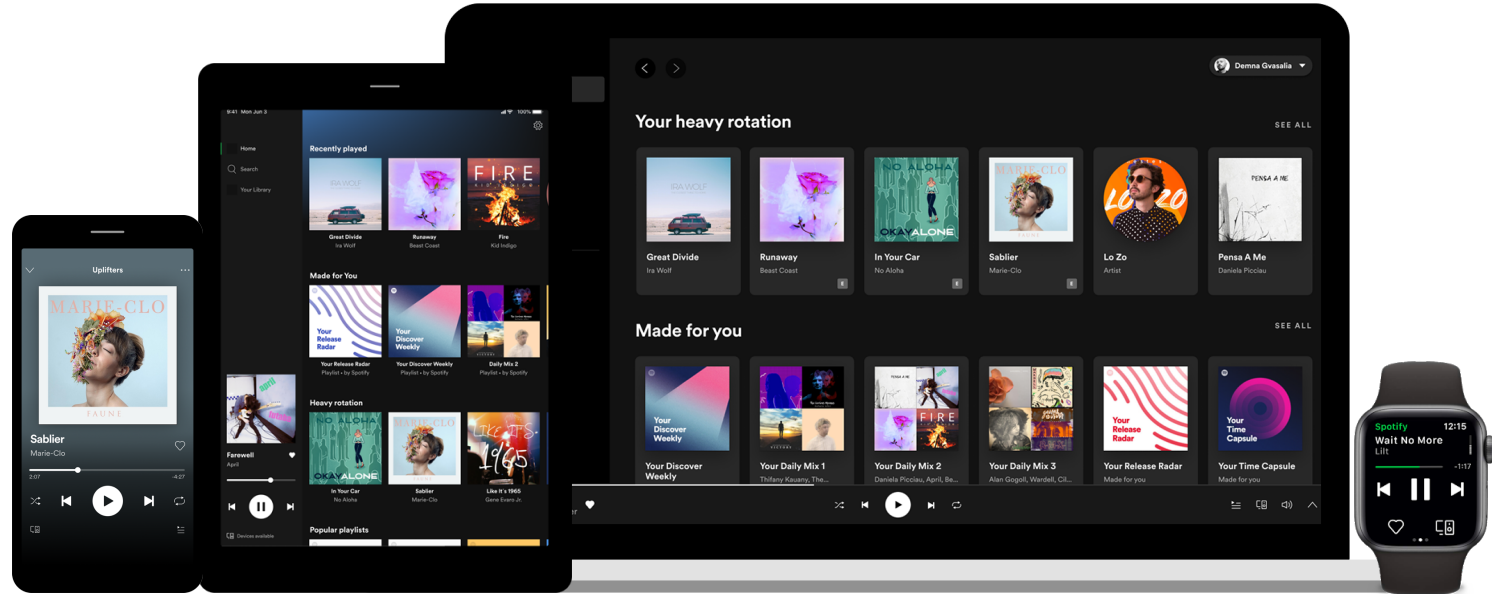


Hello, Design Matters

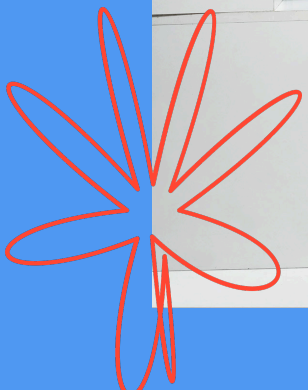


Making the Band

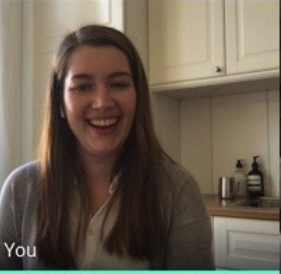
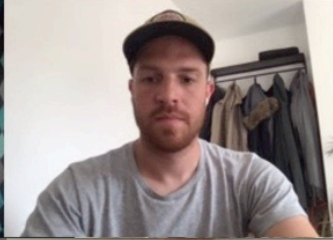
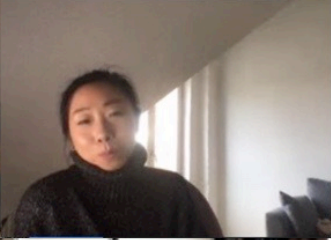
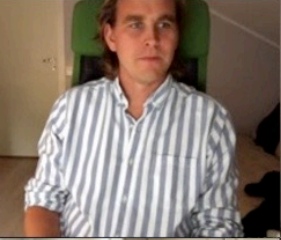
Nicole Burrow

