

Your expert

Martin Ryan

Martin is a multi-award winning designer and entrepreneur. He is a member of faculty at the Department of Design Innovation at Maynooth University and Programme Director for the BSc in Product Design (Marketing and Innovation). In 2012 Martin founded BUA saddles - A revolutionary equestrian saddle which he conceived and developed to improve performance and comfort for horse and rider. Bua saddles launched its first product to market in 2015, quickly establishing a customer base in 15 countries.

Martin has held a number of design consultant roles across various industries including homeware, industrial and consumer electronics. Martin's is co-editor of Iterations design journal, actively researches and advises on early stage innovation processes and design thinking across a variety of organisational sectors.



Awards / Commendations

2016 | JEC World Innovation Award winner | JEC Composites
2016 | Seedcorn Competition, highly commended | Intertrade Ireland
2016 | IDI Collaborative Award | Institute of Designers of Ireland
2016 | Best New Course 2016 | Postgrad Ireland
2007 | DuPont 40/40 | DuPont
2007 | Bombay Sapphire Design Award, runner up | Bombay Sapphire
2006 | Enterprise Ireland Student Award winner | Enterprise Ireland
2006 | ISPO Volvo sport Design Award, Munich, finalist | ISPO
2005 | Dyson Design Award, winner | Dyson
2005 | IDI Graduate Designer Award, winner | Institute of Designers Ireland

Posts held (current and former)

From 2010 | Programme director for BSc in Product Design | Maynooth University
From 2008 | Lecturer on BSc in Product Design and MSc In Design Innovation | Maynooth University
From 2015 | Founder | LAM Technologies (trading as BUA Saddles)
From 2018 | Partner / Founder | Actionable Innovation Consultants
2007 - 2008 | Adjunct lecturer | National College of Art and Design
2005 - 2007 | Lead designer, LED Group

Qualifications

2005 | B.Des in Industrial Design (1st class honours) | NCAD
Ongoing | PhD in Design Innovation processes | Maynooth University

Press & Media

2018 | CNN International (2018), 'The evolution of the saddle'
2017 | Irish Times, 'A masterclass in design thinking for start-ups'
2016 | RTE Television, Nationwide Programme
2015 | The Guardian (UK), 'The innovators: the Irish entrepreneur putting design in the saddle'
2015 | Irish Times, 'Blazing Saddles: radical design for horse riders'
2006 | RTE Radio One, Pat Kenny Show
Multiple pre-2006: Irish Examiner, Independent, Sunday Business Post

Research & Publications

Martin's career to-date can be represented by two types of research and output; The first, applied research has resulted in a technology transfer from NCAD based on a proprietary equestrian saddle design. The saddle has achieved global adoption and critical acclaim and featured in prominent international publications. The now branded BUA Saddle has introduced a new category of saddle (cantilevered saddle), and represents significant impact in the field of design.

The second, PhD scholarly work, informs the application of design thinking in early stage innovation processes. Here, the unit of analysis is micro behaviours (or decision-making processes) of expert designers, observed through a think-aloud methodology developed by Herbert Simon (Nobel winning Laurette) and successfully adopted in studies of expert entrepreneurship.

In addition, Martin has conducted research on the practice of design thinking and is a lead editor for Ireland's only peer reviewed design journal.

Recent Clients

Ovacare - Improving diagnosis and education for ovarian cancer patients in Ireland

Opennet - Masterclass in design thinking for senior staff, across disciplinary teams to drive innovation

Musgraves - Training 80 IT staff in the principles of Service Design and Design Thinking In support of a wider digital transformation programme

Irish Times Training - Multiple masterclasses in Design Thinking, Applied Innovation and The Lean Business Model Canvas

AIB Startup Academy - Masterclass in Design thinking

Vhi - Applied Innovation training for internal Innovation team

Irish Life - Applied innovation training for pensions division

IDA - Applied Innovation training

Your expert

Trevor Vaugh

Trevor Vaugh is the Programme Director of the acclaimed Masters in Design Innovation (MScDI) at Maynooth University. He is an expert in Design-driven innovation process and discovery, and regularly works with public and private organisations in this area. Prior to entering Academia, Trevor developed a number of radical and disruptive surgical innovations, among these, his work on Single Site surgery for Olympus helped see it named in the Cleveland Clinic's top 10 innovations of 2009. Trevor has accumulated a portfolio of over 50 patents, making him one of the most active inventors in Europe. His innovation agency Actionable, merges the theory and practice of Design, Anthropology, and Strategy, to help organisations navigate uncertainty and grow through human insight and discovery. Trevor was recently selected to be one of six experts on RTE's new innovation series 'The Big Life Fix' to be aired in 2019.



Awards / Commendations

Winner best new post graduate course
Postgrad Ireland - 2016

Collaboration award for Iterations design research and Practice Journal
Institute of designers of Ireland - 2017

Top 10 innovations of 2009 for Laparoscopic Single Site Surgery System (LESS) Cleveland clinic - 2009

Posts held (current and former)

Expert | 'The Big Life Fix' RTE and SFI funded TV series.
Faculty | Talent Garden Innovation school
Programme director for MSc in Design Innovation | Maynooth University
Programme director for MSc in Design Innovation (food) | Bord Bia
Partner / Founder | Actionable Innovation Consultants
Chief Design Officer Vitamatics
Head of Design | Advanced Surgical Concepts LTD.

Qualifications

2001 | B.Des in Industrial Design (1st class honours) | Carlow IT
Ongoing | PhD in Radical Innovation | Maynooth University

Research & Publications

Trevor's current research bridges the disciplines of anthropology, innovation and design. His research is exploring the anthropological concept of Liminality, and specifically the role of design as an agent of Liminality in the creation of radical and disruptive innovations. Trevor's PhD, titled 'The hidden discovery process: A Meta-analysis of the cognitive and behavioural actions involved in developing radical innovations' will draw on 12 years of practice developing radical innovations and is in response to numerous calls for 'process studies' to correct the mismatch between knowledge of innovation processes and the methods commonly employed to study them. (Sørensen et al., 2010; Pavitt, 2005; Tsoukas & Chia, 2002; Van de Ven & Poole, 2005; Hernes, 2007; Håkansson & Waluszewski 2007)

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