



**Selena Griffith**  
**Senior Lecturer: Design Thinking,**  
**Innovation and Entrepreneurship**  
**UNSW Art and Design**

Selena has been working in academia and active design practice for over 20 years, applying Design Thinking to many commercial and institutional contexts in the faculties of Built Environment, Art and Design, Engineering, and Business and UNSW Sydney.

Prior to Academia, she had a successful career in Design Management working for a number of international brands. Then in consultancy.

In her current role, Selena is leading research determining best practice in leading innovation in designing and delivering education online, blended and intensive learning contexts and a research project in design-led approaches for planning and demonstrating impact in change programs.