MOZCON
2012
The D Word: Leading the Way to Great Design
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SEOmoz
#MozCon

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Advertising Art Director

JENNY LAM
Designer

JENNY LAM
Microsoft

JENNY LAM

Startup Founder

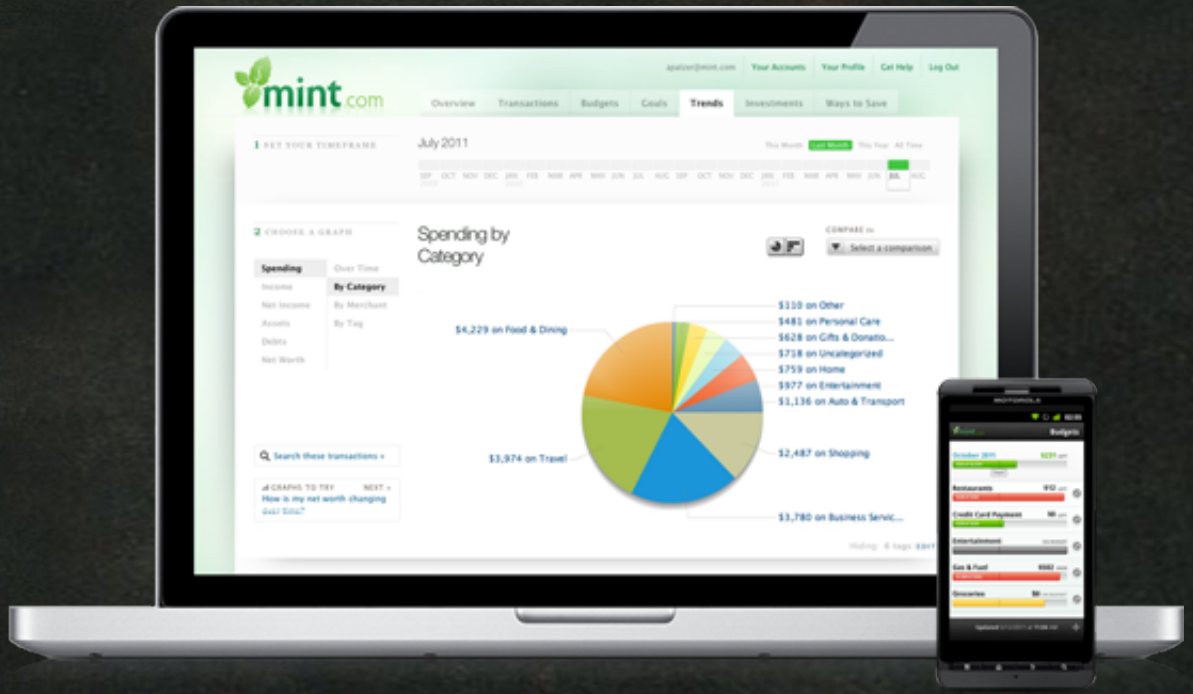
Designed esp. for SEOMOZCON

Jenny Lam @helveticagirl

THE GOOD NEWS

Design's impact on the bottom line is real.

$170 million worth of Design



Every dollar spent on advertising yields $7.21 in increased sales.

EVERY DOLLAR SPENT ON DESIGN YIELDS $415.17

Proving Our Value by Rob Wallace, Design Management Journal, DMI Publications 2001

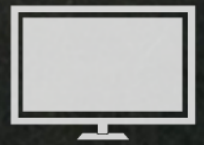
They're real and they're spectacular.

#1 FACTOR IN SITE CREDIBILITY = DESIGN LOOK

	% of 2,440 comments	COMMENT TOPICS addressing specific credibility issues
1	46.7%	Design Look
2	28.5%	Info Design/Structure
3	25.1%	Info Focus
4	15.5%	Company Motive
5	14.8%	Info Usefulness
6	14.3%	Accuracy
7	14.1%	Name Recognition & Rep
8	13.8%	Advertising

Stanford Web Credibility Research B.J. Fogg, 2002 http://credibility.stanford.edu

THE BAD NEWS



DESIGNER

UI DESIGNER

INTERACTION DESIGNER

UX DESIGNER

USER RESEARCHER

PRODUCT DESIGNER

USABILITY RESEARCHER

INFORMATION ARCHITECT

VISUAL DESIGNER

FRONT-END DESIGNER

BRAND UX STRATEGIST

USER ASSISTANCE WRITER

HELP WANTED

JOB DESCRIPTION

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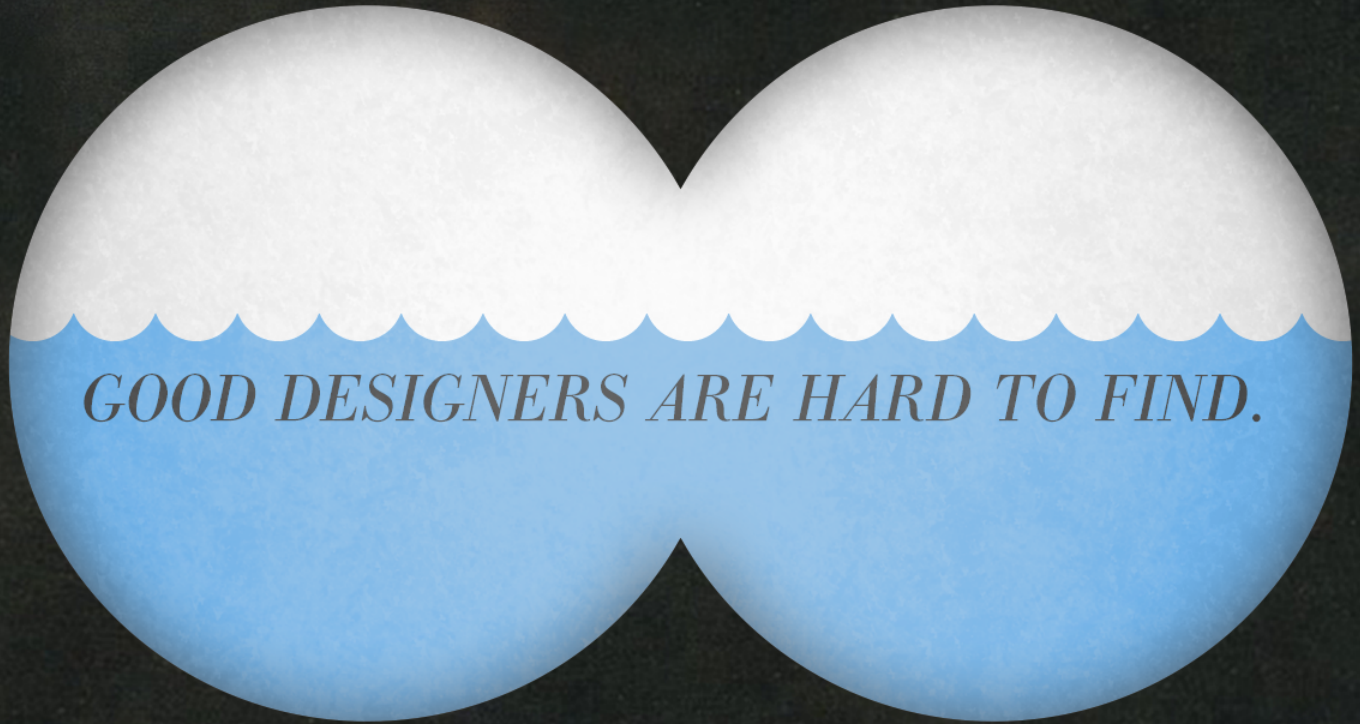

