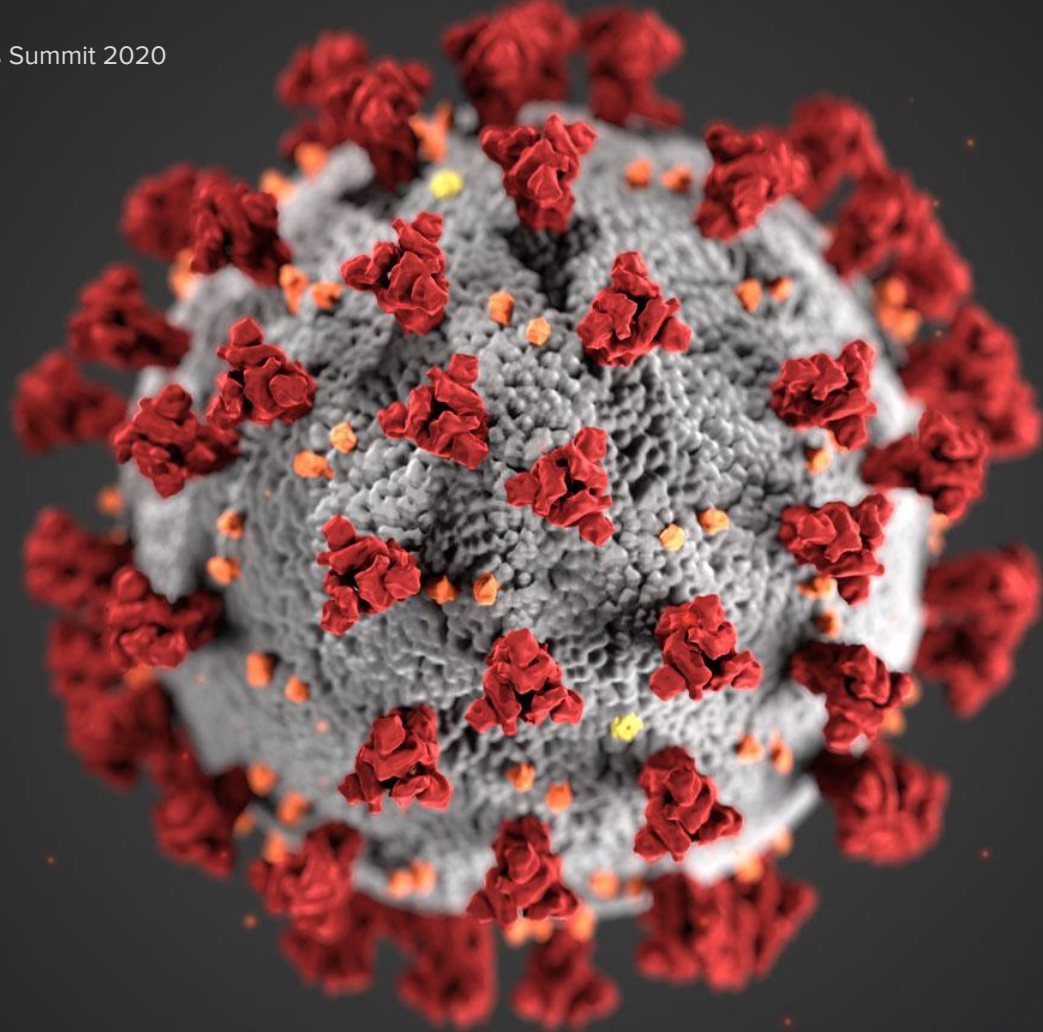


Past + Present + Future:

Closing the **Racial**

Divide in
Design Teams.





