contexts, and how DT works within Futurice' Lean Service Creation tool set. The tool set is both open source and a reusable framework

enabling a change of mindset so as to make DT stick.

**Stephen Wong**  
Founder and Lead Curator,  
DTIA  
(Hong Kong)

### **DT for Business: The Case for Enterprise Planning**

How do CEOs incorporate DT into the fabrics of their organisations? What internal changes are critical to allow DT flourish? How to incorporate DT into enterprise planning and strategic prioritisation?

**Tobias Puehse**  
Vice President, Innovation  
Management,  
Mastercard Labs Asia Pacific  
(Singapore)

### **Win by Design**

How to transform an organization to leverage design in everything they do.

## **Design Thinking in Bigger Contexts**

---

**Sam Chua**  
Founder, Metacata  
(Kuala Lumpur)

### **What We Think About When We Think About Design Thinking**

How as the field evolved? Where are the most interesting edges? What are some of the “elephants”, biases and assumptions that practitioners are beginning to revisit? Looking at DT’s historical context, and contemporary Asian-shaped challenges for our practice.

**Ariel Muller**  
Director, Asia Pacific,  
Forum for the Future  
(Singapore)

### **DT2.0 ? Toward the Circular Economy**

**Surya Vanka**  
Founder, Authentic Design  
(Seattle)

### **Introducing Design Swarms**

Many efforts to deploy DT have been less than successful. Doubts persist if the thoughtful and deliberate DT approach can align with scrappy, high velocity processes of modern organizations. How extreme-lean co-design approaches, design swarms, and minimal viable experiences can bridge design thinking, the lean movement, and agile development? How a co-design approach initially created for low resource social impact projects has been adopted broadly for business projects?

**Richard Kelly**  
Chief Catalyst,  
Fung Group,  
Former MD IDEO Asia  
(Hong Kong)

**Panelists:**  
**Amelia Hendra**  
Design & Innovation Consultant;  
Human-Centred Design Researcher  
(Jakarta)

**Peter Overy**  
Co-founder/Co-Managing  
director/Designer,  
AGENCY (Singapore)

**Jayeon Kim**  
Design Advocate, Google  
(San Francisco Bay Area)

### **Unpanel: Design Thinking Mastery; What's Up with That?**

With the wider adoption of DT and Sprint methods, and the opening up of the skills and capability development (does a 2hr GA course mean you're a sprint master?); when everybody can design and innovate, should we care about what good looks like? Who decides? How to enable the scale of awesomeness vs noise of average? Does mastery deliver impact or just confidence?

## **Design Thinking for Social Impact**

---

**Tracy Brandenburg**  
Executive Design Thinking Coach  
(New York)

### **My Deep Dive into America's Impoverished Heartland and How it's Amazing that I'm still Alive**

A passionate DT journey to re-build the home town.

**Alexandra Lee**  
Creative Director, Civic Design Lab,  
Office of Resilience, Oakland  
(California)

### **Designing Agile Public Service** (that transforms itself)

Applying DT, racial equity lens, and systems thinking, and by extension more effectively addresses civic resiliency challenges for residents in the greater San Francisco Bay Area

**Marceline Chin**  
Advocacy & Membership Group,  
Pumpkin Lab, National Council of  
Social Services  
(Singapore)

### **Who Cares? Transforming The Caregiving Experience in Singapore**

One of the recipients of the President's Design Award – Design of the Year 2018. The project is collaborated with Pumpkin Lab, a team within the Service Planning & Funding Group in the National Council of Social Service. Pumpkin Lab catalyses innovation in the social service sector by partnering a variety of stakeholders to inspire possibilities through design, testing, sharing and scaling best practices across the sector, with technology as an enabler.

**Sunhera Cariappa**  
Founder, The Ultimate Toolkit  
(Hong Kong)

### **Designing for Gender Sensitization & Beyond**

An introduction to The Ultimate Toolkit.

## **The Unconference**

---

Seasoned Design Thinkers are leading parallel small group workshops on a variety of topics. Two open slots are available for participants' impromptu sharing. Each workshop will run twice (except for impromptu sharing).

### **Leader**

**Sunhera Cariappa**  
Founder, The Ultimate Toolkit

### **Workshop Title**

#### **Addressing Sexual Harassment through design**

A hands-on workshop that uses DT to understand sexual harassment in the workplace. Be a part of light-hearted creativity and collaboration to understand and tackle this deep-rooted topic.

**Jayeon Kim**  
Design Advocate, Google

#### **Mindfulness Exercises for Creativity and Innovation**

The highest rated workshop at Google. Jayeon's workshops are rated 98.86% session favourite score and 4.8/5 for facilitator score – rated by 500+ Google's in the US, APAC, EMEA countries.

**Surya Vanka**  
Founder, Authentic Design

#### **Design Swarms and Icebergs**

A walk-through of the design swarms.