GOOD DESIGNERS ARE HARD TO FIND.

(44) Designers: Why is there such a stunningly short supply of designers in Silicon Valley right now? – Quora

(44) Designers: Why is there su...

www.quora.com/Designers/Why-is-there-such-a-stunningly-short-supply-of-designers-in-Silicon-Valley-right-now

Google

Quora | Search Questions, Boards, Topics and People | Home | Notifications 44 | Inbox | Jenny

Designers: Design | Interaction Design | Interface | Jobs | Product Design (physical goods) | Product Design (software) | Short Supply | Type | U.S. Job Market | User Interfaces | Edit

Why is there such a stunningly short supply of designers in Silicon Valley right now?

Edit

I've got a list of half a dozen great companies who are having troubles finding a good designer right now and every designer I've talked to is deluged by work. What confluence of circumstances are making it such a buyers market for designers right now? Edit

2+ Comments · Post (1) · Wiki · Options · Redirect Question

Answer Wiki

The major causes mentioned are the following:

1. **Design talent is valued more now** than it was 5-10 years ago, especially the interaction and user experience design specializations.
2. **Engineering has increased in agility**, creating an upturn in the quantity of products requiring design talent.
3. **Design is hard**, and the expectations of designers now are much higher than they were in years past.
4. **Design education is lacking** in its ability to put out designers of quality that can meet the demands of our current industry.
5. **Downturns in the 2000s left a shortage of mid-career designers.**

Edit

53 Answers

David Cole, a designer.
128 votes by Xianhang Zhang, David Haddad, Rafael Corrales, (more)

I've noticed the same thing. It's wild right now. I was discussing this with Braden Kowitz and he made an interesting point. Thanks to a lot of progress in the world of development (which is not my area of expertise but frameworks like Rails and Django spring to mind), it takes a much smaller number of engineers to build a great product. Consequently, startups are smaller and getting to minimum viable product faster.

On another track, there's a much larger appreciation for the role designers play, and

Unfollow Question

Promote Question to 200 People

200 credits to Promote

Related Questions

- Designers: Is it true that designers/creatives (more than other disciplines) aren't that motivated by money?
- Designers: Why is there a short supply of good designers right now?
- Designers: What are some ways a designer could best take advantage of the short supply of designers?
- Designers: Are designers replacing software engineers as the new "rock stars" of the tech industry?
- Silicon Valley: Why is there such a stunningly short supply of good developers in Silicon Valley right now?

