



TO DO TALKS

TO DO Talks Symposium:

Do Good, Do Design, Do Things That Matter



Selma Durand - *Intuitive Measures.*

Speakers

Keynote



Dr. Joanna Choukeir

Social designer, lecturer and Chief Operating Officer at Uscreates.

Joanna Choukeir is a social design practitioner, researcher, speaker and lecturer. She is the Chief Operating Officer at Uscreates, a London-based consultancy pioneering innovative work to improve health and wellbeing through design. Joanna has recently completed her PhD research at the University of the Arts London. The research developed communication design methods that promote social integration among youth in Lebanon. Alongside research and practice, Joanna is an associate lecturer at the University of the Arts London, Kingston University and Ravensbourne University. She is a fellow of the Royal Society for the encouragement of the Arts, Manufacturers and Commerce (RSA), and a peer reviewer of *She Ji*, *The Journal of Design, Economics, and Innovation*.

Session 1

Start Time: 2:00pm



Eliane Tozman

User Experience and Design | IBM Canada

IBM Design Thinking.

Why is Design thinking so important for creating successful outcomes for organizations? Because it empowers multi-disciplinary teams to solve complex problems by considering many options, integrating ideas and opportunities and testing multiple solutions before going to market – all this is achieved by taking on a truly human centered perspective of the end user for the product or service that is being developed. The approach goes beyond functionality or features instead it uses aspects of behavior, application, emotional needs, and individual motivations to build successful outcomes.



Terrie Chan

Associate | MaRS Solutions Lab

Achieving Impact: Balancing Design and Systems Thinking.

Design thinking, when paired with systems thinking, can unleash new potential in creating bigger impact for human-centred solutions. While design thinking project cycles generally end after a solution has been created and tested, systems thinking examines that solution's connectedness and relationship with other interventions to solve the problem at scale. Drawing from two case studies from the MaRS Solutions Lab, we will showcase our thinking and learning on how to balance the two processes in order to achieve better outcomes for more people.

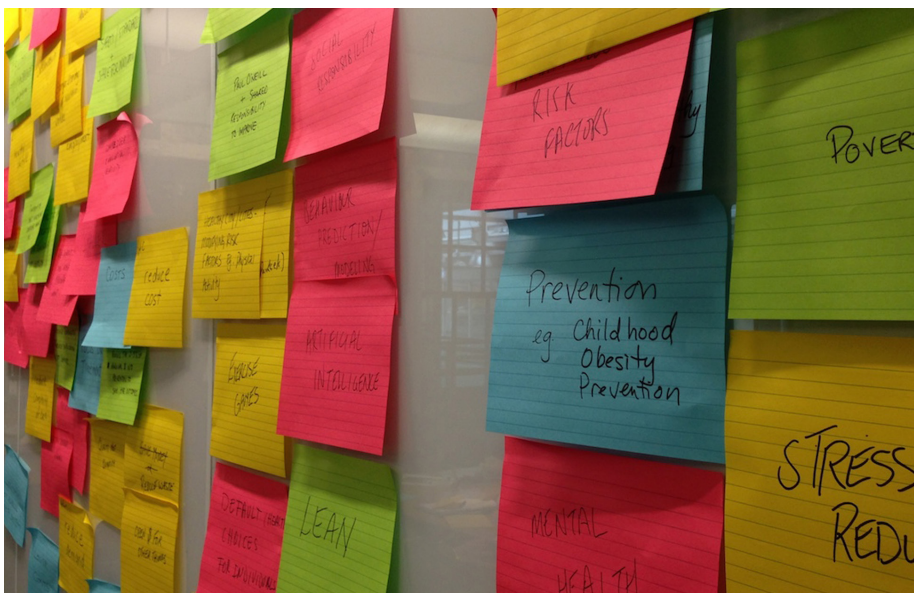


Lindy Wilkins

Creative Technologist | Little Dada

Building the cyborg feminist revolution: A guide to accessible communities.

