



**Design at Scale**  
by Rosenfeld

@Design\_at\_Scale #DAS2022  
9 June 2022

## THEME 2: Design Processes for a New Normal

curated by **LADA GORLENKO**  
Senior Director of Research - MURAL

**Q.** When the pandemic struck,  
WHAT DID YOU SEE...?

"Having designed remote collaboration tools since 2008, I saw the fruit of my work become essentials" every day



WHEN A CRISIS HAPPENS  
WE CAN SEE A LOSS  
OR AN OPPORTUNITY.  
IT'S A CHOICE.

BRANDON JARVIS' DREAM  
OF HIS UX LAB WAS CRUSHED  
BUT HE FOUND THE INSPIRATION  
TO CREATE A VERY  
THOUGHTFUL and SOULFUL  
UX PODCAST.

JESS GRECO SAW UNCERTAINTY ABOUT HER FUTURE  
BUT SAW THE OPPORTUNITY  
TO GROW Mastercard DESIGN  
VERY MEANINGFULLY for BOTH  
PEOPLE and the BUSINESS

**How can we adapt to thrive in a time of global change?  
How can we transform our processes to support the  
new normal?** DAY 2 offers a collection of case studies  
on process transformations during COVID, and lessons learned,  
including:

- Standing up to the CHALLENGE of SUPPORTING UNPRECEDENTED OPERATIONAL TRANSFORMATION.
- SKILLING UP TEAMS during the pandemic.
- LEVERAGING DESIGN SKILLS to help survive and recover from big disasters.
- Best practices of REMOTE COLLABORATION ACROSS TIME ZONES, DISCIPLINES, and LOCATIONS that are particularly relevant to large design teams.

Today is about HOPE and INSPIRATION... AND PRACTICAL TIPS  
on how to see that OPPORTUNITY. OUR COLLEAGUES in RETAIL  
DID BECOME the <sup>DIGITAL</sup> FRONT LINE WORKERS of the PANDEMIC. I APPLAUD THEIR  
SUCCESS in BEING ABLE to PIVOT PRACTICALLY OVERNIGHT.  
Most of all today I hope you feel CONFIDENCE "Can we...?" *yeah, WE CAN!*