See more related questions

Share Question

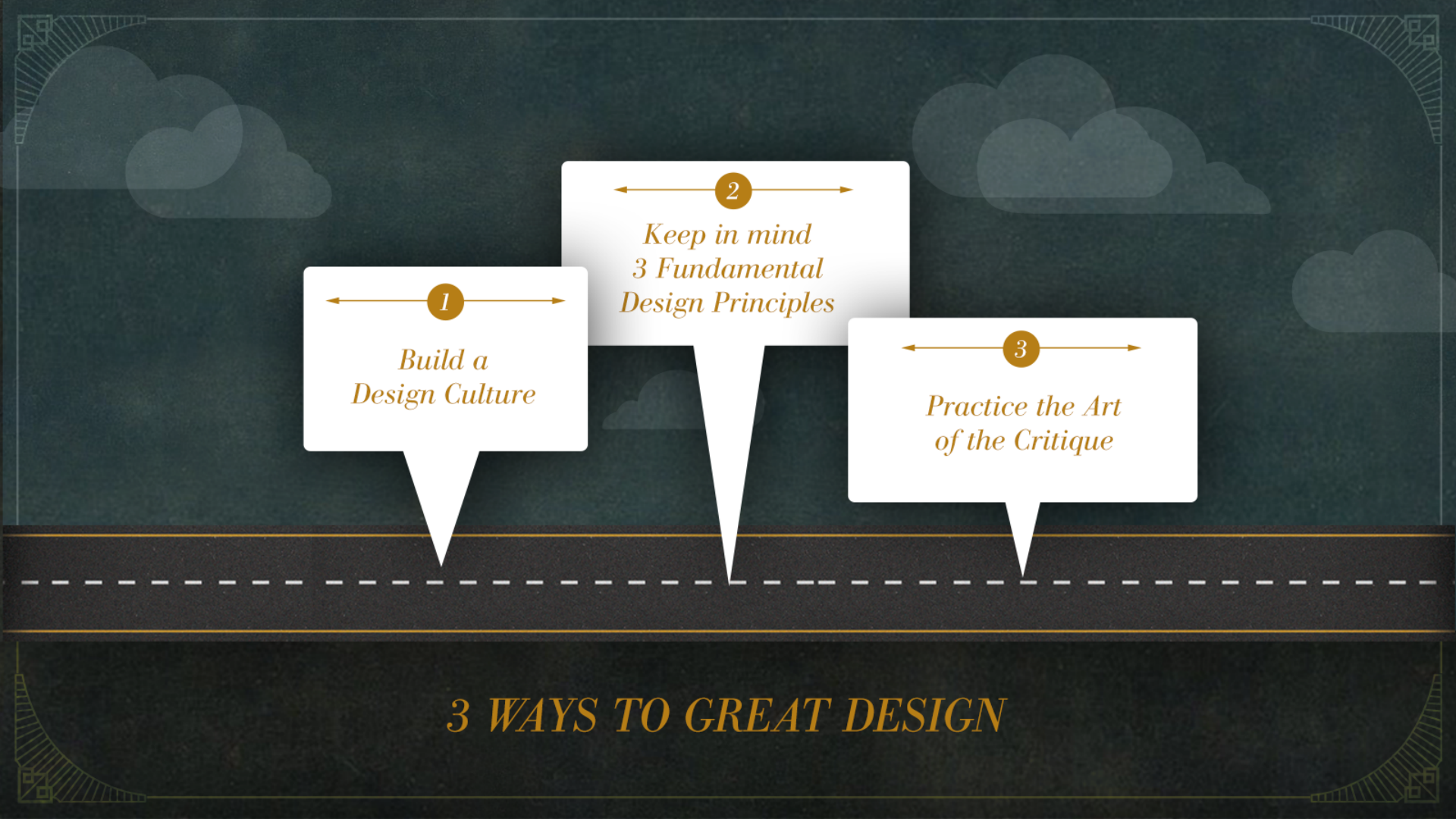
Facebook | Quora | Email

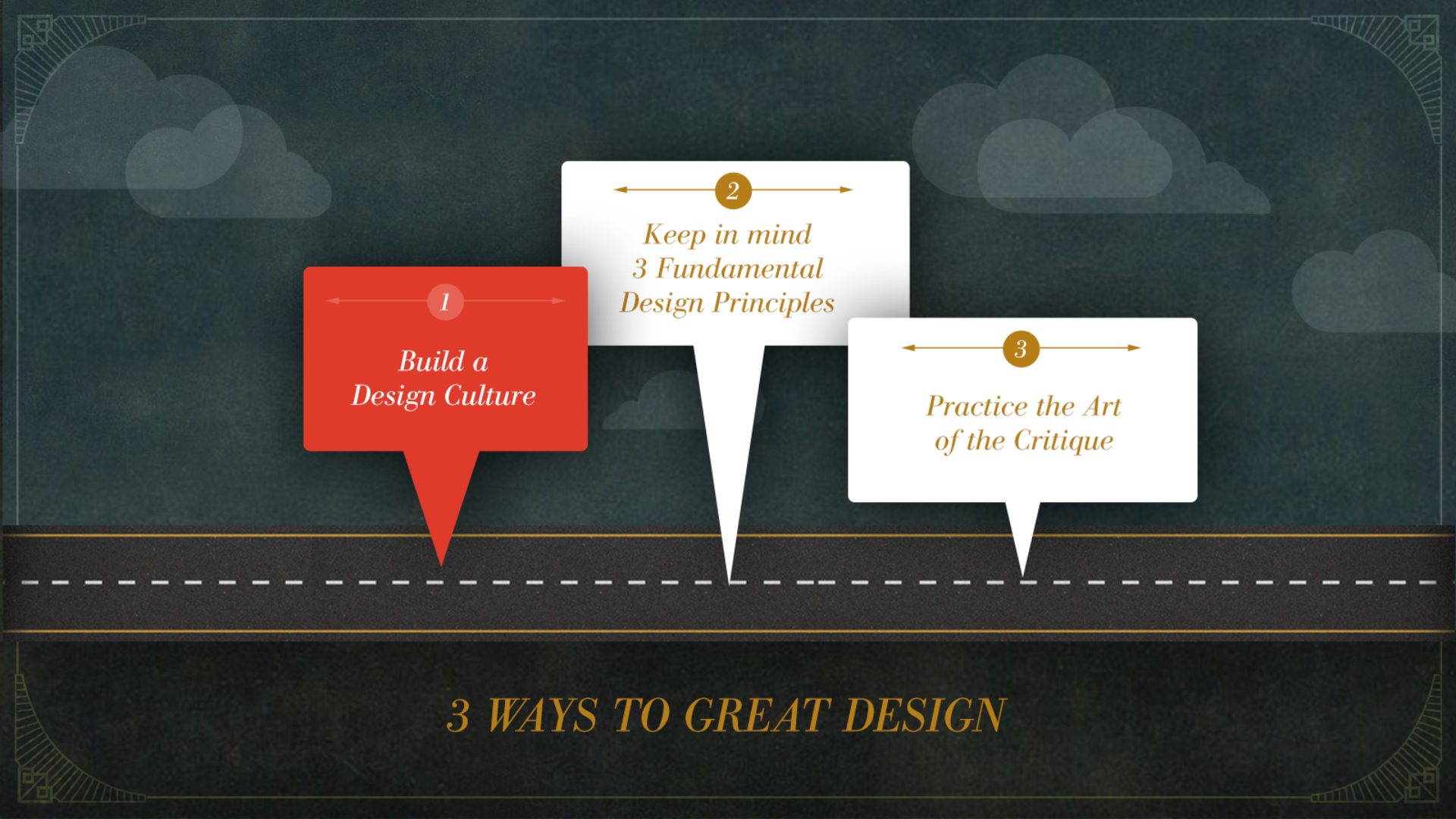
Question Stats

Latest activity May 23, 2012.

In Group: Product Design (software) Group.

This question has been viewed **35311** times; it has **5** monitors with **92578** topic followers and **0** aliases exist.


1
Build a
Design Culture
2
Keep in mind
3 Fundamental
Design Principles
3
Practice the Art
of the Critique
3 WAYS TO GREAT DESIGN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(Creative Commons) photo by Storm Crypt on Flickr

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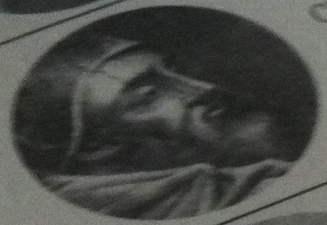
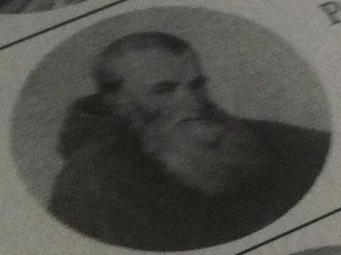
consecrated
interim years,
vered a New
de' Medici died in
lo, Raphael,
Martin

