

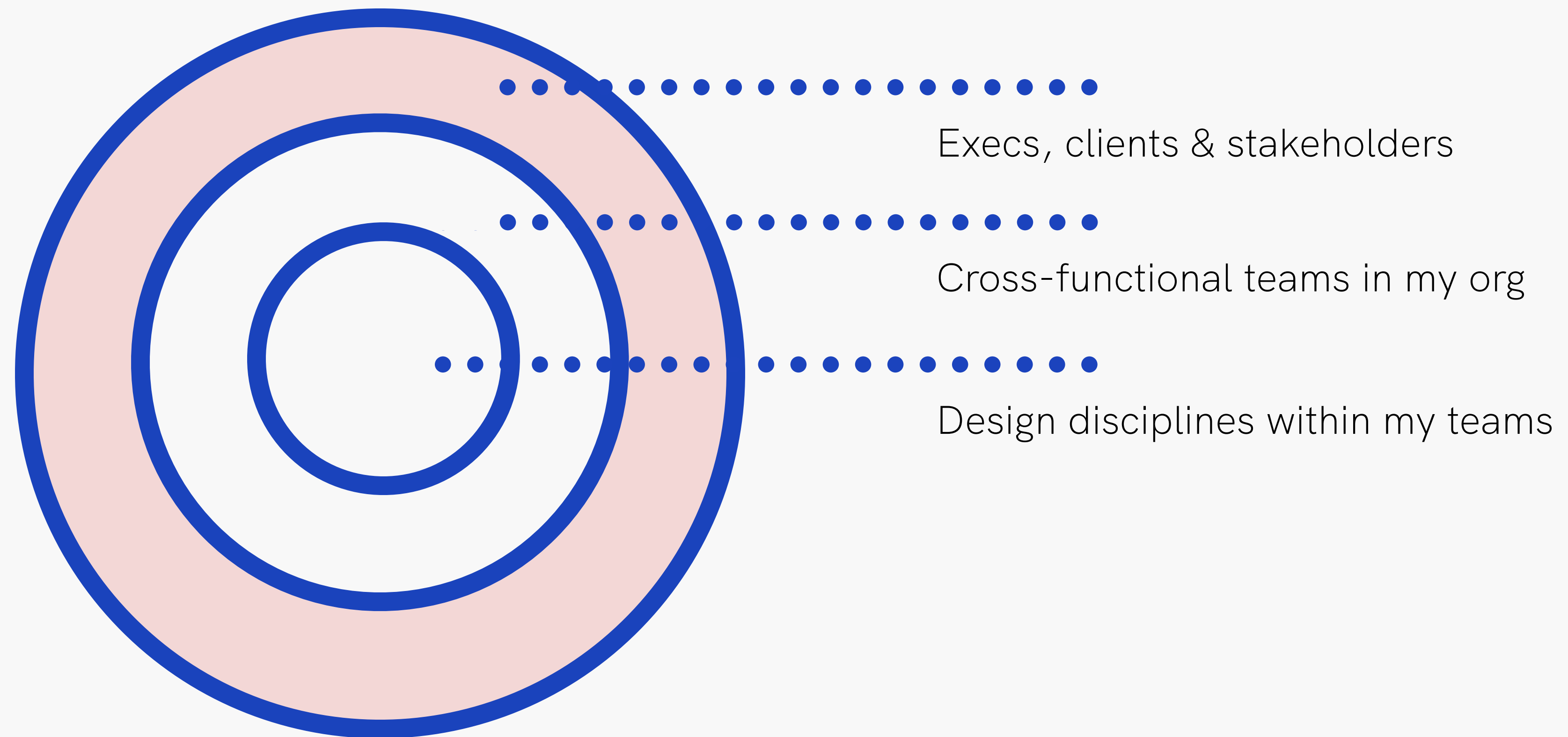
The Tools for Success in
Enterprise Design



An Education on Design Education for Orgs

@uxwendy

I needed to scale design for...

