

NEXT UP

Lance Shields

Director of International Design

Adobe Design

**DESIGNING BETTER
DESIGN TOOLS FOR
REMOTE WORK**

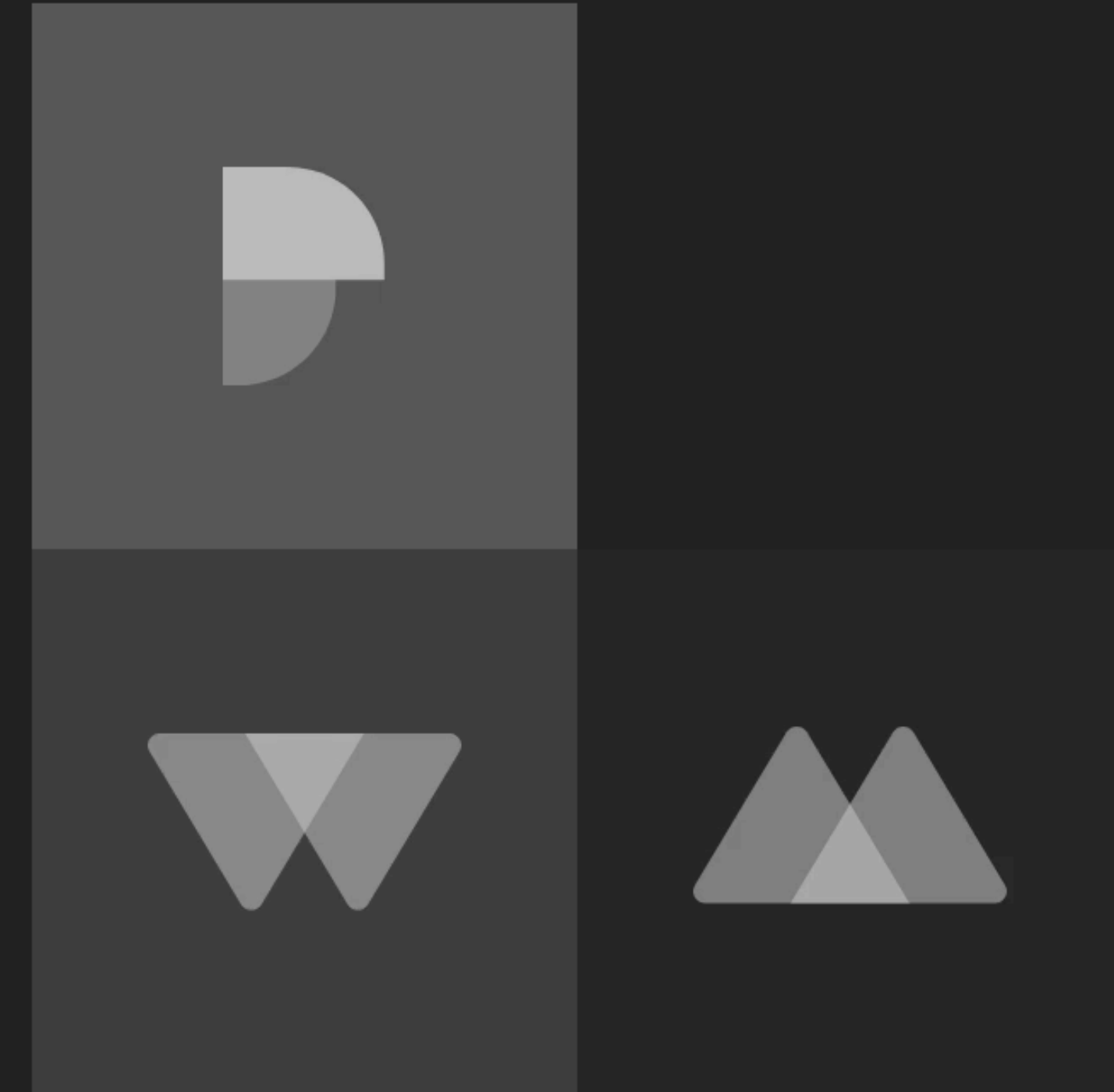


#designmatterstokyo



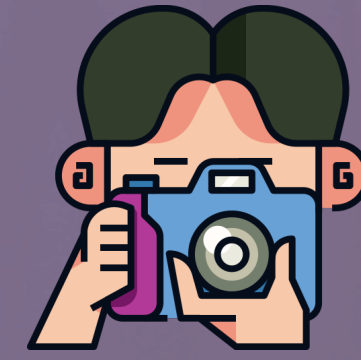
CREATING BETTER DESIGN TOOLS FOR REMOTE WORK

Lance Shields | International Design | Adobe Design





Hello. I'm Lance.



 A world map with numerous colorful pushpins placed across various continents, representing a global presence. The map is overlaid with a semi-transparent dark layer, and the text is centered in white. In the bottom right corner, there is a decorative graphic consisting of a grid of blue and purple dots.

**I lead the awesome International
Design Team at Adobe.**

Adobe International Design Team



Lance Shields
Design Director

SF

Pittsburgh

NYC



Linda Ma
Senior Designer



Raghvi Kabra
Design Intern



Jinpei Wei
Designer



Daniel Wagner
Lead Engineer

Warsaw



Lorenzo Buosi
Lead Designer

Tokyo

Hong Kong

Bangalore



Rajdeep Chandra
Sr Engineer



Julie Ip
Designer



What We Do

We're a cross between an incubator and strategic partners for international opportunities



Our Mission

To enable creativity and innovation across borders,
cultures and languages everywhere we can!