Senior Design Director
Consumer Experience at Spotify





Source: Bookpres and The New Yorker



You

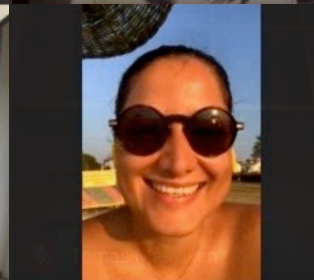
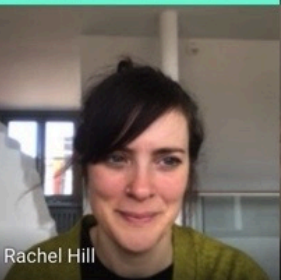
... Petter Eriksson

... Sal Tavkar

🚫 Alex Cameron

... Joakim Christoffersson

... Nicole Burrow



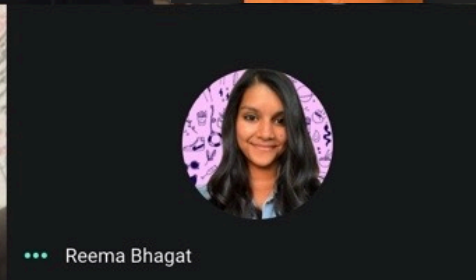
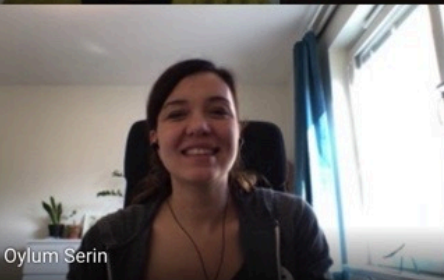
Rachel Hill

🚫 Shannon Ffrench

🚫 Maya Weinstein

🚫 Victoria Ayo

🚫 Monika Kantor



Cylum Serin

🚫 Anna Rynvall

🚫 Spencer Huddleston

... Reema Bhagat

“

A group of people working in unison
is a wonderful thing to behold.

Done well, it ceases to be about you
or me, one individual or another...

...instead, you feel the energy
of dozens of hearts and minds
directed toward a shared purpose,
guided by shared values.”

— *Julie Zhuo*

For employees who find meaning at work

Retention rate increased

3x

For employees who find meaning at work

Job satisfaction increased

1.7x

For employees who find meaning at work

Engagement increased

1.4x

Passions Values Strengths



What's your role in the band?



When you put a band together it's essential to have people in the right roles.



Lead singer



Lead singer



Lead singer



Lead singer

When you put a band together it's essential to have people in the right roles.



