

# Scaling Design Beyond Designers

PRESENTED BY

**Lona Moore**

DESIGN AT SCALE

**June 11, 2021**

**ExxonMobil**

**Designing the future of energy.**

ABOUT ME





**Why It  
Matters**

**How to Build  
and Scale**

**What's  
Next**

WHY COMMUNITY MATTERS

**70,000+**

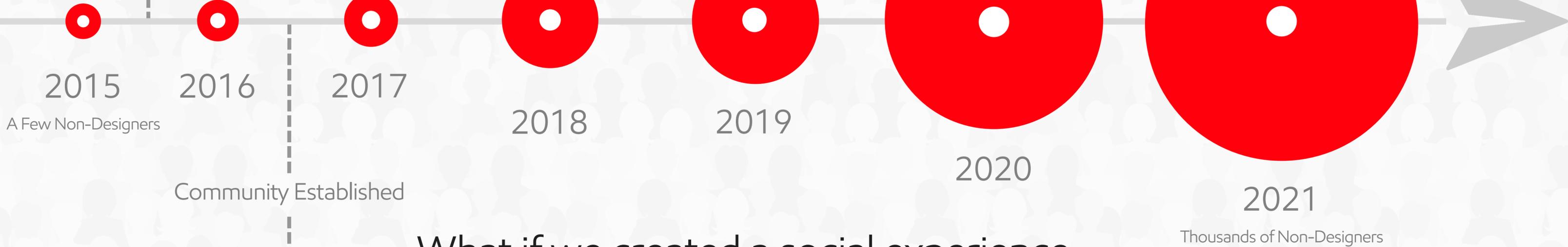
**Non-Designers**





# How might we design the future of energy?

ExxonMobil IT Vision



What if we created a social experience around shared values, that anchored people's identity in user-centered design?

- Design Professionals
- Non-Designers

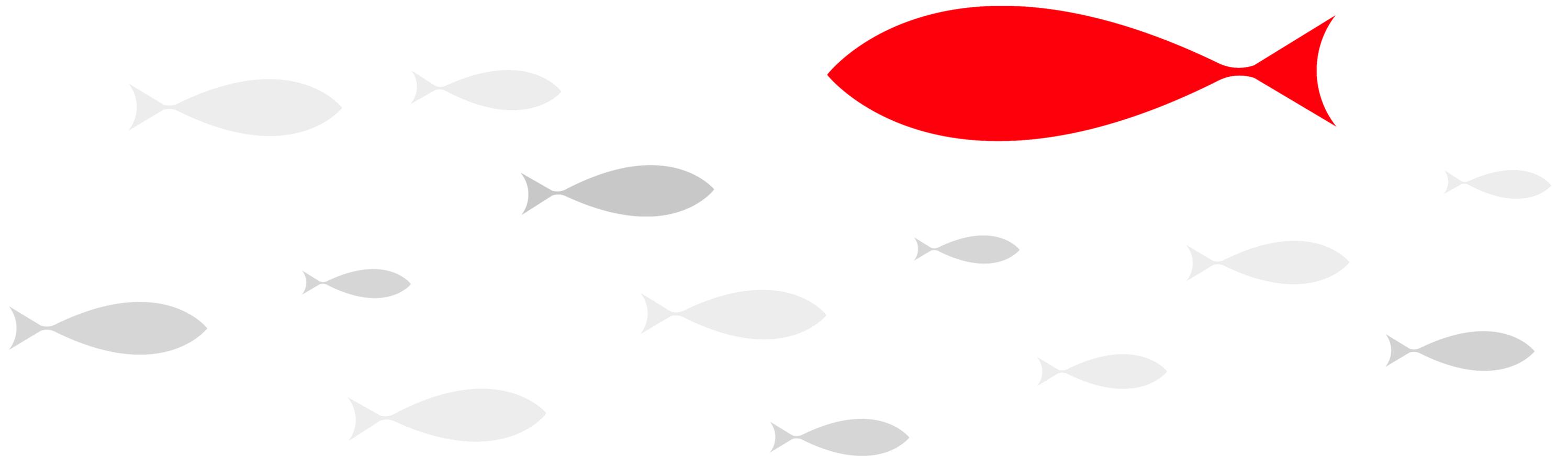
Design at ExxonMobil isn't  
just what designers do.