Leo X
(de' Medici)
1513–1521

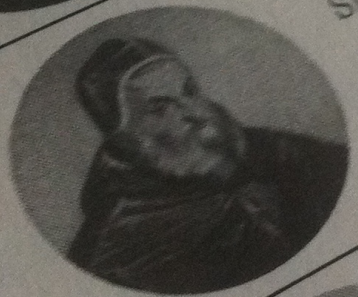
Clement VII
(de' Medici)
1523–1534



Paul III
(Farnese)
1534–1549



Sixtus V
(Peretti)
1585–1590



Paul V
(Borghese)
1605–1621

Carlo Maderno
1603–1629

Giacomo della Porta
1573–1602

Michelangelo Bu...
1547–1564

Antonio da Sa...
the Younger
1520–1546

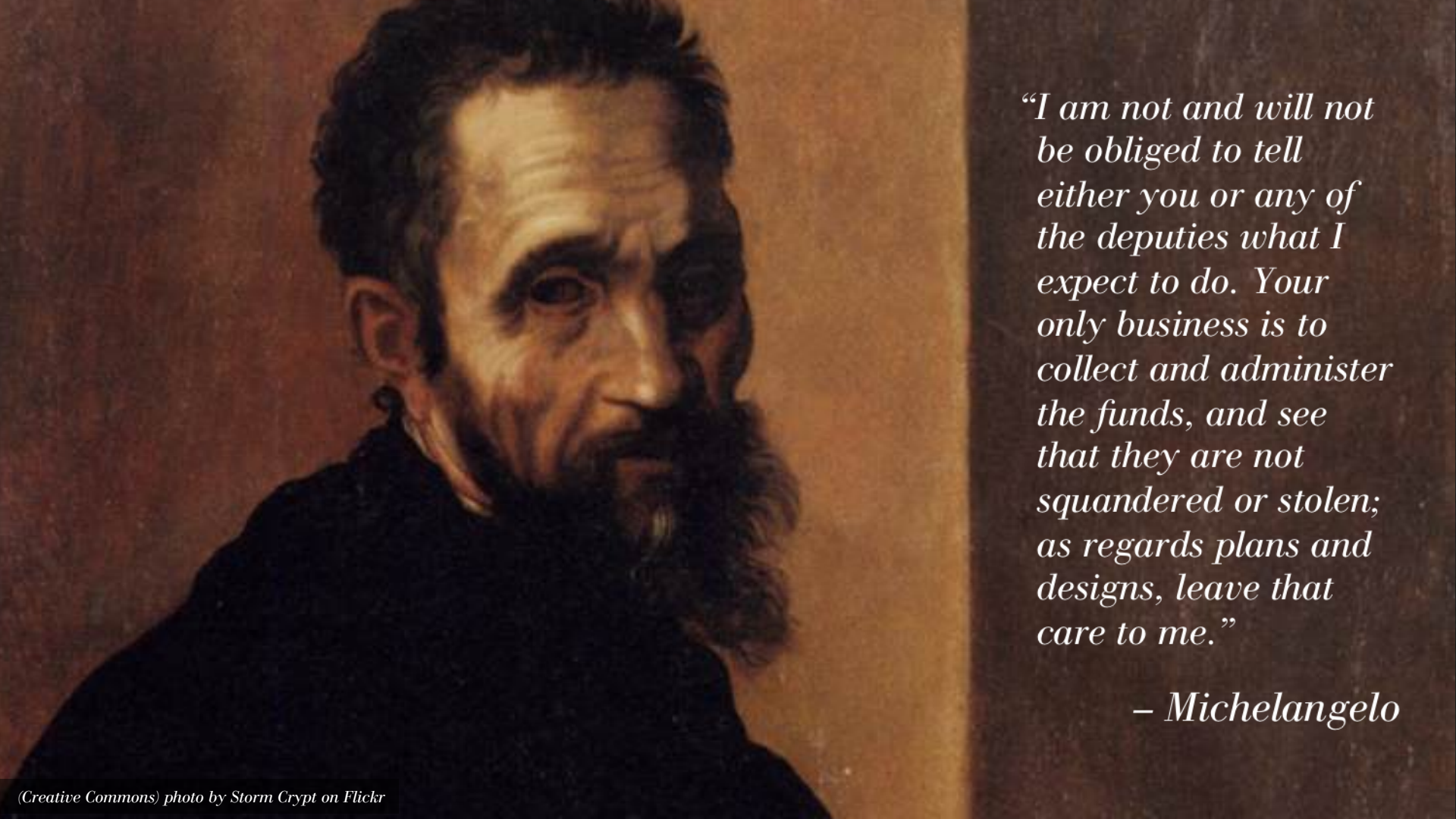
1538: Paul III asks to refuse bailiwick
1540: Sangallo raises bailiwick
1543: Sangallo completes bailiwick
1547: Michelangelo succeeds bailiwick
1564: Michelangelo completes bailiwick

1573: Della Porta becomes chief of bailiwick
Chapel begins west age
1586: Domenico Fontana raises dolla
1588: Sixtus appoints dolla Porta from Porta
to complete it
1590: Dome vaulted

1604: Basilica finished, vaulted
1607: Maderno was completed to map
1608: Last of old basilica rust
1612: Confessio begun
1614: Maderno completes bajo

1624: Ber...
1626...

(Creative Commons) St. Peter's Basilica, Vatican City to Randy Greve



"I am not and will not be obliged to tell either you or any of the deputies what I expect to do. Your only business is to collect and administer the funds, and see that they are not squandered or stolen; as regards plans and designs, leave that care to me."