Lead singer



Lead guitar

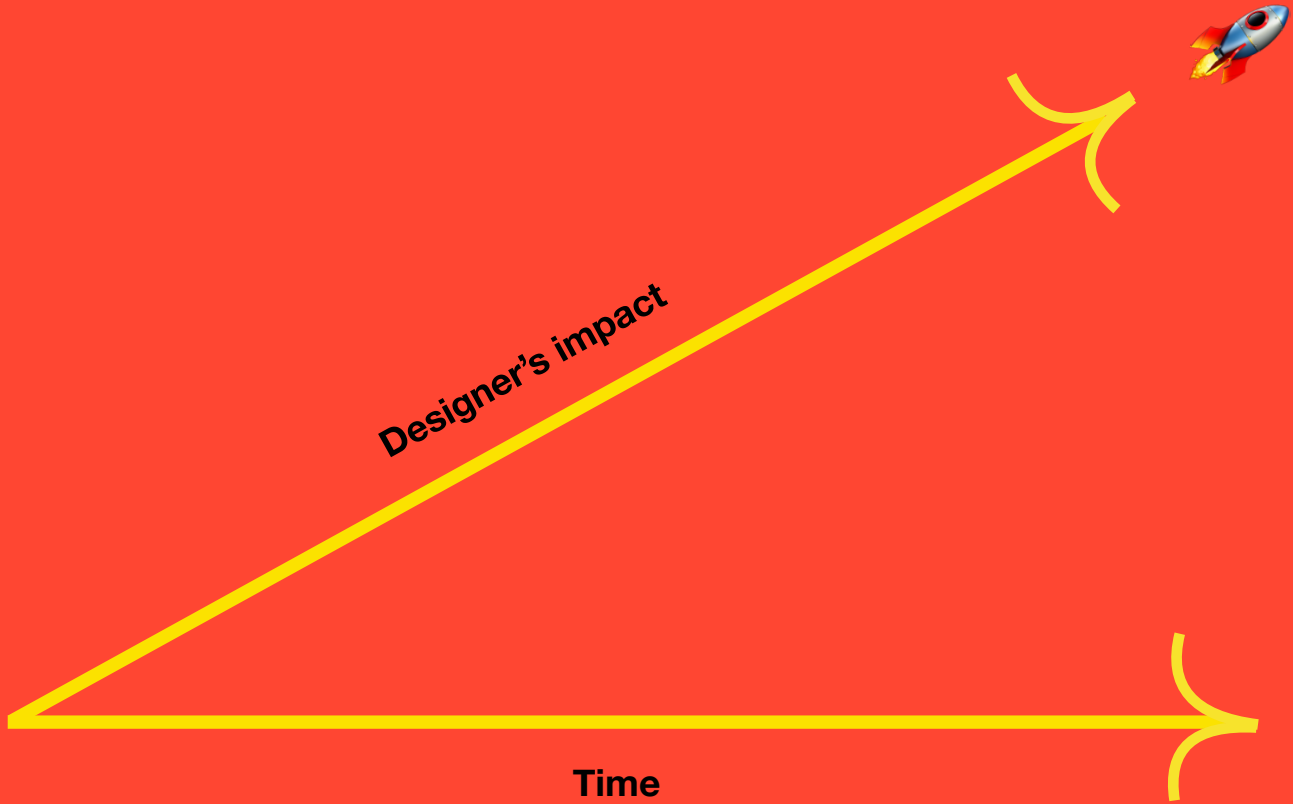


Bass guitar



Drums





What's your role in the band?

