The tale of two companies:
Building a successful UX practice in a century-old enterprise

The Ford IT Story

Rob Mitzel

August 31, 2020

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Picture the Starting Point…
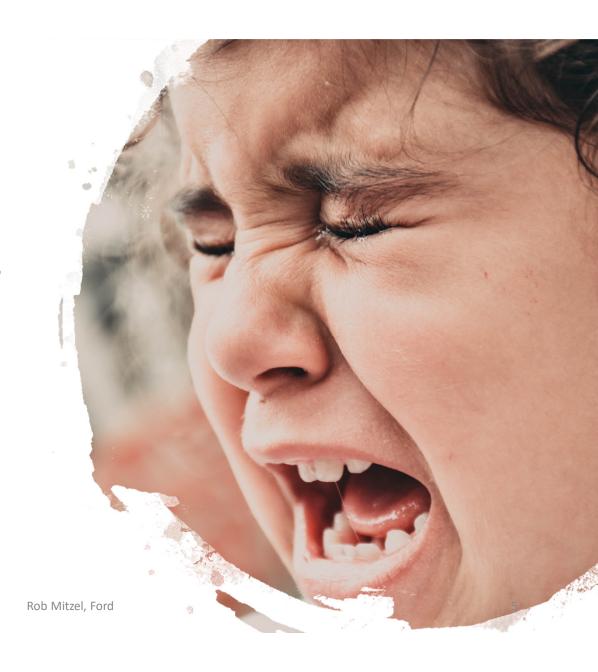
Fast Forward Ten Years…

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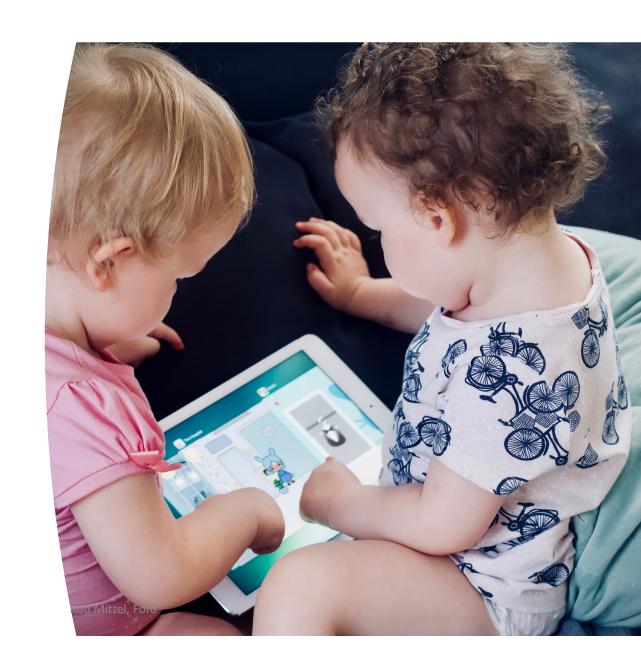# It's *MY* Work, Not *THEIRS*!

We Need a Better Way

- Culture: How vs Who

- Areas of Focus:
  - Share
  - Fill the Void
  - Look Forward

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Share

- Expose
- Teach
- Partner

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Fill the Void

Do things even if there is no name for it

- Web Center of Excellence
- Component Library
- Reference Application
- Design Tools & Resources

Look Forward

- Examine Options
  - Retire Component Library
- Seize Opportunities
  - UX Coaching
- Get Around
  - Learn

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It Takes Work

- Interact
- Be Creative
- Develop the Team

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Confirmation

- Culture of Advocacy
- Re-branded the UX Center of Excellence

Keys to Success

- Passion for UX
- Develop Your Team
- Experiment
- Learn
- Apply

The landscape is always shifting...

What is in the Future?

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