



# Smarter Travel Student Awards

## The Judging Panel



## Salomé Riva

Inclusive Designer at the Wayfinding Centre

Salomé is an Inclusive Designer at the Wayfinding Centre, where she supports research and innovation projects to improve accessibility, while advocating for inclusive design across third-level education and the built environment.

She holds a degree in Product Design from TU Dublin and is passionate about creating more inclusive transport and mobility solutions that make everyday journeys easier.

In her role, Salomé works with students, academics and industry partners to tackle real accessibility challenges. She runs co-design workshops, carries out user testing, and delivers training for built environment professionals to help put inclusive design into practice. Her approach is human-centred, using design thinking and problem-solving to better understand and reduce barriers.



### Category 2 Social Marketing

Poster or digital marketing campaigns, sustainable travel seminars or webinar series, walking or cycling programmes and much more!