

melis senova

REIMAGINING REALITIES



We must reimagine the realities
we create for ourselves
and those around us,
for humanity in general...

We are the artist and the art.
We get to choose how we paint
this life we live and how that
then transforms who we are.

—MELIS SENOVA—

Melis is a pioneer in human-centred design, a founder of her own global strategic design consultancy, Huddle, and a highly-regarded and enterprising thought leader. Her vast business experience, underpinned by a PhD in Human Factors (human-centred design), sees her focused on reshaping the super systems of the future. This reshaping is essential to ensure we address the complex challenges facing humanity and the planet. Melis believes we can change our realities by changing our minds.

Melis is also the founder of Huddle Labs, a research capability innovating the definition of value in a post-capitalist society; Huddle Academy, a school focussed on building creative problem solving capabilities for individuals and organisations; and Huddle Foundation, a platform that curates the connection between designers, philanthropists and social enterprises.

Melis is a member of Creative Victoria's Creative State Advisory Board, a member of the Victorian State Government's Innovation Expert Panel, and a member of the advisory board for A Vision for Australia—a series of Annual Economic Summits hosted by Global Access Partners.

ACHIEVEMENTS

- Melis has been advocating human-centred design in many different contexts since 1999. She has devoted her career to understanding how to better design experiences that are tailored towards those who will be exposed to them.
- Whether this was reducing visual workload for FA-18 and F-111 pilots through designing 3D Audio displays; or through improving the rear visibility of drivers for the model Territory Ford by implementing the first rear camera system in Australia, or by bringing the human lens to emerging technology through experience design and prototyping at Telstra's Chief Technology Office, she is, and has been, devoted to improving conditions for people.
- Melis is the author of "This Human" a book about what it takes to be the person designing for other people. A book for people who are determined to have meaningful and long lasting impact with their work.
- In starting Huddle, she has created the beginnings of a legacy and ecosystem of companies and organisations all geared towards better design for people.
- Melis is a published author in peer reviewed journals in the fields of neuroscience, looking at the use of brain imaging to understand brain dynamics, and audio engineering, understanding the equivalence of virtual 3D audio to human hearing.

Dr Melis Senova

MEDIA KIT



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FOR ALL ENQUIRIES
PLEASE CONTACT

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Melis is passionate about humanity and the power of design to find creative pathways towards a more abundant, resilient and equitable future. She is particularly interested in what it means to be human in this time of rapid change and shift. These are the topics she loves to talk about:

Reimagining realities

We all have the ability to change our realities. We first have to be clear about the relationship we have with our own. It takes courage, authenticity, learning, failure, belief and an open mind. We can create the realities we imagine for ourselves.

This Human

Being human about human-centred design. Exploring the role of self mastery in the deliberate creation of purposeful work and meaningful realities for others. We need to make the most of our ability to have genuine and long lasting impact, during our lifetime and beyond.

Mindfulness in design

Being aware of yourself and how you process information and react to situations is essential to being a great human-centred designer. The essentials of mastering the practice of shaping super-systems is to first master yourself.

What is reality?

A designer and neuroscientist's perspective of how our perception of reality shapes the realities we then create.

Human and deliberate

The role human-centred design plays in the considered, deliberate design of our shared reality, and why we need to do it AND get good at it.

Leading people

How to lead intelligent, creative and autonomous people in ambiguous, complex and challenging environments.

SPEAKING ENGAGEMENTS

- **SXSW Conference**

Austin, March 2017

This Human: The person designing for other people. A human-centric approach to focusing on people who are determined to have impact with their work and what it means to be human in this time of rapid change and shift.

- **Global Access Partners 7th Annual Economic Summit* A Vision for Australia**

Sydney, NSW Parliament House, September 2016

Head space for creativity and innovation.

- **Global Access Partners 6th Annual Growth Summit* National Economic Review—The Future of Jobs**

Sydney, NSW Parliament House, September 2015

- **Australia Post PEAK 2015 Panel Discussion**

Melbourne, May 2015

Embracing digital and new ways of thinking. Senior leadership and development program discussion around design thinking and digital disruption.