– Michelangelo

(Creative Commons) photo by Storm Crypt on Flickr

HELP YOUR DESIGNER LEAD

Photo & Design by Scott + Brownrigg, London, UK

Photo & Design by New York's Hangar Design Group

HELP WANTED

JOB DESCRIPTION

DESIGNER
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INTERACTION DESIGNER
UX DESIGNER
USER RESEARCHER
PRODUCT DESIGNER
USABILITY RESEARCHER
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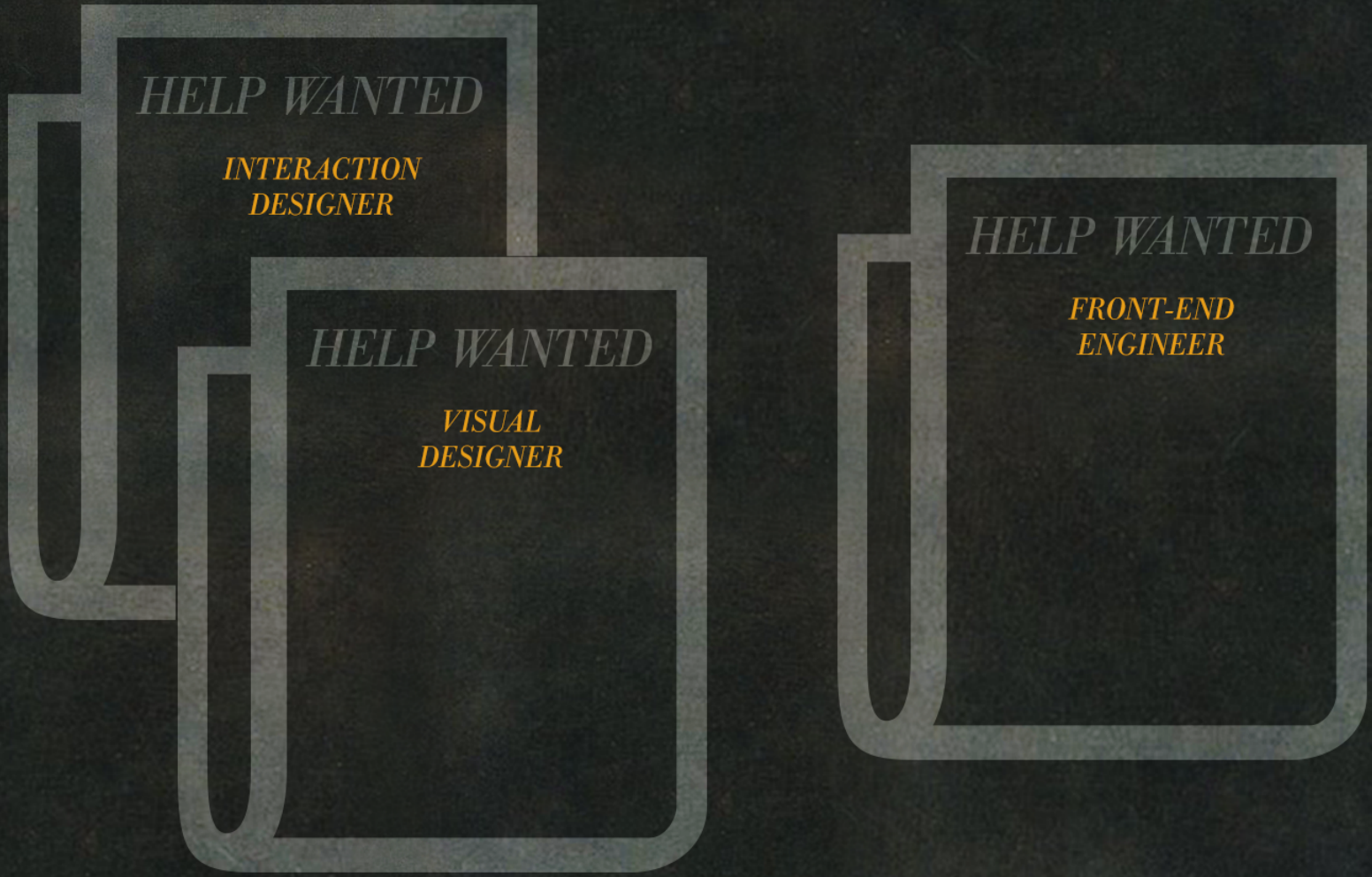

