

Presenter Expertise Statement

Dana Tomić Hughes

Event: Sightline (February 2026)

Qualification for CPD Delivery

Under the National CPD Framework for Architects, CPD providers must demonstrate that presenters have 'appropriate academic, technical or practical expertise relevant to the content being delivered.' This document establishes Dana Tomić Hughes' expertise and qualifications to present design intelligence content to registered architects.

Professional Background

Current Role

Founder & Editor, Yellowtrace (2010–present)

Dana Tomić Hughes founded Yellowtrace in 2010, developing it into one of Australia's most influential independent design publications. The platform serves as a curated resource for the architecture and design community, covering interior design, architecture, art, photography, and design culture. Yellowtrace is consistently ranked among the top five most trusted professional resources by the global design elite.

Academic Qualifications & Professional Background

Bachelor of Interior Architecture (Honours) — University of New South Wales (UNSW).

Prior to founding Yellowtrace, Dana worked as an Associate at a leading Australian architecture and interior design practice, providing a foundation of hands-on project experience that informs her editorial and analytical work.

Industry Recognition & Authority

Global Design Authority

- Named among the 'Top 200 True Global Influencers of the Design World' by AD Germany
- Recognised by Vogue Living as one of the most visionary female creatives
- Trusted voice for design professionals seeking curated industry intelligence

Speaking & Moderation Experience

Dana has extensive experience presenting to architecture and design audiences, including:

- TEDxSydney speaker — 'Design can change the way you see the world'
- Panel moderator at Sydney Opera House (Utzon 50th Anniversary, in partnership with &Tradition and Cult)
- In-conversation host with leading international designers (including Piero Lissoni at Space Furniture)
- Keynote presentations at major industry events

Field Research & Global Observation

Dana's expertise is grounded in continuous first-hand observation of the global design landscape:

- Annual attendance at Salone del Mobile / Milan Design Week (15+ consecutive years)
- Previous attendance at global design fairs, including: 3 Days of Design Copenhagen, Stockholm Design Week, Salone del Mobile.Milan (Shanghai edition), and London Design Week.
- Attendance and coverage of Venice Architecture Biennale and Venice Art Biennale
- Studio visits with leading architects and designers globally
- Documentation and analysis of significant built projects worldwide

Publication & Editorial Record

Through Yellowtrace, Dana has:

- Published thousands of articles analysing architecture, interior design, and design culture
- Interviewed hundreds of architects and designers about their practice, philosophy, and approach
- Developed editorial frameworks for evaluating design quality, innovation, and cultural significance
- Built a readership comprising approximately 70% design professionals (architects, interior designers, and allied disciplines)
- Maintained editorial independence with a 'quality over quantity' philosophy

Relevance to NSCA Competencies

Dana's expertise directly supports the NSCA competencies addressed in Sightline (Unit 2: Project Initiation and Conceptual Design):

PC18 (Design precedents, research, emergent knowledge): 15+ years of curating and analysing design precedents from around the world, with demonstrated ability to identify emergent patterns and movements before they reach mainstream awareness.

PC26 (Cultural and contextual analysis): Specialist expertise in analysing cultural forces shaping design, including media ecosystems, economic trends, and technological disruption.

PC28 (Building sciences, environmental sciences and behavioural and social sciences): Ongoing analysis of how social dynamics, wellness considerations, and community-building principles are transforming design practice.

Statement of Expertise

Dana Tomić Hughes possesses the academic, technical and practical expertise required under the National CPD Framework to deliver content addressing design precedents, emergent knowledge, and cultural analysis. Her qualifications derive from:

- Bachelor of Interior Architecture (Honours) from UNSW
- Professional practice as an interior designer
- 15 years as founder and editor of a leading design publication
- Recognised global authority status in design media
- Continuous first-hand research at major international design events
- Extensive speaking and presentation experience to architecture audiences

This combination of qualifications and experience establishes Dana as an appropriate presenter for design intelligence content aligned with NSCA competencies, particularly Unit 2 (Project Initiation and Conceptual Design).