## **Speaker Highlights**

---



Tracy Brandenburg,  
Executive Design  
Thinking Coach  
(New York)

Tracy Brandenburg, Ph.D., is an anthropologist and design thinking strategist with a passion for improving the lives of those most in need. Her current project for social impact, "Rust Belt Redesign," involves working among poor and drug-addicted residents who live in an impoverished, post-industrial Midwestern town that is in desperate need of a design thinking makeover.

Dr. Brandenburg's academic experience includes teaching design thinking to executives at the Stanford d.school and starting design thinking programs at Cornell University. Her Cornell design thinking students have worked each year with the upstate NY refugee community to innovate with them on how to thrive and not just survive. She also invented the offline version of IDEO's digital platform for social good, OpenIDEO.com. Once a website intended for creative professionals to collaborate online, Tracy turned it into what are known today as OpenIDEO chapters and span the globe from Shanghai to Boston.

Tracy has also had the pleasure of working with many companies who want to build design thinking into the DNA of their organization. Just some of these are: JetBlue

airlines, Capital One Bank, Target, Canadian Tourism, T-Mobile, The Gap and Dartmouth College.



Sunhera Cariappa  
Founder,  
The Ultimate Toolkit  
(Hong Kong)

Female Entrepreneur, Sunhera Cariappa strives to bring about social change through the method of Design Thinking. At 25 yrs, she developed The Ultimate Toolkit - a workshop in a box, targeting the ongoing issue of sexual harassment in the workplace. It tackles the problem through a human-centred lens allowing participants to redefine an existing problem and empathize deeply with the ongoing global issue we face today.



Sam Chua  
Founder, Metacata  
(Kuala Lumpur)

Sam is the founder of Metacata, a human systems consultancy and venture studio. Trained in cognitive science, he has helped clients all over Asia (including organizations like Li & Fung, Samsung, and Jones Lang LaSalle) research, reimagine, and redesign how people shop, work, live, and learn. Recent public projects include roleplaying innovation workshops, cross-sector unconferences, 'life stuff' retreats, and talks on topics like design for civilizational change and machine-learning-age edupreneurship. Based in Asia, he lives in Kuala Lumpur.



Alex Crowfoot  
UK Design Principal  
Futurice Ltd  
(London)

Alex Crowfoot is the UK Design Principal at Futurice. His career began in the TV industry, and has since spanned graphic design, branding, service design, UX, digital product and service innovation, strategy, user research, startup mentoring and design education. He has led multiple projects for some of the world's most exciting brands across most sectors. He uses his curiosity about what makes people tick and depth of business understanding to drive forward Futurice's design practice.



Alexandra Lee  
Creative Director,  
Civic Design Lab,

Dr. Alexandra Lee is the Creative Director of the Civic Design Lab in the Office of Resilience, Oakland, California, the first civic service design lab in the United States West Coast. The Civic Design Lab builds the creative capacity of today's public servants by applying design thinking, racial equity lens, and systems thinking, and by extension more effectively addresses civic resiliency challenges for residents in the greater San Francisco Bay Area. Dr. Lee is an author of "Resilience by Design" (Springer: 2016) and has a background in humanitarian architecture working with mission-driven organizations to create delightful products and services.

Office of Resilience,  
Oakland  
(California)



Tobias Puehse  
Vice President,  
Innovation  
Management,  
Mastercard Labs  
Asia Pacific  
(Singapore)

Tobias Puehse is Vice President, Innovation Management for Digital Payments and Labs, Asia Pacific, Mastercard.

Mr. Puehse leads innovation management at Mastercard Labs Asia Pacific. In this role, he is responsible for activities that help generate unique, innovative ideas, both internally and in collaboration with our key external partners. His focus spans ideation through prototyping and business case development, both developing new propositions and determining which opportunities make the most sense for Mastercard and its partners to pursue & incubate. Most recently, Mr. Puehse was named to Next Bank's Top 100 leaders in Asia's fintech scene which recognizes people shaping finance across Asia in 2016 and beyond.



Surya Vanka  
Founder, Authentic  
Design (Seattle)

Surya Vanka is founder of Authentic Design, president of the Seattle Design Festival and chair of Interaction Week 2019. Surya believes that all people are innately creative, and when they are given the support to channel this creativity, they do incredible things for themselves, their communities, and the world. He believes that the design thinking process is the key that unlocks people's raw creativity and directs it towards impactful outcomes. Surya's mission is to empower every human unleash their inner designer. This mission has informed his work as a designer, corporate leader, educator and author spanning lean innovation for clients like Amazon, Autodesk, Microsoft, and T-Mobile, to vexing social challenges faced by low resource communities such as homelessness and addiction. Surya was director of user experience at Microsoft where he led the design excellence team for many years, a tenured professor of design at the University of Illinois at Urbana-Champaign and a fellow at the prestigious Center for Advanced Study. He is the author of two books on design, several publications, and has taught design in more than 20 countries. He is known for creating industry leading design practices such Design Swarms and Design Value Scorecard. Surya has spoken about and taught design on every continent but Antarctica.