**Design is the way we think.  
It's our habits and values.**

WHY COMMUNITY MATTERS



# How do you get started?



LESSON 1

# Work towards a greater goal.

**1** Promote

**2** Embed

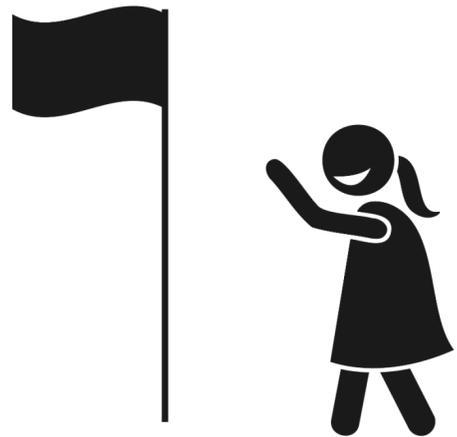
**3** Support



HOW TO BUILD COMMUNITY

## LESSON 2

# Have a tour guide.



 **Medium**

Access both job descriptions on Medium at:  
**[bit.ly/DesignAtExxonMobil](https://bit.ly/DesignAtExxonMobil)**.



HOW TO BUILD COMMUNITY

## LESSON 3

# Set an example.



HOW TO BUILD COMMUNITY

# LESSON 4

# Learn from each other.



**Designing Happiness**

PROJECT: Design Week  
BUSINESS LINE: Design Community  
DESIGNED BY: Vith Hoang, User Experience Design and Data Supervisor  
DATE: September 2020



ExonMobil

**Design and Ethnography in a nutshell**

Wipawee Amornwat  
21 September 2020



DESIGN WEEK

ExonMobil

**UX Research: Digging for GOLD**

Fatehah Yusof



Design Week

**Design for Non-designers**

Laura Benzoni



ExonMobil

**Launching a Llama During Lockdown: Onboarding a New Designer During an International Crisis**

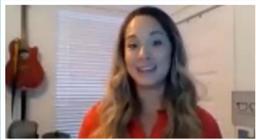
Will Yakabi



ExonMobil

**Improv Everyday**

Elena Nails, Design Strategist  
2020 Design Week



ESTATION

**Exploring Design**

**DESIGNING FOR OUR PERCEPTION**

Puky, Esteban  
Design Community



ExonMobil

**Quantitative UX: Strength in Numbers**

PROJECT: Exploring Design  
BUSINESS LINE: Upstream IT  
DESIGNED BY: Peace Iyemwara, User Researcher  
DATE: October 28, 2020