HELP WANTED
INTERACTION DESIGNER
HELP WANTED
VISUAL DESIGNER
HELP WANTED
FRONT-END ENGINEER

INTERACTION DESIGNER

HCI trained

Product Definition

User Flows

VISUAL DESIGNER

Graphic Design trained

Sensory-minded

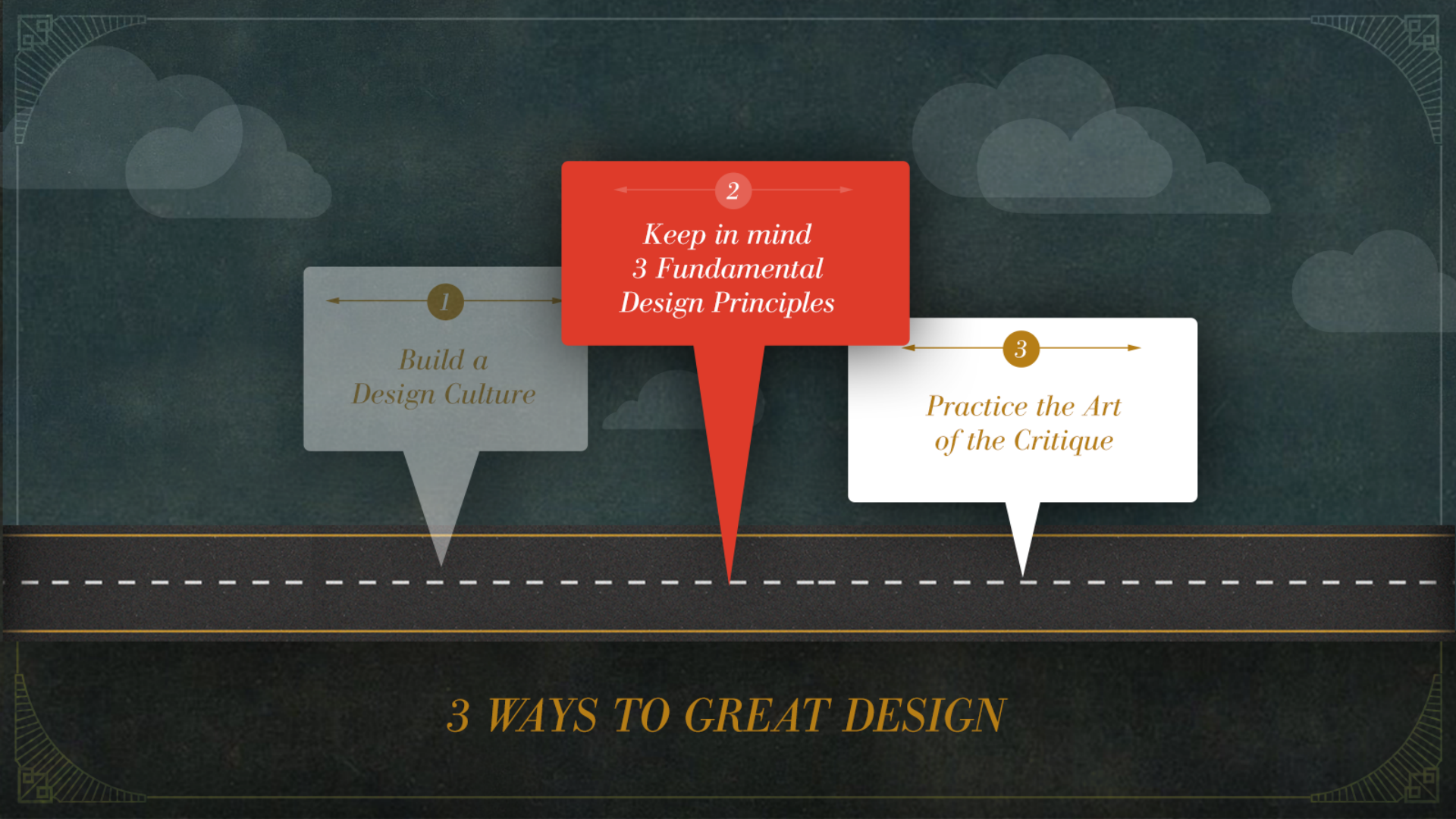
Brand-centric

HIRING THE DESIGNER

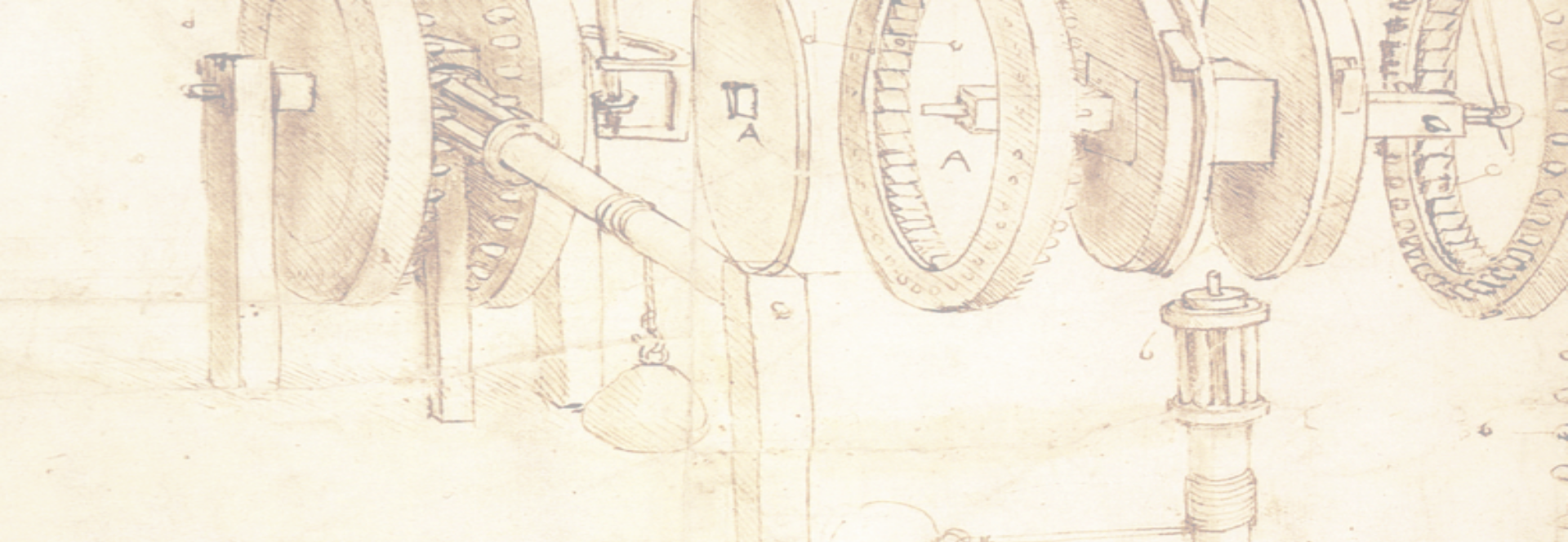
- [x] *FORMAL DESIGN TRAINING*
- [x] *TALKS ABOUT USER, BRAND & TECH*
- [x] *NO ‘DELICATE FLOWER’ SYNDROME*
- [x] *PORTFOLIO ITSELF IS DESIGNED WELL*
- [x] *SHIPPED SOMETHING*
- [x] *HAVE A SENIOR DESIGNER REVIEW THE WORK*

GET A DESIGN ADVISOR

(aka make friends with a seasoned designer)



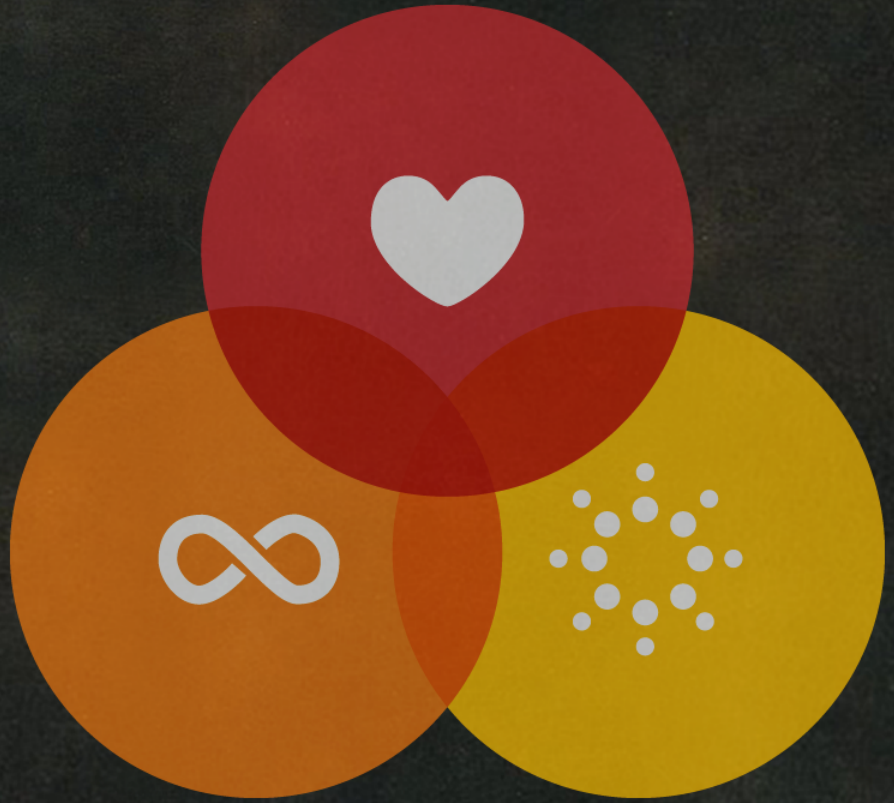
3 WAYS TO GREAT DESIGN



“Ad pulcritudenum tria requiruntur integritas, consonantia, claritas!”

