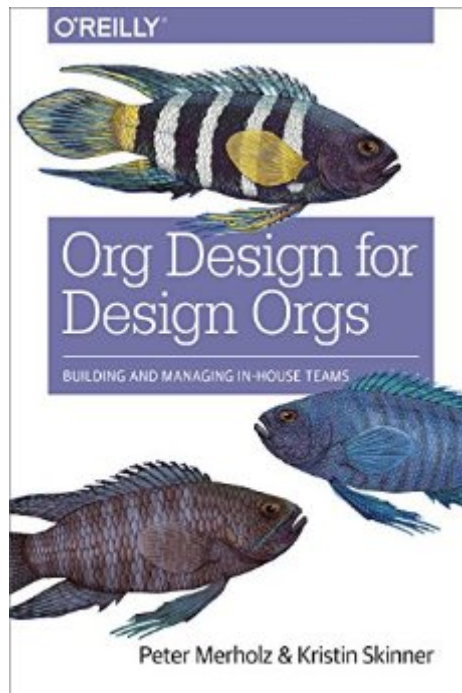


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# Org Design For Design Orgs: Building And Managing In-House Design Teams



## Synopsis

Design has become the key link between users and today's complex and rapidly evolving digital experiences, and designers are starting to be included in strategic conversations about the products and services that enterprises ultimately deliver. This has led to companies building in-house digital/experience design teams at unprecedented rates, but many of them don't understand how to get the most out of their investment. This practical guide provides guidelines for creating and leading design teams within your organization, and explores ways to use design as part of broader strategic planning. You'll discover:

- Why design's role has evolved in the digital age
- How to infuse design into every product and service experience
- The 12 qualities of effective design organizations
- How to structure your design team through a Centralized Partnership Design team
- roles and evolution
- The process of recruiting and hiring designers
- How to manage your design team and promote professional growth

## Book Information

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## Customer Reviews

The minute I started reading *Design for Design Orgs*, I couldn't tear my eyes from it. It was

almost 2am when I found myself in the middle of chapter 7, and had to talk myself into getting some sleep. This book was so rich with personable, practical advice on how to build design culture that I felt like I was in a cozy fireside chat with a design mentor. It was like listening to stories from someone who has lived through it all. Someone who could relate and empathize deeply with the issues I'm facing with my design organization, and give smart, actionable advice on how to proceed forward. I'm a designer and researcher at a startup that has been through many ups and downs in the past 2 years. Our design team has struggled with getting design recognition and getting research to be valued and integrated. We've had designers hit career ruts and stunted growth, and have had friction with aligning with leadership. This book covered all these issues in a well-organized manner, supported by clear diagrams and real-world stories. If you work on or with an in-house design team, this book is an ABSOLUTE must-read. This truly is the book I wish I had since the beginning of my design journey. It's the book I would reference with, write proposals and plans with, wallow in sorrow with, get uplifted with hope with. It confronts the reality of being an in-house designer straight on. I always have it with me at work, showing highlighted sections to my design manager, to product managers and engineers. It's not only a book that I know will be useful throughout my career in design, it's the greatest design mentor I could ever ask for, always in my back pocket.

A thorough and readable treatise on the importance of design to today's organizations as well as a practical, actionable guide to implementation. Case for change plus change plan. What else do you need? Nothing but action!

This is a great book on the topic. Design has considerably changed over the last decade and often teams are now fully integrated into the development cycle and are thus part of the development team. This book highlights how design teams can be organized to be efficient in this type of organizations.

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