



**DICE  
2020**

The image features a dark blue background with abstract white and red geometric shapes. The text 'DICE 2020' is prominently displayed in the center in a bold, white, sans-serif font. The text is enclosed within a red L-shaped frame that is open on the right and bottom sides. In the top right corner, there is a large red shape resembling a stylized letter 'C' or a partial circle. In the bottom right corner, there are two white curved lines, one resembling a stylized 'e' and the other a partial circle. The overall design is modern and minimalist.

**DICE is a conference which aims to spark a discussion on the value of creativity and design to both business and society.**

**Thursday 5th March**  
**13:30 – 16:15**  
**Room 1452**

**DESIGN**  
**INNOVATION**  
**CREATIVITY**  
**ENTREPRENEURSHIP**

## Schedule

13.30 – 13.40

Welcome

13.40 – 14.10

Johnny Kelly  
Animation & Film Director

14.10 – 14.50

Eddie Shanahan  
Product & Fashion Specialist

14.50 – 15.05

Paul McMahon  
3D Designer & Director

15.05 – 15.15

Break

15.15 – 16.00

Mary Doherty  
Red Dog Design

16.00 – 16.15

Q&A / Close

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## Johnny Kelly

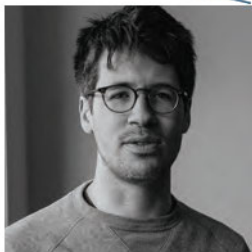
### Animation & Film Director



An Irish director known for his unique style, Johnny Kelly was a graphic designer before embarking on an MA in animation at London's Royal College of Art.

Working with Nexus Studios, Johnny has directed commercials and other miscellany for brands such as Apple, Facebook, Google, BMW, and Coca-Cola.

Johnny garnered the Grand Prix for Film at Cannes Lions for his Chipotle film "Back to the Start" and he's a proud member of the Alliance Graphique Internationale. Nothing however has topped the Ronald McDonald toothbrush and cup he won for a colouring competition in 1984.



# Eddie Shanahan

## Product & Fashion Specialist



Eddie Shanahan specialises in business and product development for the fashion, craft and retail industries.

His clients include designers, retailers, state agencies, blue chip corporations and emerging talent, in both the Irish and international marketplaces.

He is a Board Member of Design & Crafts Council Ireland, Chair of the Council of Irish Fashion Designers, Chair of Showcase Ireland and a member of the National Design Forum. He regularly contributes to business and lifestyle programmes on radio and television.





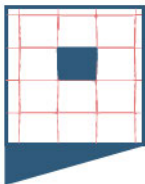
## Paul McMahon

### The Rusted Pixel

Paul McMahon, aka The Rusted Pixel, is a 3D designer and director.

He has worked with brands such as Google, Snapchat, Disney Jr., Expedia, Hasbro, Oculus Rift as well as many others. His work and style is visually appealing, bold and colourful, and he always strives to retain a certain charm and simplicity in his work.

Design has always played a huge role in Paul's life, and from a young age he wanted to be an art teacher, before discovering animation and 3D. He has developed his own signature style that has earned him some very exciting projects - his proudest moment is starting a colour blocking trend with "All the Things".



## Mary Doherty Managing Director Red Dog




Buncrana born Mary Doherty still runs Red Dog which she founded in 1993, nurturing the company and maintaining its position as one of Ireland's leading and respected creative agencies.

Her vision and steadfast demand for excellent design has helped drive the creative team forward to becoming an internationally recognised, award-winning creative agency.

Mary has a significant level of expertise in developing brands that are now ready to move on, re-invent themselves or have found that they have simply outgrown' their current visual and verbal brand identity.





DICE 2020 is dedicated to the memory of  
Mark Shaw  
Design Graduate 2012 and DICE Speaker 2017

#DICE2020

DiceLabs.ie