How can we build accessible, inclusive spaces in the technology, design and Maker communities? This talk investigates the methods used to construct community spaces, drawing on influences from queer culture, cyborg theory, and tested practice.



Terrie Chan - Achieving Impact: Balancing Design and Systems Thinking.



Karen Oikonen

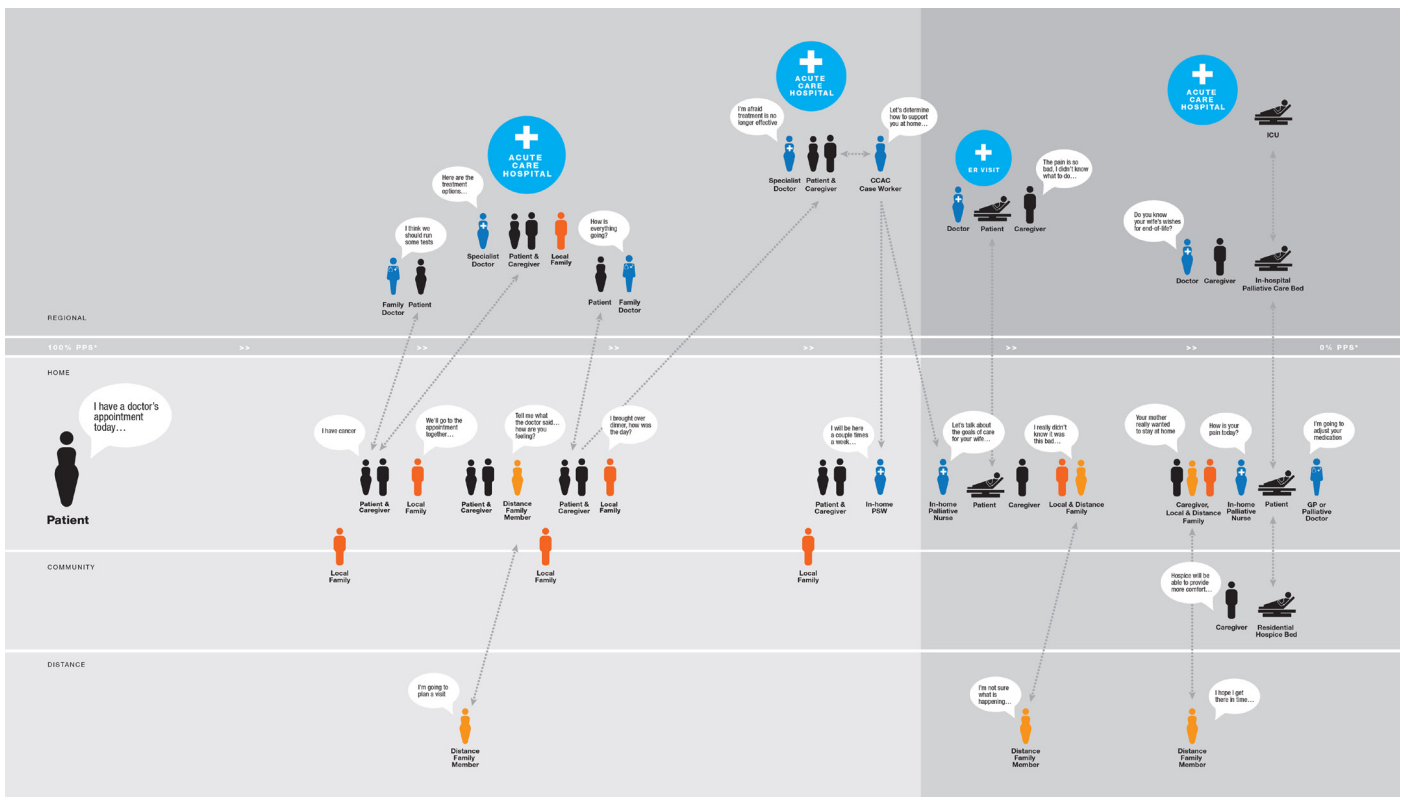
Research Associate & Service Designer | Saint Elizabeth & The Moment

