



Design at Scale  
by Rosenfeld

@Design\_at\_Scale #DAS2022

8 June 2022

## THEME 1: Design Practices in Times of Crisis

curated by **KIT UNGER**

Senior Vice President, Design - MURAL  
@Kitunger

The past couple  
of years have  
been **INTENSE**

ONE CRISIS  
AFTER  
ANOTHER

We can lead the change in  
culture we want for ourselves  
and our teams.



**TIRED?** A LOT OF US  
IN THIS FIELD  
ARE TIRED OF...

- ... NOT HAVING OUR  
VALUE UNDERSTOOD
- ... BEING FORGOTTEN
- ... FIGHTING FOR THAT  
"SEAT AT THE TABLE"
- ... BEING BROUGHT INTO  
A PROJECT TOO LATE
- ... EXECUTIVES NOT INVESTING  
PROPERLY IN DESIGN

JUST... TIRED!

We want to feel **VALUED**, feel **SATISFACTION** with our  
day-to-day work experience, a sense of **CONNECTION**  
with our co-workers, a sense of **PURPOSE**, and we  
want to **HAVE A POSITIVE IMPACT**

### How does change around us affect how we respond, adapt, and transform as a practice?

**TODAY** we'll explore...

- TRENDS and HOT TOPICS based on in-depth surveys and interviews  
conducted with UX thought leaders over the past two years.
- What DESIGN MATURITY means in a time of transformation  
and change, and how we need to approach design maturity  
from the CHANGE MANAGEMENT PERSPECTIVE.
- Different MANAGEMENT MODELS that SUPPORT TRANSFORMATION  
and result in SUCCESSFUL OUTCOMES.

Enjoy the talks, engage in conversation, explore new ideas,  
and **COME AWAY RE-ENERGIZED!**

TODAY'S TALKS are an **ANTIDOTE** to  
**UNCERTAINTY AT SCALE**... Today is about

**empowerment** and **POSITIVITY**  
AT SCALE  
**HOPE**