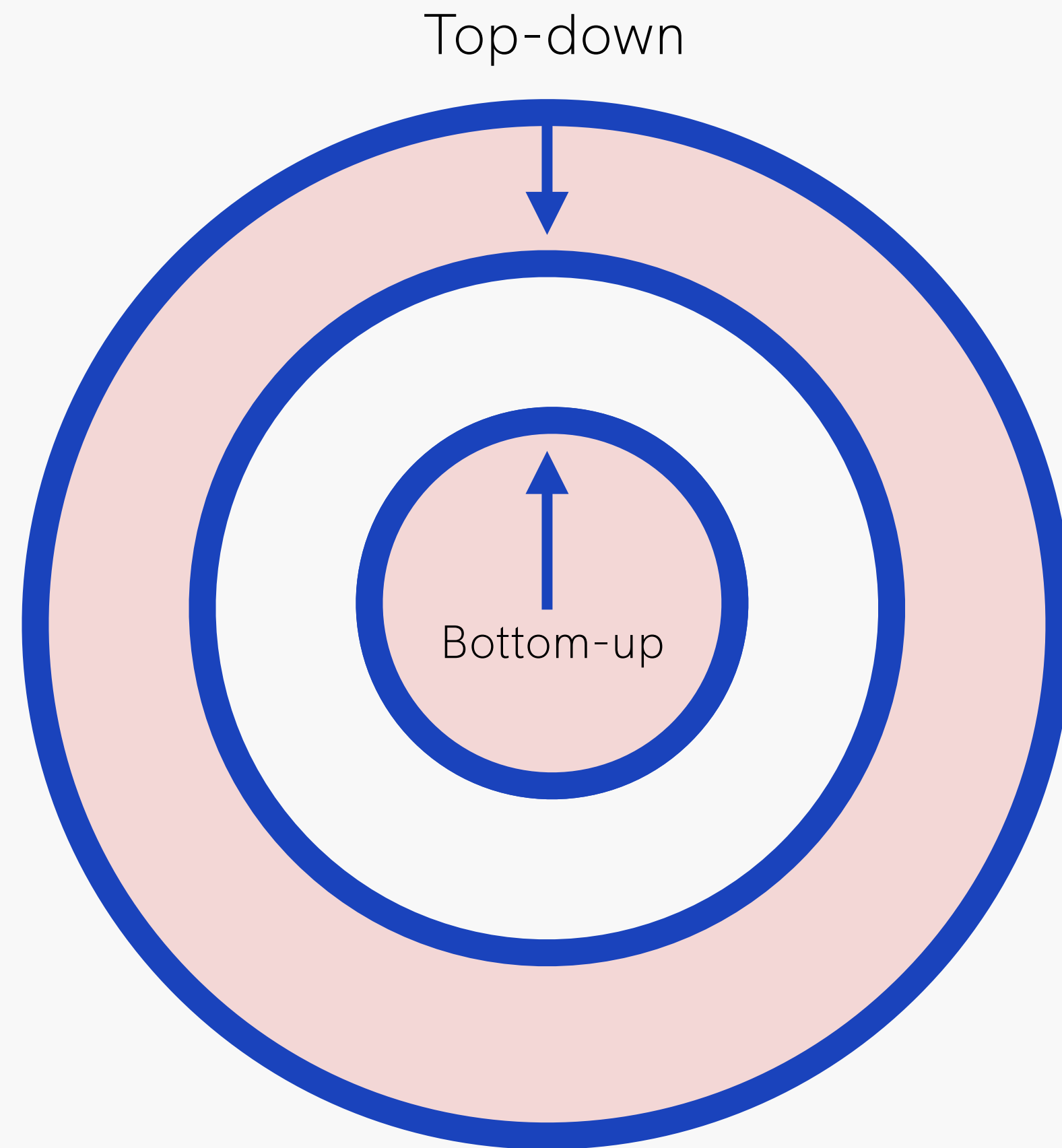


**“If you’re human,
you’re creative.”**

- Kit Unger

VP Product Design, Mural & Curator of this track

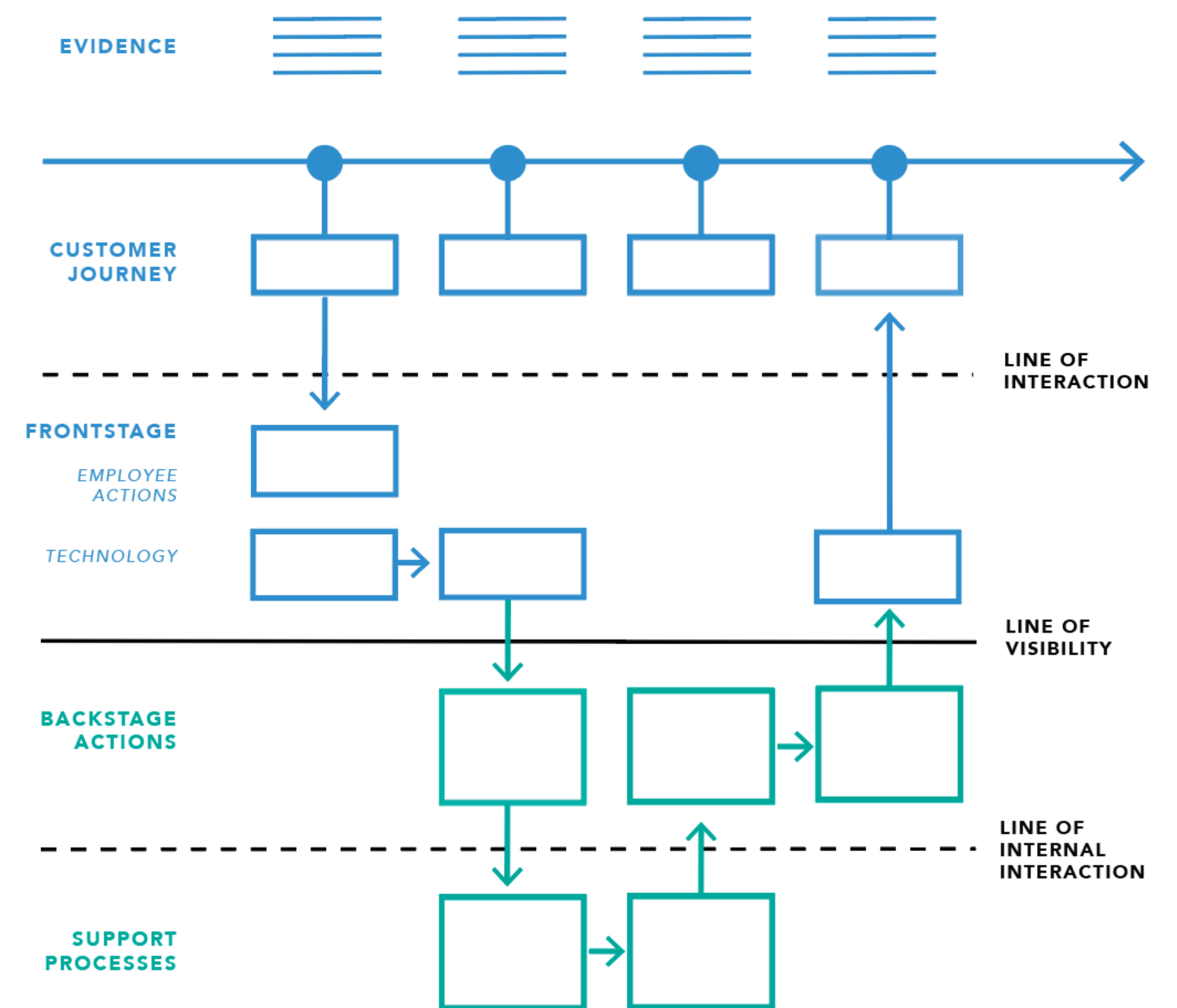
Design education org model



Service blueprints visualize organizational processes.

SERVICE BLUEPRINT 101

A diagram that visualizes the relationships between different service components (people, props, and processes) that are directly tied to the touchpoints throughout the customer's journey.



NNGROUP.COM NN/g

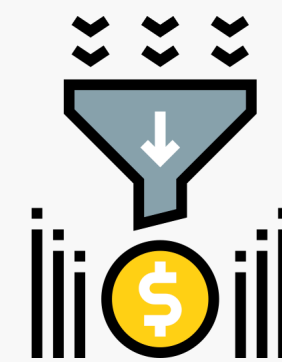
Source: Nielsen Norman Group

Where is your org on the design education maturity scale?



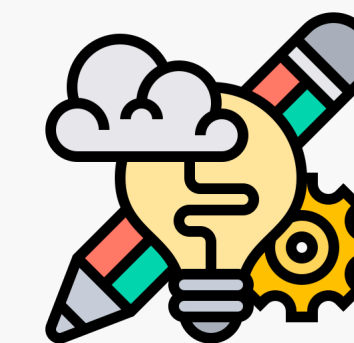
