

## Meet the SPARK team.

Having met at the Royal College of Art London in 2021, Allison and Emma quickly became a powerful design duo that together has won multiple awards and recognitions for their designs. Working at the intersection of research, design, and strategy, their complementary skill sets enable them to develop innovative yet practical designs which focus on building a better future in technology, mobility, and healthcare.

### *Mutual Awards and Achievements*

- Building a space technologies company, currently in conversations with investors - 2023
- Built a women's healthcare device company in London, currently in partnership with investors - 2023 (NDA)
- Founded a service design agency in California - 2023
- BP Autonomous Vehicle Design Challenge 2022 - 1st Place - 2022 (NDA)
- Philips Service Design Challenge at Barcelona Design Week - Honourable Mention 2022



**Allison Bajet, USA**  
*Creative Type: Innovator*

Allison is a distinguished entrepreneur and an internationally award-winning senior service designer, currently leading the establishment of two groundbreaking businesses: Ooja, a women's health device company, and SPARK, a visionary space technologies company. Positioned at the forefront of innovation, Allison's expertise enables her to create impactful services and shape compelling human experiences for the future.

Allison's passion for education is evident through her contributions as a Guest Design Assistant Lecturer at Imperial College, where she taught design theory for the course „Designing for Real People.“ Currently, she serves as a Service Design Facilitator to global senior executives who take the course for the Royal College of Art's Executive Education Masterclass - Service Design, further cementing her position as an expert in her field. In addition, Allison acted as a teaching assistant at the University of Denver's UX/UI Bootcamp.

Prior to her entrepreneurial journey, Allison worked at Apple, Inc, Markle Foundation, and STB Engineering. Allison's greatest strength is her ability to see the world in the future, and this perspective informs her designs and services, pushing the boundaries of what's possible today. Futuristic designs that advance our human experience stand on the heels of those who believe in the vision and reimagination of the world around us. You will often find Allison's mind living in the future, thinking of ways to bridge the present. Her favourite line to use is, „Impossible is not as far as you think.“



**Emma Nadol, Germany**  
*Creative Type: Producer*

Emma is a visionary creative producer from Germany who possesses a unique blend of technical and artistic skills. With a start in mechanical engineering, Emma had the foresight to transfer her talents to the field of communication design where she found her true passion - working in Service Design. Emma is a master at transforming complex and technical ideas into clear and captivating visualizations. Her design skills are diverse and versatile, ranging from traditional hand drawings, to cutting-edge Adobe Illustrator, coding, and back-end C# animations. Emma's greatest strength is her ability to bring concepts to life, turning ideas into reality. Emma is a true believer that process is power and that hard work and dedication always lead to success.