

Panel Breakout 3B: The Future of Transport

Speaker: Vinay Venkatraman

Founder & CEO, Leapcraft



Vinay Venkatraman is the Founder and CEO of Leapcraft – a design driven innovation consultancy based in Denmark. Prior to this, Vinay co-founded the Copenhagen Institute of Interaction Design in 2006. In 2013, he designed and initiated the 'Big Data Visualization' academy in collaboration with the Danish Design Centre to create new skills and build awareness of how big data can be utilised with design thinking and innovation strategy. He is trained as a product and interaction designer in India and Italy. His works have spanned design of consumer products, software and film visual effects, and were exhibited during the Salone del Mobile (International Furniture Fair) in Milan, written about in leading design magazines like Wallpaper, Wired, Domus etc. and various popular blogs.

He currently spends his time between creating new education curriculums, shaping policy initiatives for the Danish government and consulting large global companies on innovation around new product experiences and design strategy. He has helped shape product strategy for companies like Nokia, Intel, Novo Nordisk, Maersk line, Lufthansa Technik, Philips lighting etc. His passion lies in incubating new technology ideas, finding new models of sustainable socio-economic development using appropriate technologies.

As part of his academic interests, he has taught courses at the Copenhagen Business School, IUAV University in Venice and the IT University in Copenhagen. His current interests include tangible user interfaces, service design and finding new models of sustainable economic development using emerging technologies. In addition, Vinay has initiated a global research track for emerging economies called 'Frugal Digital' to help empower small businesses using innovation based on simple and inexpensive technologies. Vinay also routinely travels and lectures world-wide in platforms like TED on innovation, user-centred methods and design for social change.