Expert vs Manager

Contributor

Associate

Designer

Senior

Manager

Manager

Snr Manager

Director

Snr Director

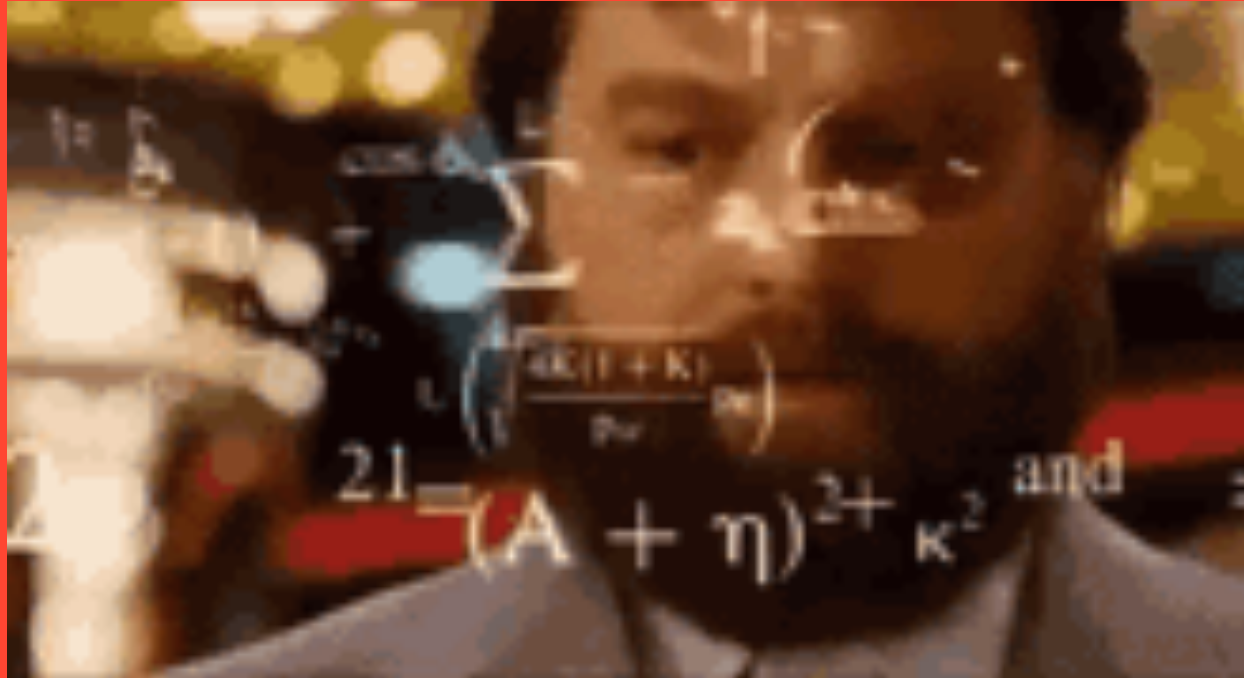
VP

Expert

Associate Principal

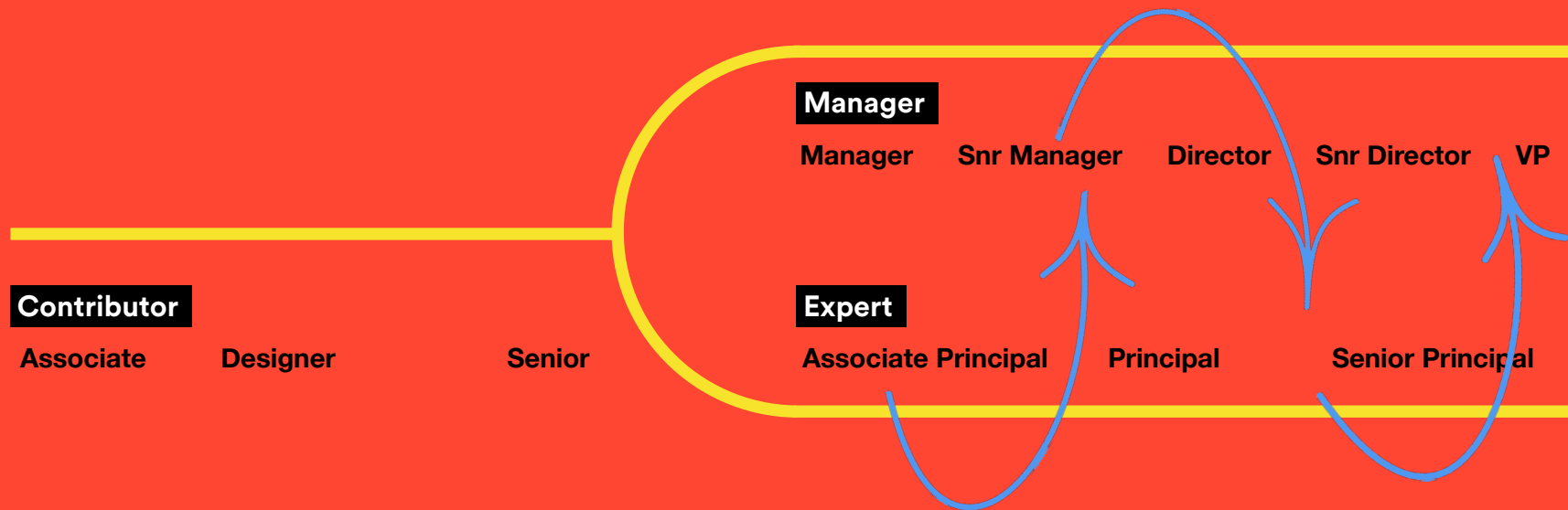
Principal

Senior Principal



What's your role in the band?