ExonMobil

HOW TO BUILD COMMUNITY

## LESSON 5

# Inspire action.



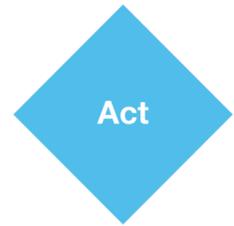
### Design Thinking 101



Align on **outcomes**  
Gather **insights**  
Frame the **opportunity**



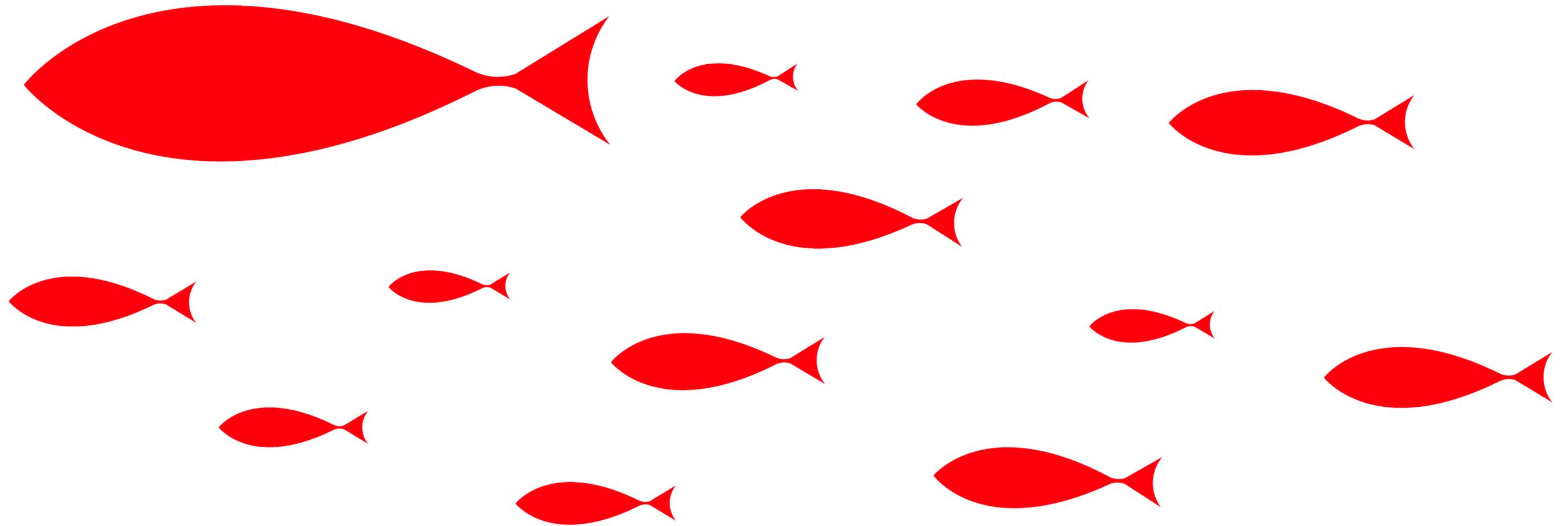
Create new **options**  
Make ideas **clear**  
Make ideas **better**



Create **safety**  
Start **small**  
Celebrate **learning**



# How do you scale community?



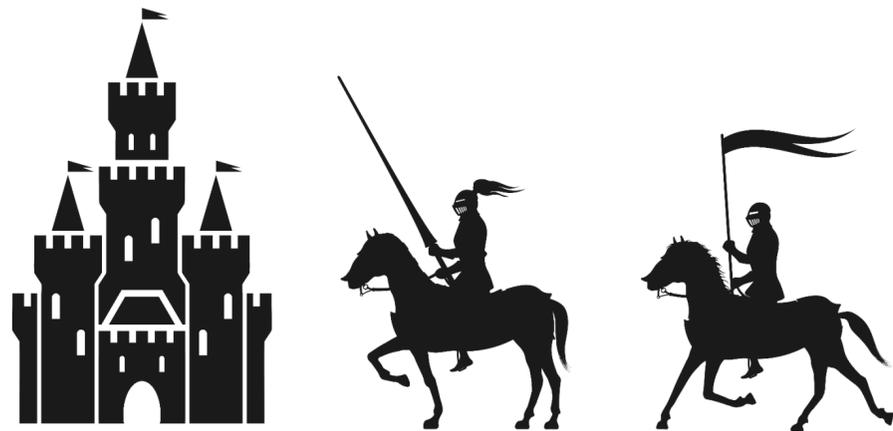
LESSON 1

**Start small.  
Dream big.**



LESSON 2

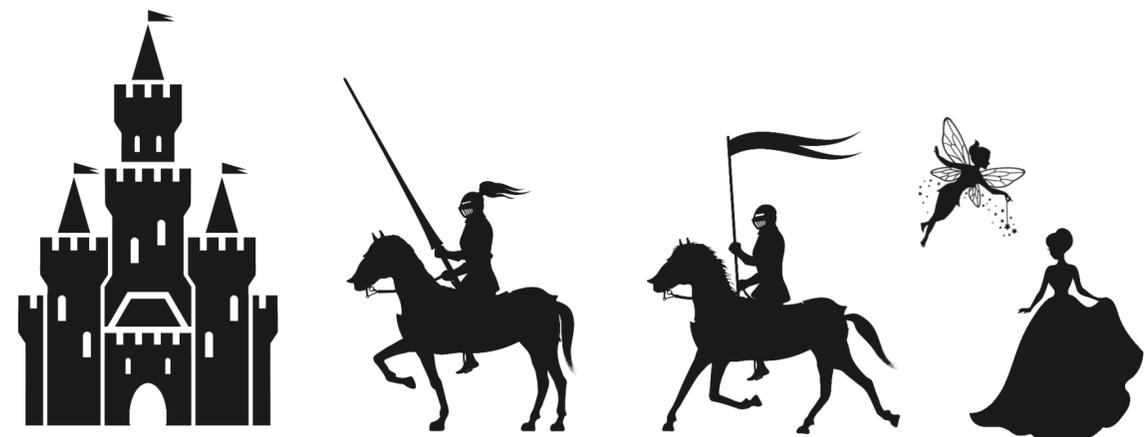
# Recruit champions.