MOSCOW

Must Have

Should Have

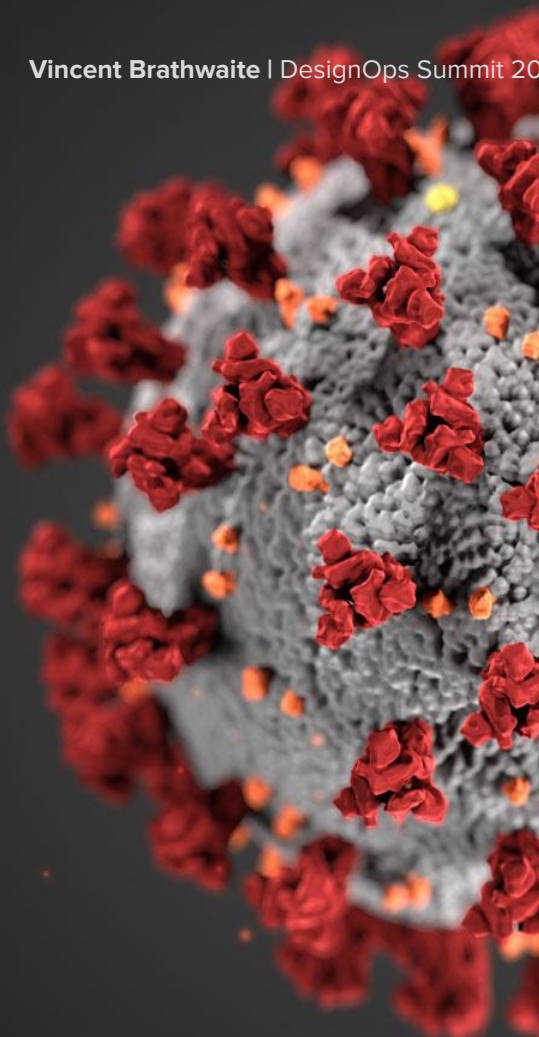
Could Have

Want to Have

- Profile Privats
- Google API
- Forgot Password Link
- Referral Link
- Cancel Acct (Automatic)
- Edit Profile
- Assign Admins
- Reset Password
- Provide Public view Access
- Choose Network (API)
- Facebook API
- Change Security (Access)
- Export Data
- Disable Not Co
- API

Customer Journey





3% of the design industry are African American/Black designers.



RACE

A **categorizing term** referring to human beings in the English language in the late 16th century.

RACE

Classifying terms
such as **type, sort, or
kind.**

RACE

Used for **sorting** and **ranking the people** in the English colonies.

RACE

Europeans who saw themselves as free people

Amerindians who had been conquered

Africans who were being brought in as slave labour

RACE

Ideology about human differences arose out of the context of **African slavery.**

SOCIAL DIFFERENTIATION

SUPERIORITY VS

INFERIORITY

ON

“

Race in the American mind was and is a statement about profound and **unbridgeable differences**...It conveys the meaning of **social distance** that cannot be transcended.

”

-Audrey and
Brian Smedley

Race says that we are different.

Racism discriminates because of those differences.

How might we create more
successful design teams by closing
the **racial divide**?









NEW ZEALAND

NEW ZEALAND

NEW ZEALAND

NEW ZEALAND

GREAT BRITAIN

GREAT BRITAIN

GREAT BRITAIN

GREAT BRITAIN

AUSTRALIA

AUSTRALIA

AUSTRALIA

192

156

133

106

103

49

16

1



Many hands make **light work.**

~~Many hands make~~ light work \neq success

"I would say regular feedback sessions with each other and stakeholders. Bringing data to every conversation. Understanding that we are facilitators of ideas and that a good idea can come from anyone." -**Tamora Petit**,
Product Design Manager at General Assembly

success?

"For me personally a successful team is based on many aspects. A team should feel 100% supported by each other and their leaders. Successful teams should feel grounded by the teams collective value and principles which allow them to be autonomous in their work. They aspire to be resilient but use the insights gained from difficulty to inspire growth opportunities. They represent the user and use their voice to reflect value in all they do." -**Bill Townsley, Sr. UX Design Manager, Product Design - Capital One**

success?

"In my experience, a successful design team has all the right experience at the table for that specific project. And a leader that can communicate the scope clearly. Communication is key and the most important piece! Something we do at Bruxton is to put in the extra effort to make the team diverse. This makes the conversations around the project broader." -**Cory Grabow, Founder of Bruxton Group LA**

success?

"Simple, user research is the foundation of every project and solves their primary user's biggest problems/issues ideally in a elegant/delightful manner through continuous iteration and testing. And also ideal if the team includes representatives from all the product's teams roles." -**Amir Elabbady, Senior UX Designer at Accenture**

success?