–THOMAS AQUINAS

INTEGRITY



HARMONY

RADIANCE

INTEGRITY

TRUE, COHESIVE, HIGH FIDELITY

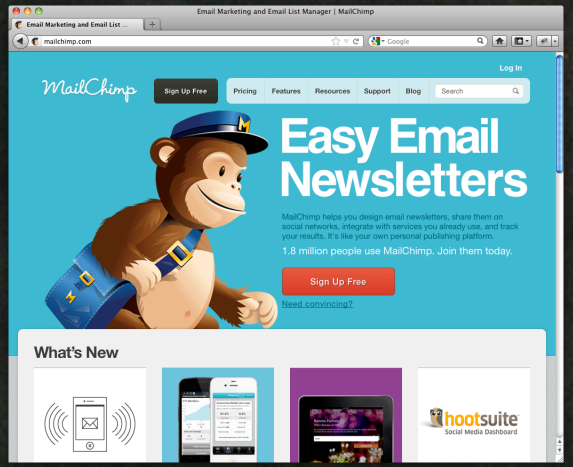
"…you have to stake out what you think is right, put out that signal, make sure it's pure and then do it and know that they will come… But the biggest mistake would be to alter my signal to make sure that I reach all these different people. Because then you're lost."

– CONAN O'BRIEN

Published in the New York Times, May 20, 2009

DESIGNING FOR USERS ≠ PANDERING

INTEGRITY IN PERSONALITY

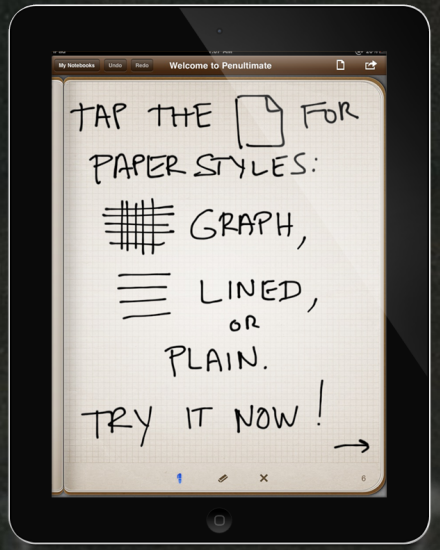


vs.

- *Fun*
- *Easy*
- *Hardworking*
- *Charismatic*

- *Generic*
- *Is it a auto insurance site??*

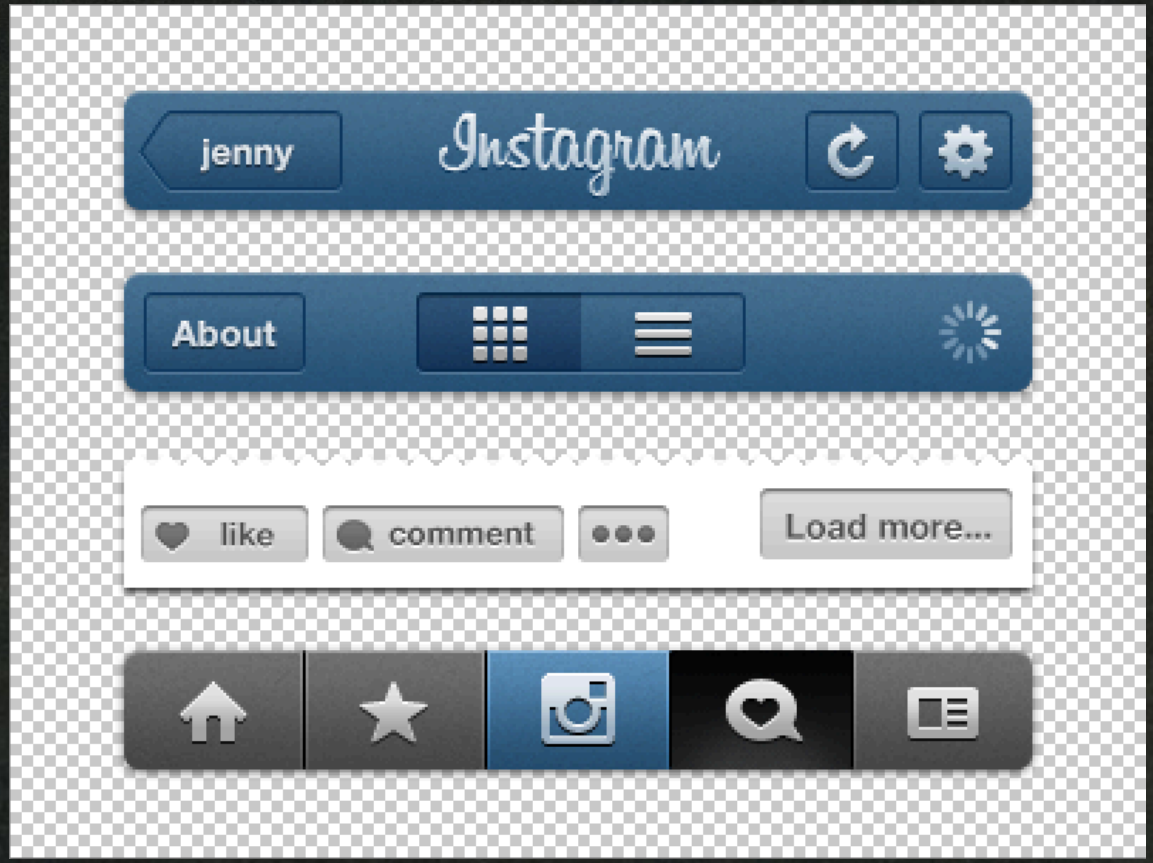
INTEGRITY THROUGH DISTINCTIVENESS & PURPOSE



Expresses utility

Expresses imagination

HARMONY
HOW ALL THE PARTS RELATE TO THE WHOLE



Adrien Olczak, http://adrienolczak.eu/

Overview

Freddie Von Chimpenhe
of MailChimp, and the
brand personality. Fred
communicates the pow
and his always on the
know this brand mea

Freddie always has a kind st
makes them feel comfortabl
lets people know that Mail
experience. Freddie like to
situation is serious, the fu

MailChimp often surpris
a link to a goofy YouTub
but never in the way of

Brand Traits

FUN *but not childish*

FUNNY *but not goofy*

POWERFUL *but not complicated*

HIP *but not alienating*

EASY *but not simplistic*

TRUSTWORTHY *but not stodgy*

INFORMAL *but not sloppy*

Visual Lexicon

OR

ght colors in the MailChimp palette convey a sense
d humor, but are slightly desaturated to make them
refined, and not romper room. MailChimp is fun,
o powerful and refined. Neutral colors soften the
strike a healthy balance between the informal
al sides of the MailChimp personality.