HOW TO SCALE COMMUNITY

LESSON 3

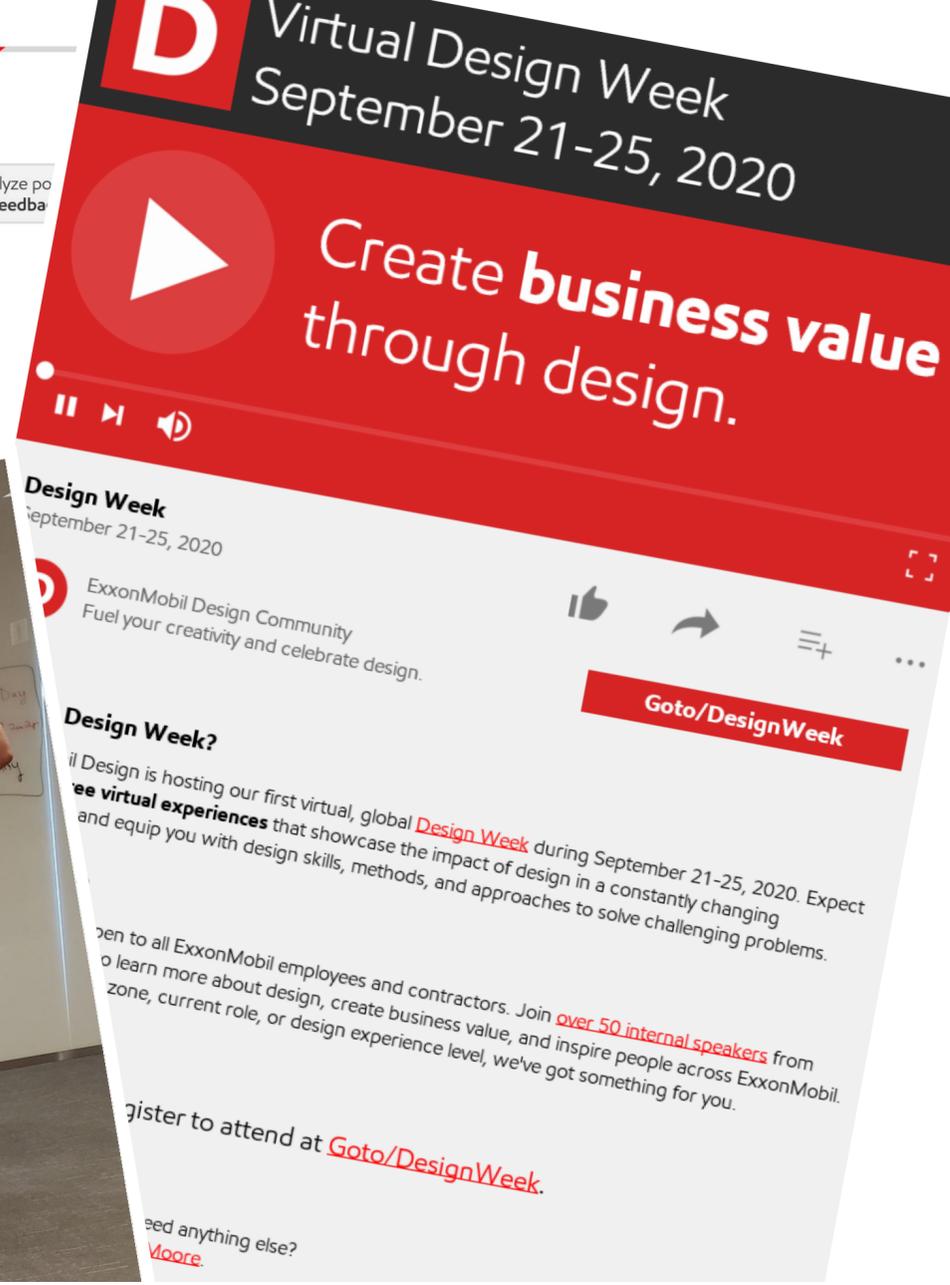