"I think you have to start with measuring success and how your design team will measure it? Whatever that thing is, keep it and create a cadence to build a more robust and more muscular design muscle. Successful design teams have great team structures, design principles, great recruiting, consistent engagement, and learning DevOps and engineering partners."

-Terrell Cobb, Design Lead at Microsoft

success?

structure + communication = success!

structure + communication = **success!**

structure + communication = success!

structure + communication = success!

structure + communication = ?

structure + communication = ?





Language is the method of human communication, either spoken or written, consisting of the use of words in a structured and conventional way.

Language is the method of human **communication**, either spoken or written, consisting of the use of words in a **structured** and conventional way.

Language?

racial

divide

Language?

racial **structure** divide

Language?

1 2 3 4
racial **structure** divide

topic

agreement

environment

catalyst

supporting evidence

company

department

networking event

CONTEXT

1 2 3 4
racial **structure** divide

structure + communication = success!

racial

divide

Language

racial

divide

Language

CONTEXT

racial

divide

Language

CONTEXT

racial **structure** divide

Language

CONTEXT

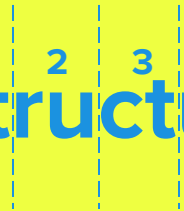
1 2 3 4
racial structure divide

Language

CONTEXT

effective communication racial structure divide

1 2 3 4



Language

CONTEXT

effective communication

+

¹ ² ³ ⁴
structure

=

SUCCESS

closing the racial divide in design teams =

CONTEXT x Language

CONTEXT (communication + structure)

1 2 3 4

RACE (communication + structure)

1 2 3 4

RACE (talking + structure)



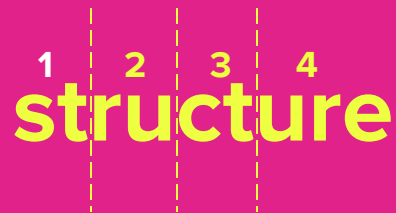
The diagram shows the word 'RACE' in a large, bold, black font. To its right is a plus sign followed by the word 'structure' in a smaller, bold, black font. Above the word 'structure', there are four vertical dashed lines, each with a small number above it: '1' above the first line, '2' above the second, '3' above the third, and '4' above the fourth. The numbers 1, 2, 3, and 4 are in a small, black font.

RACE (talking + ?)

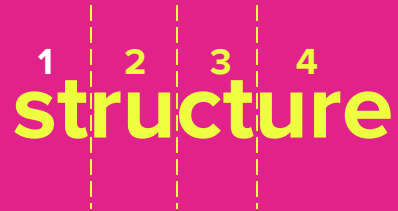
?

1 2 3 4
structure

1. Equity



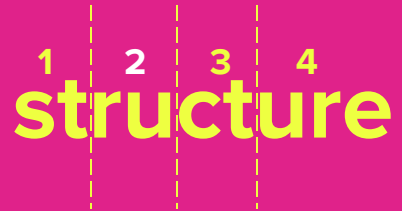
Equity is the quality of being fair and impartial.