- **DesigntoAlign: Intersection'15 Conference**

Berlin, April 2015

Transforming a product-centric firm into a customer and design-led services firm.

- **HIC 2014: Digital Healthcare Design Conference**

Melbourne, August 2014

Introducing the design mindset to the re-imagining and design of health care.

- **2014 Design As Strategy Forum**

(signature event of the Good Design Australia Festival) Sydney, May 2014

Prosperity: An object of design.

- **Customer360 Symposium**

Hunter Valley, April 2014

The grand finale: What it really takes to create customer centricity at the very top.

**A series of Annual Economic Summits hosted by Global Access Partners to incite discussion and "foster outcome-based engagement on key issues of value to Australia.*



IN THE MEDIA

Next Steps For Our Creative State

Minister for Creative Industries Martin Foley launched Victoria's first creative industries strategy, Creative State, and announced a prominent advisory board will oversee its delivery, among the appointed members, Dr Melis Senova.

April 2016

Victorian Innovation Takes An Expert Lead

The Andrews Labour Government appointed Dr Melis Senova to the Victorian State Governments Innovation Expert Panel, sharing the table with some of the country's key drivers of technology innovation to strengthen Victoria's position as Australia's innovation and tech hub.

February 2016

The Huddle Show

Melis is a frequent guest on The Huddle Show, Huddle's podcast that encompasses dialogue around all facets of design, human-centricity, meaningful work, humanity, impact, disruption and possibility.

- EP 1 Design Sensibilities
- EP 2 Mastering the Future
- EP 3 Melanzana
- EP 4 In a World: The Meaning of Work
- EP 5 Leading Human Centricity
- EP 16 What is Human-Centred Design?
- EP 17 Huddle Foundation
- EP 29 Key Mindsets for Innovation

To listen to all episodes visit: wearehuddle.com/the-huddle-show

Ashton Media: What it really takes to create customer centricity at the very top. Mark Abay's interview with Dr Melis Senova, July 2014

<http://ashtonmedia.com.au/create-customer-centricity>

CMO: Why it's time to apply design thinking to business leadership.

Brad Howarth reports, June 2014

<http://www.cmo.com.au/article/547263/why-it-time-apply-design-thinking-business-leadership/>

CMO: Why leading business in the customer era requires empathy and courage.

Nadia Cameron reports, April 2014

<http://www.cmo.com.au/article/542678/why-leading-business-customer-era-requires-empathy-courage/>

CMO: Analysis: The many ways of tackling customer engagement.

Nadia Cameron reports, April 2014

<http://www.cmo.com.au/article/542491/analysis-many-ways-tackling-customer-engagement/>

TESTIMONIALS

Rod Farmer

Vice President—McKinsey @ Co.

Melis is one of the most outstanding individuals I have known in both professional and personal capacities. Her understanding of human-centred design is profound, yet never overwhelming to those new to her style and techniques. She has been a pioneer in the fields of User Experience and Service Design for well over a decade, and I have always grown from our collaborations. A beacon for our industry.

Deirdre Boyle,

Head of Marketing—AIA

One of the things I admire about Melis is her unflinching belief and commitment to creating meaningful change in the world and I know that with this belief she will be one of the few people I will meet in my lifetime who has the ability and drive to actually affect change. This passion is infectious and she constantly inspires me and others she touches to challenge the way we think about the world and what we can do to be a part of that change.

Dr Harold G Nelson

Author—The Design Way

Melis Senova has successfully shaped her interests, practice, and passions around meaningful work. She has successfully avoided trendy short cuts for dealing with complexity and difficult decision-making—pitfalls found too often in the domain of executives and their consultants. She has the enviable skill to transform academic thinking into accessible formulations so necessary to leading and supporting organisational work—helping businesses, governments, professional groups and non-profit organisations confront complex issues with creativity, innovation, and pragmatism.