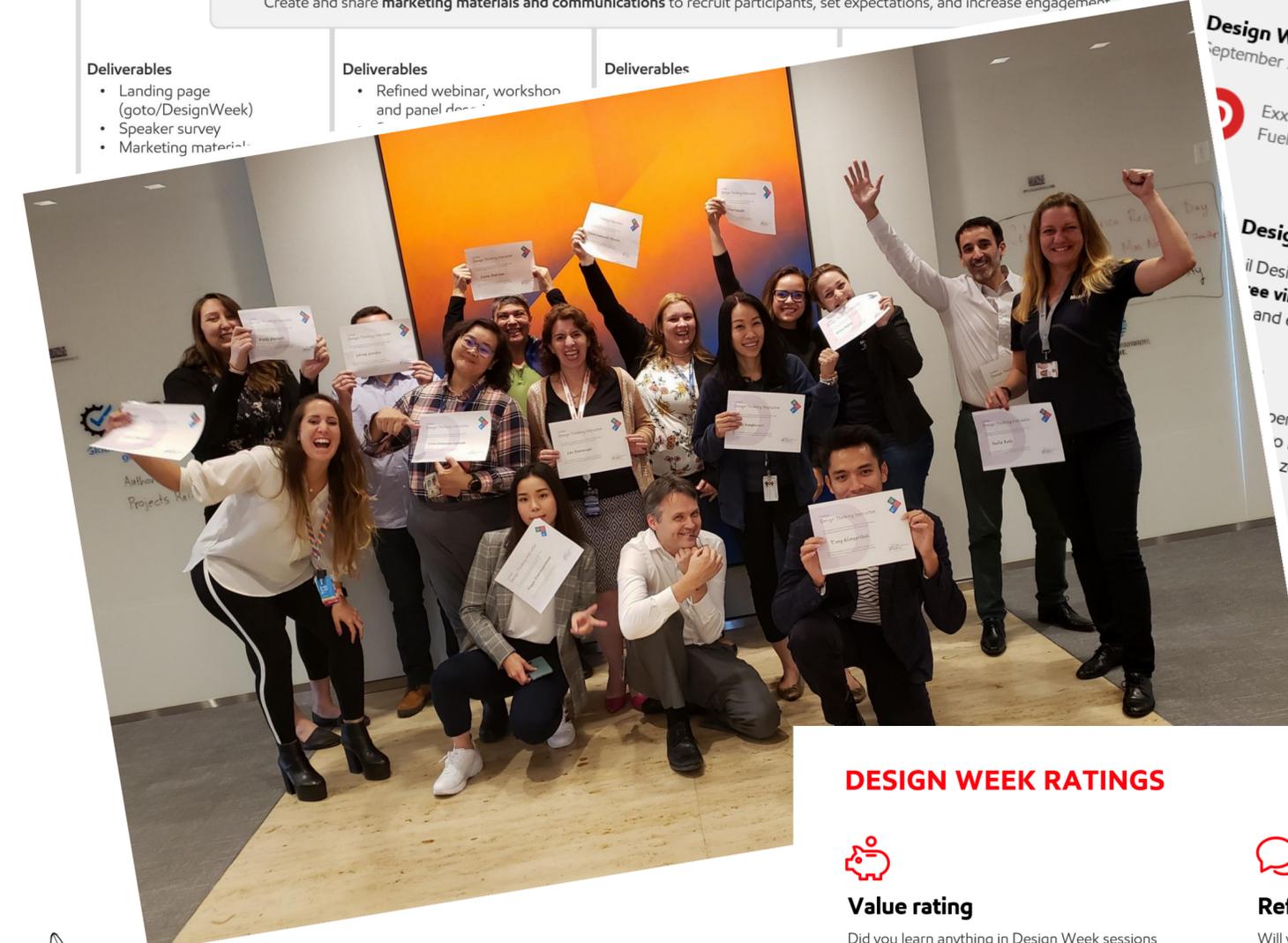