Prove that we matter

Goal: get recognized



Show that design has value

Goal: Show design ROI



Democratize design

Goal: design thinking toolkits for everyone

Surviving

Defending

Operationalizing

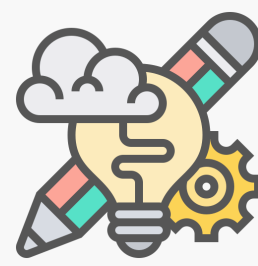
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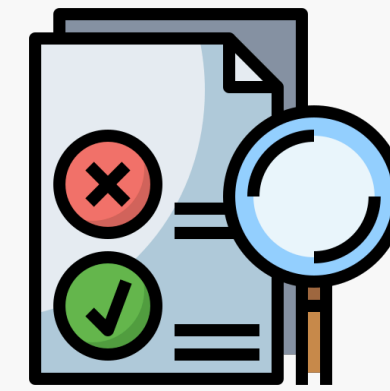
Cohort-based Community

Goal: learn and grow together



Thriving

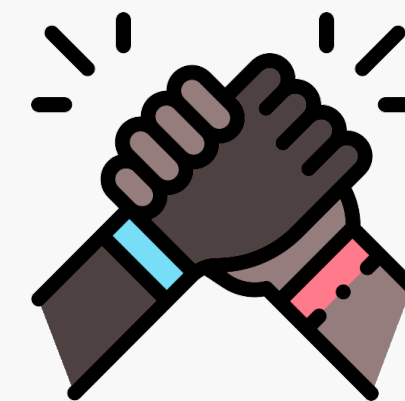
Design education as cohort-based communities



Assess the fluency and needs
of your org



Leverage existing channels



Be generous with your team and time

“Everyone is a designer.”

- Jared Spool

**Design education is
un-gatekeeping design.**