

Recognising design-led and human-centred innovation

There's nothing more powerful than a face-to-face meeting to gain inspiration and free up creativity, drive change, learn best practice and build benchmarking opportunities. Johnson group creates innovative formats that fuel creative thinking, stimulate brain activity, strengthen engagement, all through the use of design thinking and storytelling.

Johnson is proud to announce that it will reward innovative designers with the 'Design Leader of the Year Award' during its second Change by Design Conference taking place in February 2021. Their aim is to ultimately facilitate the interaction with peers and help individuals with their next breakthrough.

This prize allows the recognition of exceptional design-led innovation, and the opportunity to reward the most gifted individuals in the design industry. Johnson will honour professionals who make use of human-centred design to positively impact and transform how businesses operate, regardless of size and stance across a number of categories:

Young Design Leader

Culture Transformation

Design Inclusion Leader

Design for Good Initiative

Women Lead Initiative

Digital Transformation

Brand Transformation

Business Model Transformation

Noticing a gap in the market, Johnson wishes to reward findings and their innovators, whom have never been acknowledged before. It will achieved so through multiple and precise design categories.

The judges determining the winners are themselves design leaders and professionals, recognised for their careers and achievements:

Nicholas Skytland – Deputy Chief, Exploration Technology Office, NASA – National Aeronautics and Space Administration

Dan Makoski, Chief Design Officer, Lloyds Bank Group

Gianluca Brugnoli, Chief Design Officer, Huawei Milan Aesthetic Research

Center

Milka Eskola, Vice President Art & Design, Legrand Group

Donn Ogilvie, Vice President, Product Strategy and Experience Design, Citi Bank

Hillel Cooperman – Senior Vice President, User Experience Design, Oracle

Jenny Lam – Senior Vice President, Brand User Experience, Oracle

Nicolas Petitjean – Group Vice President Design, Sodexo

Seiya Ohta, Vice President User Experience, Trustly

Anne-Marie Sargueil, Presidente, l'Institut Francais du Design

Dji-Ming Luk, Senior Designer, Wilmotte & Industries

The final nominees will be invited to participate to the Change by Design conference, an event encouraging collective thinking, and value co-creation through a number of workshops and talks.

The nomination deadline is 2th of November 2020

The finalists will be announced on the 2nd of December 2020 and the award ceremony will take place on the 2nd of February 2021 in Paris.

Discover the Design Leader of the Year Awards

Article by MADDYNESS