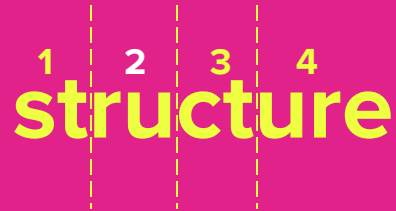


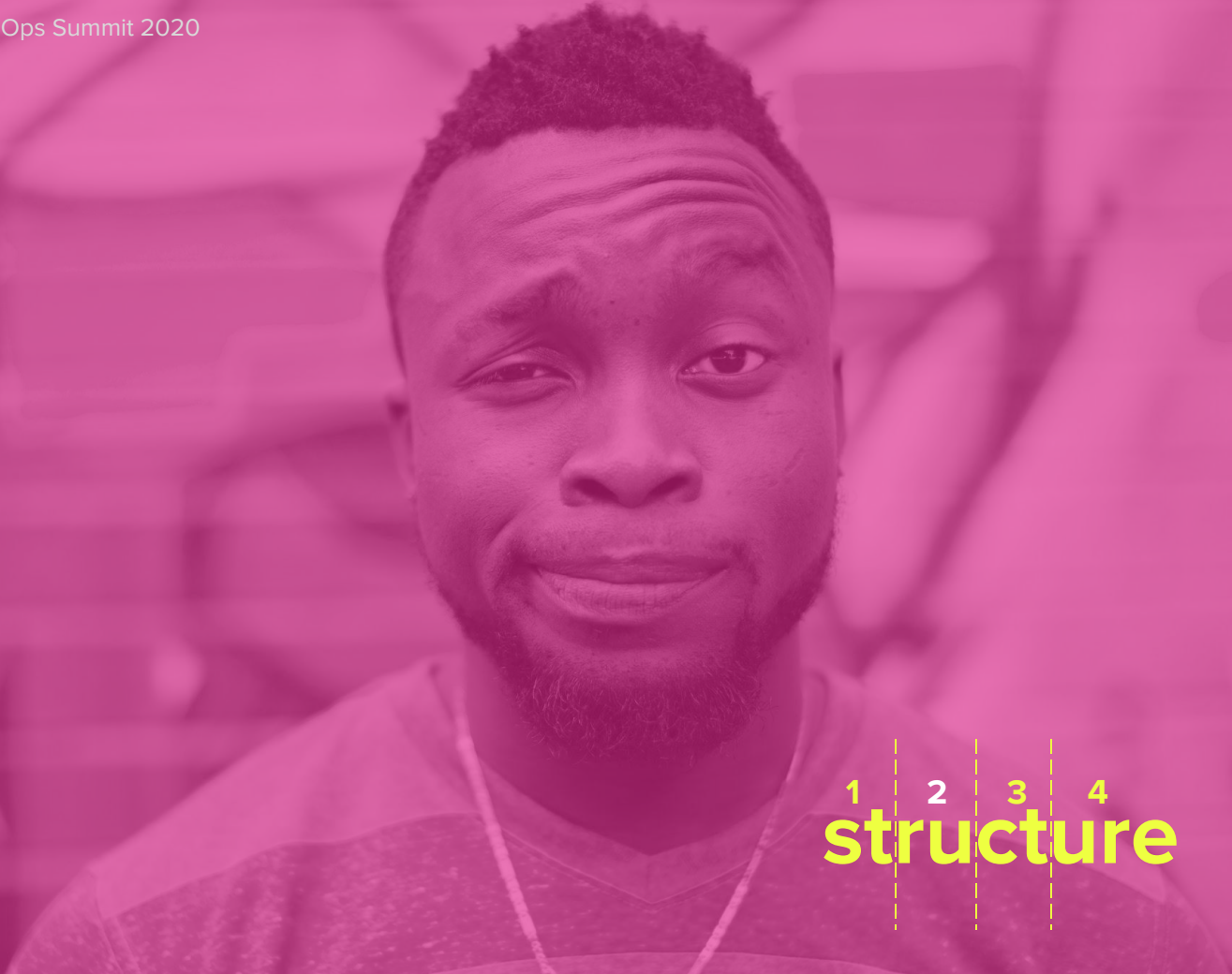
1 | 2 | 3 | 4
structure

2. Vulnerability



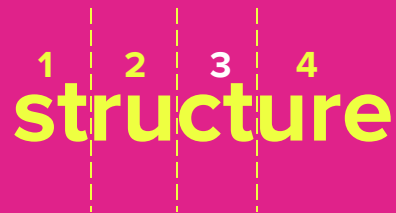
Vulnerability means being transparent about your thoughts and feelings.



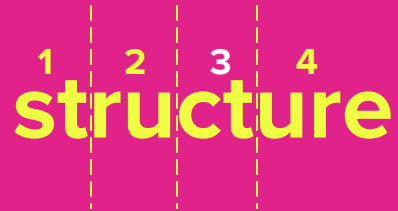


1 2 3 4
structure

3. Investment



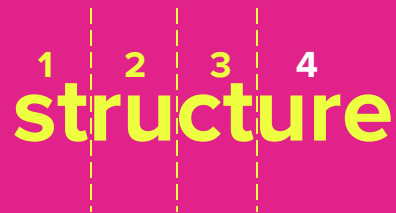
Investment requires undivided attention and dedicated time.



