



@ Designersblock 2014

Speakers List

Geke van Dijk, STBY

DIY Toolkit

Geke is the co-founder and strategy director of STBY - a specialist design research agency. They recently developed the DIY Toolkit in partnership with Nesta and the Rockefeller foundation together with their Indian partners 'Quicksand' from the international REACH network. The DIY Toolkit has been especially designed for development practitioners to invent, adopt or adapt ideas that can deliver better results.

James Rock, DesignThinkers UK

How a product designer became a DesignThinker

James Rock is leader of DesignThinkers Group in UK. He started out as a product designer and will tell the story of his journey and how the DesignThinkers network came about. He will explain the value of being multidisciplinary through international service design projects such as Asian banks and restaurants, Middle Eastern hospitals, and employee services for North American multinationals like Coca Cola.

Cat Drew, Policy Lab UK

The Emerging Role of Design Thinking in Government

Cat Drew works in the Government's new Policy Lab, which is a creative space where departments can use innovative design techniques to inject new ways of thinking into policymaking. They are currently working on a

project with the Home Office and the police to look at new online reporting, investigation and follow-up services for the public.

Dominic Burton, Livework

Oops, we forgot about the customer: Minimum viable service design

A global kitchenware product organisation designed a product then realised they hadn't considered their customers. Cue Livework. By empowering the organisation to think in terms of service, they aligned the various elements of the organisation's service ecology so they worked better together. Dominic designs and rethinks services and has worked on strategic projects about engagement, commissioning, privacy and data at Livework.

Harriet McDougall, FutureGov

Delivery is King

Harriet is a service designer at FutureGov, where she is part of a team of designers delivering transformational change in local government. Building technology is cheaper and easier than ever before. New products and services can be rebuilt from the ground up; creating new ways of working, changing behaviour and hardwiring change across large and complex organisations. FutureGov work with local authorities to tackle some of the largest and most complex challenges that we face as a society. Service design helps us interrogate, re-think and redesign the way public services are delivered and technology ensures that we Back. It. Up.