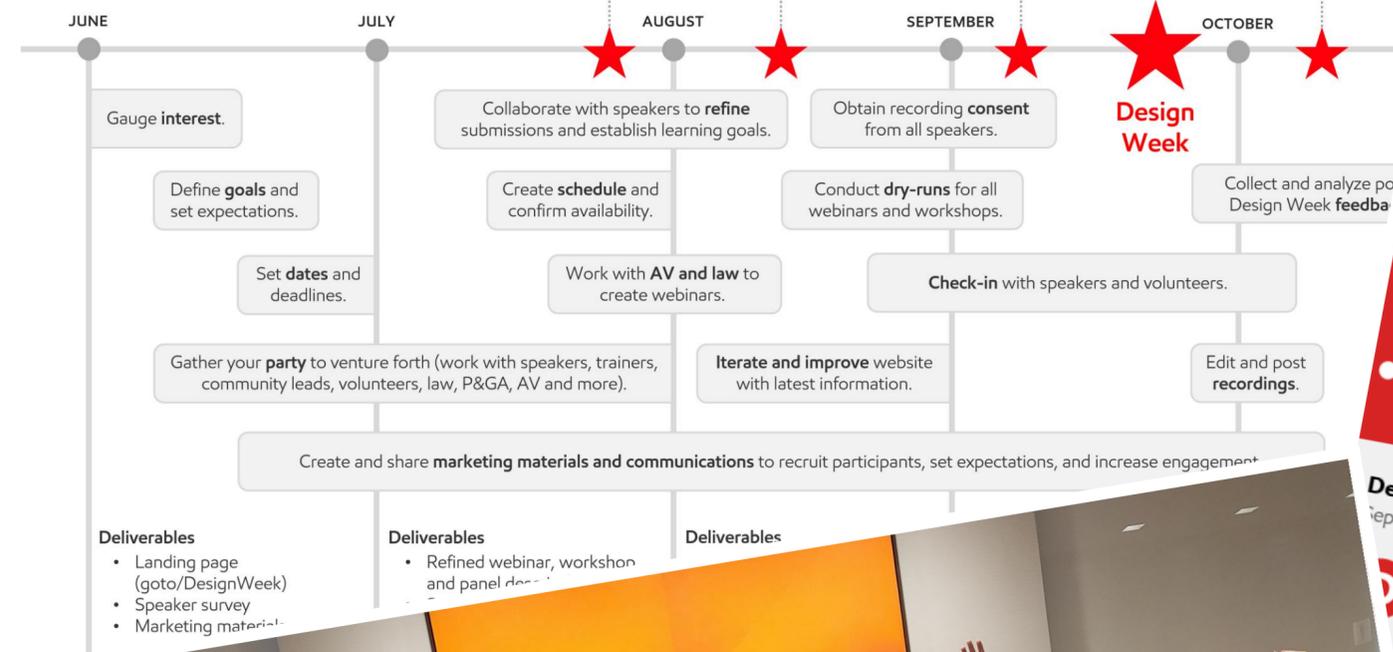
# Share rituals.



