

Keynote Speakers First name	Last name	Email	Role	Company	City	Talk title	Talk content	Contact	Digi	Bio	Dietary Requirements
Wesley	Yun	wesyun@me.com	Creative Director	Samsung (USA)	SFO	Designing the Future	Is there a way to see what the next thing is going to be. What is the process to discover what people will want in the future?	Phillipa	Y	Currently the Creative Design Director for Samsung Design America. Passionate about innovation through design thinking. Interested in expanding our collective understanding of how technology can improve society. Previously, Design Director at Motorola, Creative Director at RIM/BlackBerry, Design Manager at Palm/WebKit, Creative Director at Hello. Prior to working in mobile, almost a decade of web/agencymobile app work for companies such as, Nissan/Infiniti, Billboard, Marvel, Movielink, CM Bu/Power, Sony, Kenneth Cole, Nautica, Sears. Currently a mentor at Designer Fund. Designer Fund is an angel fund, investing in design lead businesses that focus on positive social impact. A member of the Design Council at Kleiner Perkins Caufield & Byers.	
Ruth	Brown	ruth.brown@trademe.co.nz	Head of UX	Trade Me	WLG	Me, data and our irreconcilable differences	???	Ruth	Y	Head of UX at Trade Me, one of New Zealand's busiest sites	
Philp	Fierfinger	Philp.Fierfinger@xero.com	Head of Design	Xero	WLG	Go with the flow: How we design at Xero	Design is at the heart and start of everything we do at Xero. Learn about our unique methodology, learn approach and how we adapt, improve and get better as we grow and scale our operations across the globe.	Phillipa	Y		
Phillipa	Dawe	philippa@alexanderrose.net	Creative Director	Alexander Rose	WLG	Design from Day One	What design is, and isn't. Why design isn't something to dress a product or service with, but to define it from its inception.	Phillipa	N		
Lightning											
Duncan	Nimmo	duncan.nimmo@wingnutfilms.co.nz	Head of IT	Wingnut Films	WLG	The customer problem	How to create 'design advocates' by using the company's own language to describe the value of a design process (Wingnut TV iPad app)	Phillipa/Linc	Y		
Annabelle Matt	Goslin Ellingsen	amgoslin@hotmail.com matt@empathy.net.nz	UX & Product Designer Design Director	CriqHQ Empathy	WLG	???	Creating UX for children Design thinking methods	Phillipa Linc	Y N	As a masters graduate of Central St Martins School of Art and Design Matt has channeled a strong creative foundation in design thinking and user-centred design in his approach to product, service, strategy and process innovation. Design is absolutely everywhere these days and he's loving it. Matt is the co-owner of Empathy.	I have an intolerance to Wheat, Dairy, processed sugar, oranges and peanuts.
Martin	Bulmer	Martin.Bulmer@OptimalExperience.com	Senior Experience Designer	Optimal Experience	WLG	JFIDUX	Simple, easily adopted approaches to improving the UX of your product or service. Reliable processes, hints and tips that have been learned from years of practicing UX, that people can quickly adopt to make themselves better practitioners.	Phillipa	Y		
Anais Marcus	Ardid Brown	anais@pxselin.com marcusbrown@resn.co.nz	Designer and Strategist Designer and Strategist	Pixselin Resn	WLG	???	Obsessing about the right things	Phillipa/Linc	Y	Marcus is a designer at Resn. During the day he keeps busy creating interactive design and lately he's been working on designing and creating games that will be controlled with Leap Motion.	
Gillian	Hemphill	Gillian.Hemphill@kiwibank.co.nz	Customer Research and Design Manager	Kiwbank	WLG	???	Customer experiences across environments	Phillipa	N	Hailing from Scotland and a long time member of banking	
Andy	Taufa'afi	andy@taupoutatata.com	Creative Director	Taupou Tatau	WLG	???	Tattoo	Phillipa	N		