PHY

easy-going, efficient, and easy to use, and its
cts it. Simple, sans-serif headings and body
ly varied in scale, weight and color to
ormation hierarchy make MailChimp feel
nfortable cardigan that is both functional

LE NOTES

flat and simple, keeping things easy
ntimidating. Soft, subtle textures
warm up the space and make it feel

aringly, and only to interject a bit
ever give application feedback,
ask.

Voice

The voice of MailChimp is famili dly, and above
all human. The pe behind the
brand ice of
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ad of "do
ne another.
..." to
h, that's
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u get the
rcase to

copy

ake

Voice (continued)

COPY EXAMPLES

In App Greeting
Hi, Bob. You could be a part-time model.

Success Feedback
High fives! Your list has been imported.

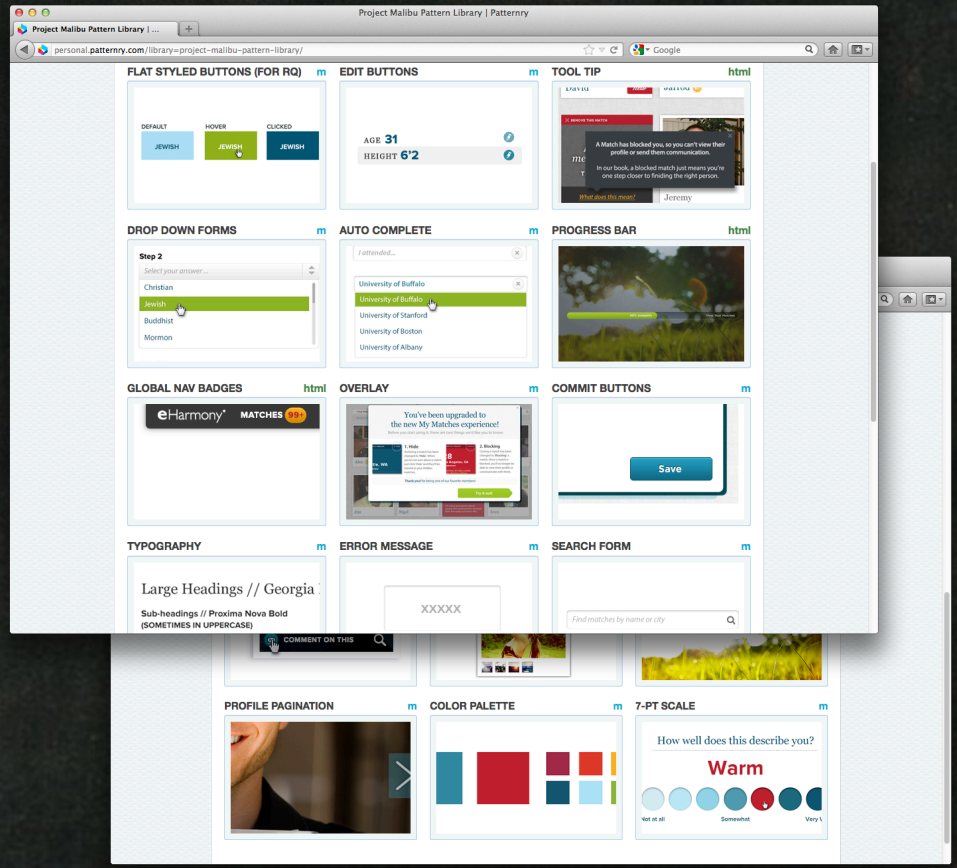
Error Feedback
Oops! Looks like you forgot to enter an address.

General Message
Bummer, we don't have any info to report just yet.

Critical Failure
One of our servers is temporarily down. One engineers are already on the case and will have it resolved shortly.

Marketing Copy
We've got all kinds of social features that help you know your subscribers and share your newsletters. Integrate your signup form with Facebook, share your campaigns on activity on social networks, and more.

http://aarronwalter.com/design-personas



PATTERN LIBRARY TOOLS

http://patternry.com

http://patterntap.com

http://ui-patterns.com

Radiance

The pleasure we FEEL when we EXPERIENCE the design.

RADIANCE THROUGH DELIGHT

The little details

RADIANCE THROUGH DELIGHT

The little details

http://littlebigdetails.com

RADIANCE THROUGH DELIGHT

"When one is delighted, things have the perception of working better."

– Don Norman,
Emotional Design: Why We Love (or Hate) Everyday Things. New York: Basic, 2004.

3 WAYS TO GREAT DESIGN

The Art of the Critique

CRITIQUE

≠

ART DIRECTION

RULES OF THE CRIT.

1. *Visual designer is the owner & gets veto power*
2. *Write down agreed-upon goals and keywords on the whiteboard*
3. *Focus feedback on problems, not solutions*
4. *Don’t try to get to a final solution as a group*

DON'T SAY THIS:	INSTEAD, SAY THIS:
"There's too much stuff on the page"	*"I don't know what to focus on first"*
"You should take out this thing."	*"This is thing is distracting."*
"I don't like Purple. It's depressing"	*"What's the color strategy?"*
"Move that higher up on the page"	*"This piece of content is more important than the others."*
"Make the font bigger?"	*"I'm having a hard time reading the text."*

KEY TAKEAWAYS

1. *Make design recruiting a priority*
2. *Figure out the right design skills needed for your team*
3. *Build a design culture*
4. *Integrity! Harmony! Radiance!*
5. *Respect, don't pander*
6. *Practice the Art of Critique*

Thank you!

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MOZCON 2012

Q & A

Jenny Lam

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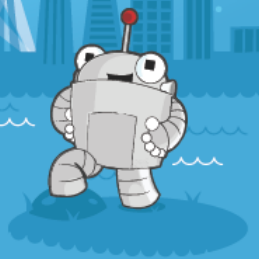

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