HOW TO SCALE COMMUNITY

LESSON 4

Level up.



DESIGN WEEK RATINGS

**Value rating**  
 Did you learn anything in Design Week sessions that would be valuable to your work?  
**2.7/3.0 ★**  
 Average rating

**Referral rating**  
 Will you recommend Design Week to a friend or colleague?  
**2.9/3.0 ★**  
 Average rating

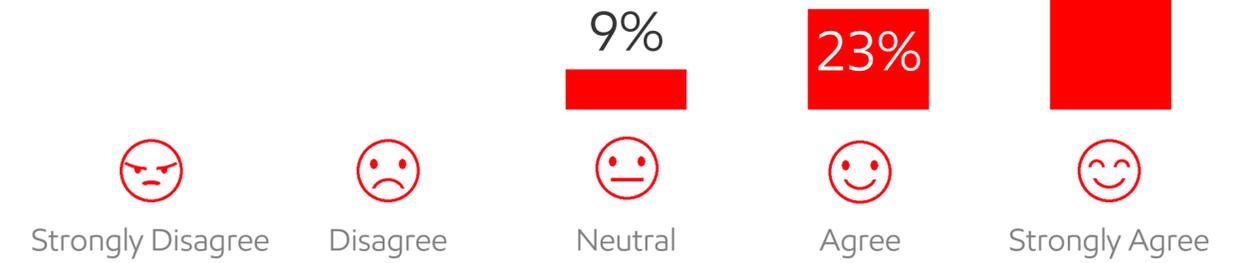
**Experience rating**  
 How would you rate Design Week's overall experience?  
**2.7/3.0 ★**  
 Average rating

# LESSON 5

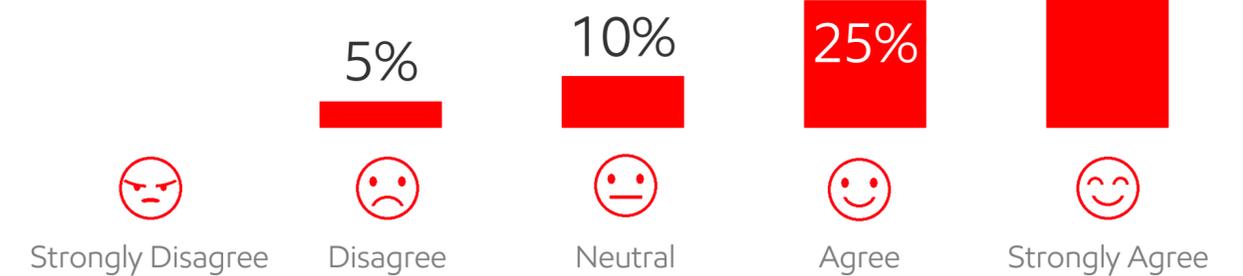
# Iterate and improve.



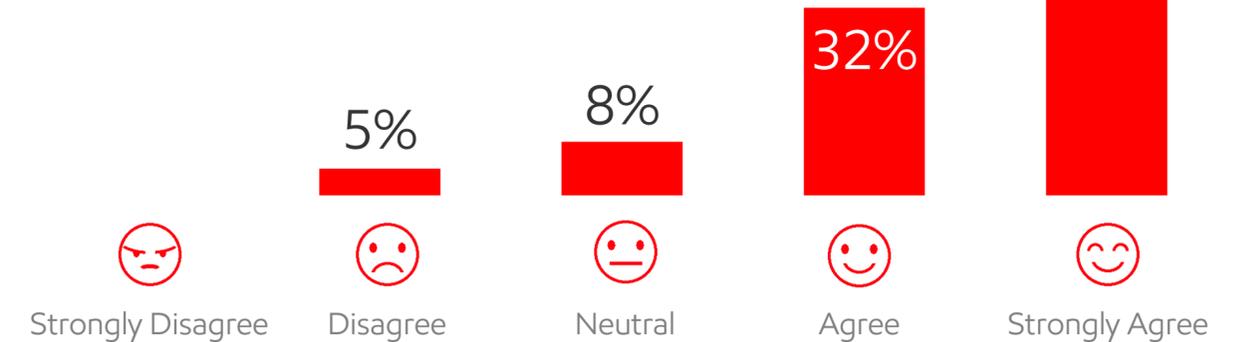
The Design Community creates business value for ExxonMobil.



Being a part of the Design Community helps me do my job well.



I feel like I belong in the Design Community.



# What's next?





Work towards a greater goal.  
**Start small. Dream big.**



Have a tour guide.  
**Recruit champions.**



Set an example.  
**Share rituals.**



Learn from each other.  
**Level up.**



Inspire action.  
**Iterate and improve.**

RECAP

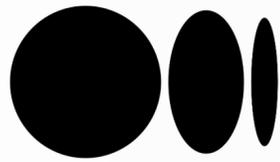


WHAT'S NEXT



Connect on LinkedIn®

**Bit.ly/LonaMoore**



Read more on Medium

**Bit.ly/DesignAtExxonMobil**



Collaborate on Slack

**Rosenfeld Media**