Pam Sethi

Consultant, MOHLTC | DiverseCity Fellow

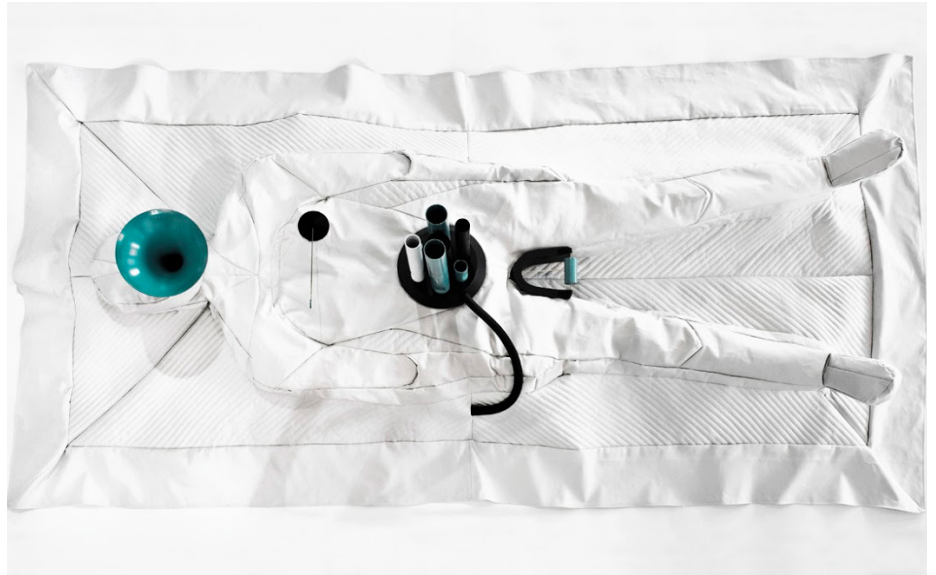
Re-designing the conversation about death and dying.

Many Canadians are uncomfortable discussing death and dying and most of us do not make plans for end of life. Yet with increasing advances in medical interventions it has never been more important to consider how we want to live our final days. How and when do we plan for something we don't want to talk about? We propose that design methods can make a difference and shift the conversation from "death dying to discussing." By adopting a design-led, human-centred approach to engage people in shared storytelling, through pop-up events and online platforms, we can re-build our narrative about end of life. The approach goes beyond functionality or features instead it uses aspects of behavior, application, emotional needs, and individual motivations to build successful outcomes.



Karen Oikonen - In and out of the system map.

Koby Barhad -The Good, the Bad
and the Real(ly)



Session 3

Start Time: 3:45pm



Koby Barhad

Speculative Designer | Koby Barhad, Design & Research

The Good, the Bad and the Real(ly).

Alternative futures and new ethical standards: from a transgenic Elvis Presley mouse to a gun controlled by a smartphone application. What is the future normal? What is the role of design in it's making? Does realizing this future now into our everyday life provide a meaningful perspective for discussion? Doing good or doing bad? If only we could imagine the consequences (perhaps we would know what course to take).



Selma Durand

Industrial Designer | IDEO

Intuitive Measures.

Nowadays everything is quantified sometimes to the extreme even in the private space like health or diet. As a designer, Selma is questioning whether it is possible to use an alternative way of measuring which is softer, more intuitive, non invasive and analog. Three design projects dealing with different types of measures will illustrate that research.



Julielynn Wong

MD, Founder | 3D4MD

How Can Design & 3D Printing Impact Over 1 Billion Lives?

Over one billion people have a disability. Many of them need personalized assistive devices to allow them to participate fully in everyday life. Dr. Wong is designing 3D printable customizable assistive devices, which will someday be available globally through the 3D4MD online library