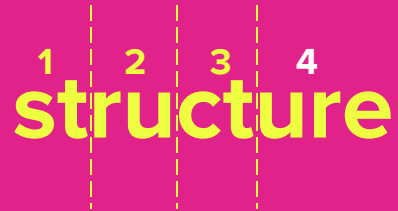
FOCUS

1 2 3 4
structure

4. Diversity



Diversity is embracing the unique attributes of the individuals within the team.





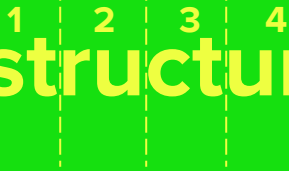
1 2 3 4
structure



1 2 3 4
structure

CONTEXT x Language =

CONTEXT (communication + structure) =



RACE (talking +

- 1. Equity**
- 2. Vulnerability**
- 3. Investment**
- 4. Diversity**

) =

closing the racial divide in design teams

**closing the
racial divide
in design
teams**

=

19%

higher revenues

**closing the
racial divide
in design
teams**

=

43%

higher profits

"The business sees the benefit of the design thinking process in business metrics, positive customer feedback, happy stakeholders, and happy design/developers who feel they are all working together to accomplish something." -**Tamora Petit, Product Design Manager at General Assembly**

success!

"I think like the product itself this is always what we strive to achieve. As a team you encounter new things and some bumps along the way but it's an ongoing effort. Some can be measured by establishing metrics while others you will just know by the culture being built overtime." **-Bill Townsley, Sr. UX Design Manager, Product Design - Capital One**

success!

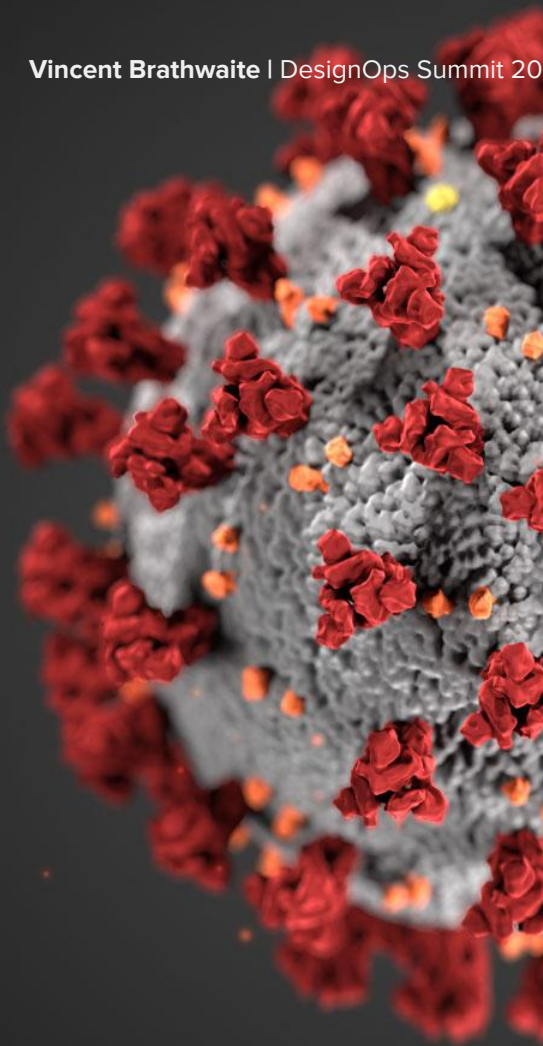
"I don't feel like there is ever a 'It worked just how we planned' moment but more of a learning and growing together as Agency + Partner relationships go." -**Cory Grabow, Founder of Bruxton Group LA**

success!

"I think you can tell by the health and rhythm the team is producing the work." -**Terrell Cobb, Design Lead at Microsoft**

success!





?

“

When we learn how to become **resilient**, we learn how to embrace the beautifully broad **spectrum of the human experience.**

”

-Jaeda Dewalt

Thank You!

[in/vincentjbrathwaite/](#)

Past + Present + Future:

Closing the **Racial**

Q+A

**Divide in
Design Teams.**



#15E00F

#1B92E0

#E0D312

#E0228A

#E0962D