Expert vs Manager



Managing people,
running teams and projects,
and driving impact through others.



Masters of the craft.
Leading through mentorship,
shipping great high-quality work.

What's your role in the band?

Individual Contributors

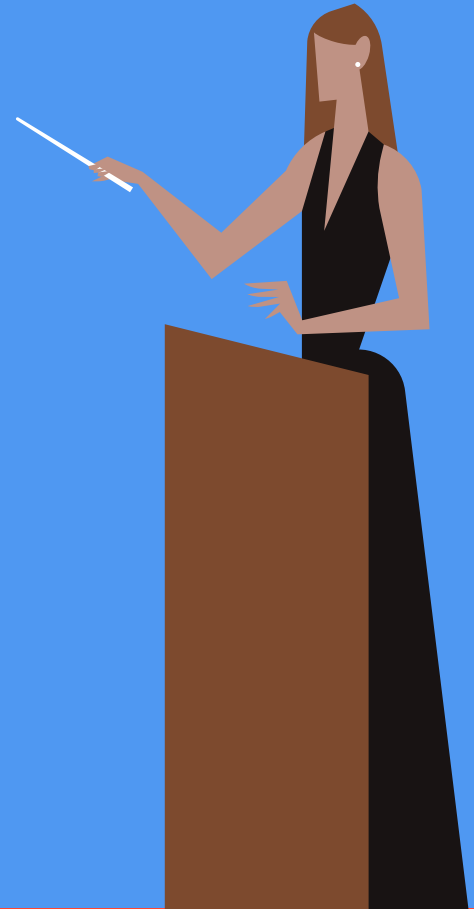
- Expert-level craft skills
- Mentor other designers
- Drive high impact initiatives
- Execute and push through ambiguity
- Deep understanding of problem spaces



What's your role in the band?

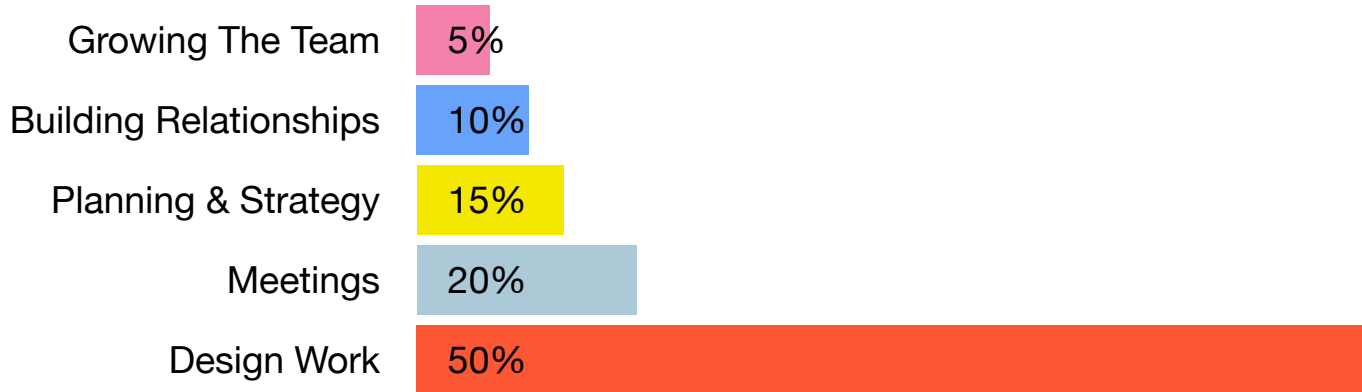
Managers

- Focus on people development
- Define design vision and strategy
- Professional context switcher
- Glue for teams, projects and ideas
- Team culture builder
- Business expert



