



## Design at Scale

by Rosenfeld

@Design\_at\_Scale #DAS2022  
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My slides are super GAY because it's PRIDE MONTH 2nd ya gotta put PRIDE everywhere I go.

**IN TODAY'S THEME INTRO, LADA (and KIR)**  
**WAS REALLY HELPFUL THERE... LET'S**  
**JUST BE PEOPLE... SHOW PEOPLE**  
**WHAT HUMAN BEINGS LOOK LIKE**



**When can I be... BLACK, LESBIAN, TRANS, SMART...?** WHEN IS IT OKAY FOR ME TO BE <sup>↑</sup> (WITH OTHERS) I've chosen not to make those decisions TOO MUCH BRAIN DRAIN to be successful at work.

SKETCHNOTES :: @mjbreadbent



CONCEIVED @ HARVARD Freshman Dorm  
my family used that to hold me to a higher standard

EARLIEST MEMORY/  
magic trick?  
~5 year-old

Spent days with GRANDMA  
WHILE MOM WAS AT WORK

in the heat of the night

THE COSBY SHOW SET IN MISSISSIPPI  
where we lived  
black → smart  
BLACK CULTURE

**BLACK REPRESENTATION**

Media is central to me

EMPATHY for DISABILITIES from accidental  
temporary (~1 YEAR) blindness REQUIRED SURGERY

## Breaking the Tension: The Power of Enabling Your Employees to Show Up Authentically

B. PAGELS-MINOR (they/them/theirs)

Thought leader on product and culture development within technology

Today I'm going to start with ONE CHARACTER STUDY (ME)  
How they became the person they are,  
and how that shows up as authentic,  
especially at work.

It's so easy for people to see you as yourself when you just tell them who you are.

- SECOND GRADE New, better school (academically)  
\* No Black people \* (BUT OKAY)
  - Got sent to PRINCIPAL'S OFFICE EVERY DAY WHY? I WAS A GOOD STUDENT! That teacher doesn't like black people School secretary to my mom
- FOURTH GRADE Affirming Black teacher relaxed my concern... CAN I BE BLACK HERE OR NOT?
- SIXTH GRADE Placed into the GIFTED PROGRAM "You're SPECIAL" FOUNDATIONAL but also creates PERFORMANCE PRESSURE
  - BE THE BEST BLACK PERSON
- COLLEGE Applied to many ATTENDED DUKE Upon meeting my gorgeous blond ROOMMATE WOW I MIGHT BE GAY ♀
  - SCARED TO TELL MY MOM... SHE SAID SHE KNEW SINCE I WAS 8 YRS OLD!
  - You might not be able to be OUT everywhere - MOM
- LATER, EMPLOYED AT CARS.COM, REALIZED TRANS IDENTITY Asked co-workers to use THEY WITH ME. My manager pushed back HR VIOLATION? (She has since found me online and apologized)
  - NOTE: Special WHISKEY involved here
- RECRUITED to Apple in 2018 MS → TN → NC → IL → west coast liberal folk!
  - WOKE up one day and decided to BE MYSELF.
  - changed my name in DIRECTORY 100%. ACCEPTED w/o ISSUE B.
- RECRUITED to NETFLIX DAVE CHAPPELLE controversy
  - Can you match APPLE for acceptance?
  - MEMO EMAIL = BAD
  - BADLY HANDLED
- FIRST JOB: Target HUMBLED Store Mgr. ME: I LISTENED TO PEOPLE but also wondered: How can I be myself while doing this job? BUT NO CONVERSATION would have been GOOD