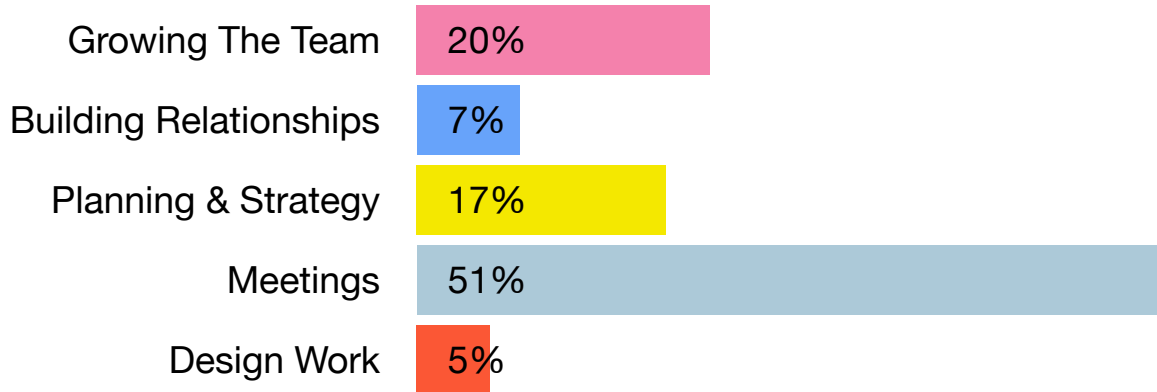
What's your role in the band?

A designer's time



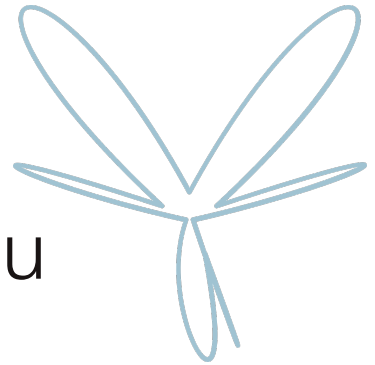
What's your role in the band?

A manager's time



“What got you here, won't get you there.”

— *Marshall Goldsmith*



Great Designer \neq Great Manager





1. What gives you energy at work?

Energy - Engagement Map Workshop

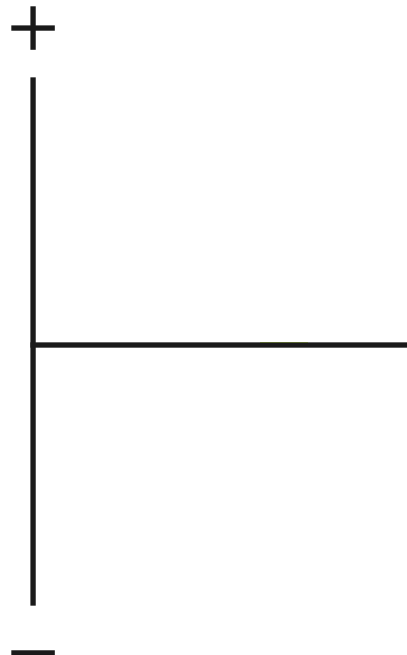
1. List your top energy giving or draining regular activities/engagements:

- Deep design work
- Meetings
- Ideation sessions
- 1:1 conversations
- Writing strategy

2. Draw a bar of each one's [+] or [-] effect.

3. What do you notice about your energy patterns?

4. What relatively accessible changes can you make to improve your energy flows?



Energy - Engagement Map Workshop

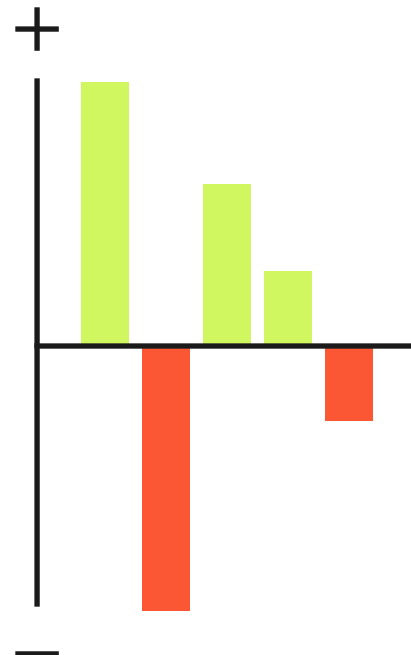
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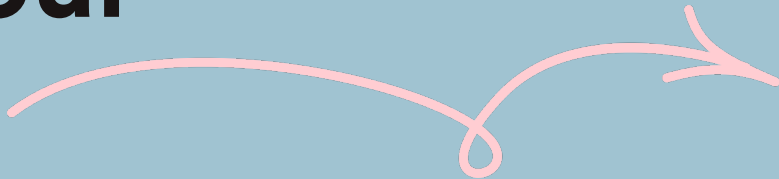
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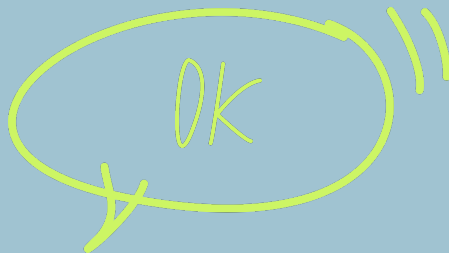


2. What's your desired percentage of hands-on design work?

3. What are your long-term career goals?



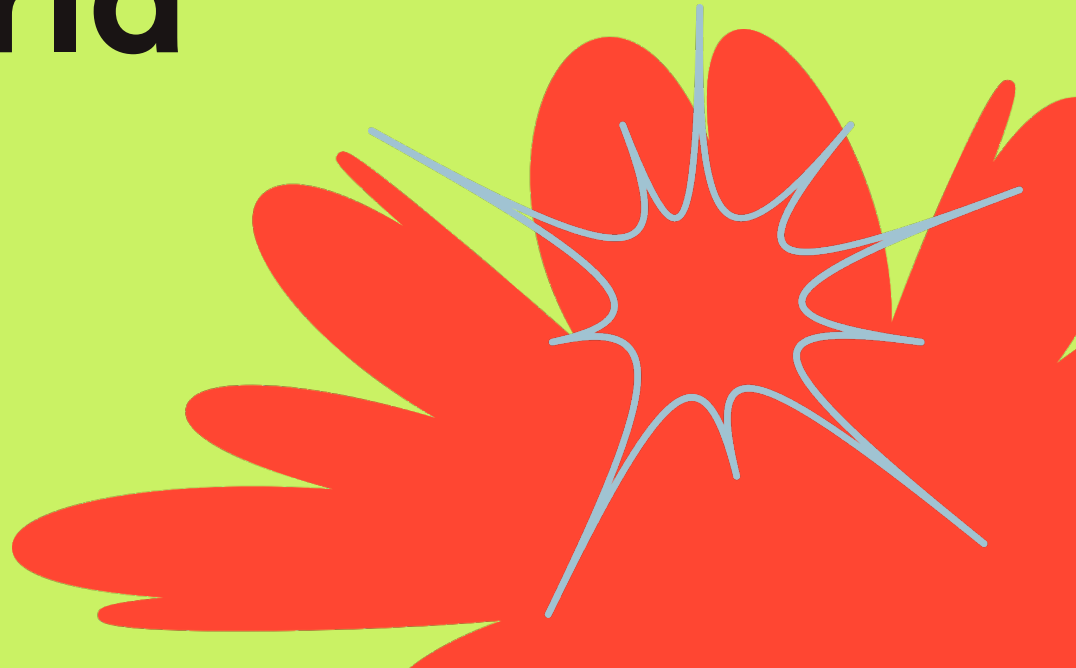
Picture yourself in 5 years



Still not sure?
Take it for a test drive



On tour in a Covid world



Playing in a Covid world

Taking care of your inner rockstar

What do you need to get to the top of the charts?



Thank you



Nicole Burrow

Senior Design Director

Consumer Experience at Spotify



Spotify® Design