A person wearing a black dress and a paper bag as a headpiece stands in a desert landscape. The paper bag has two black dots for eyes and a simple curved line for a mouth, giving it a sad expression. The person is holding their chest with one hand. The background shows rolling sand dunes under a clear sky. The entire image has a semi-transparent dark purple overlay.

**But we haven't always been
that awesome...**

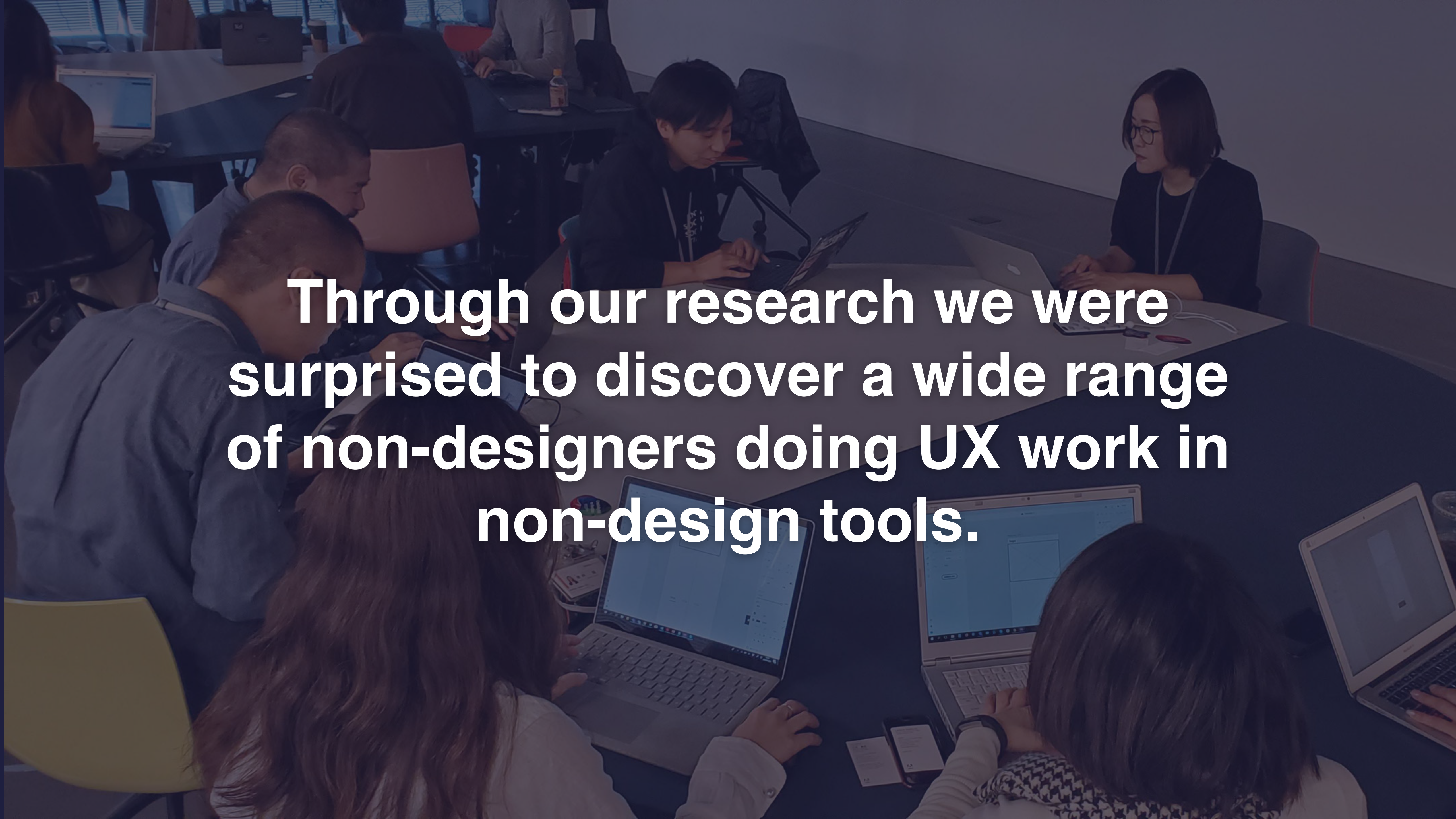


**At times our team has
found working remotely a
challenge**

- 👎 *Lacking in virtual communication*
- 👎 *Struggled to come up with good ideas*
- 👎 *Duplicated each others work*
- 👎 *Difficulty in learning new skills*
- 👎 *Didn't document our work well*
- 👎 *Our kids and family required our attention*
- 👎 *Didn't evangelize our team well*
- 👎 *Lonely working at home during Corona virus*



Our story begins in Japan...

A group of people are working in a modern office environment. They are seated at long tables, focused on their laptops and tablets. The scene is dimly lit, with a blueish tint, suggesting a late afternoon or evening setting. The people are engaged in their work, with some looking at their screens and others talking. The overall atmosphere is one of productivity and collaboration.

Through our research we were surprised to discover a wide range of non-designers doing UX work in non-design tools.

We learned people have many unmet needs when designing remote:



1. Remote whiteboarding



2. Quick screen



3. Presenting their work



Ultimately, we wanted to help UXers stay in their zone.

Modular Plugins stack



Whiteboard

Remote Teams Collaboration



Quick Mockup

Wireframe + mockup tool



Presentation

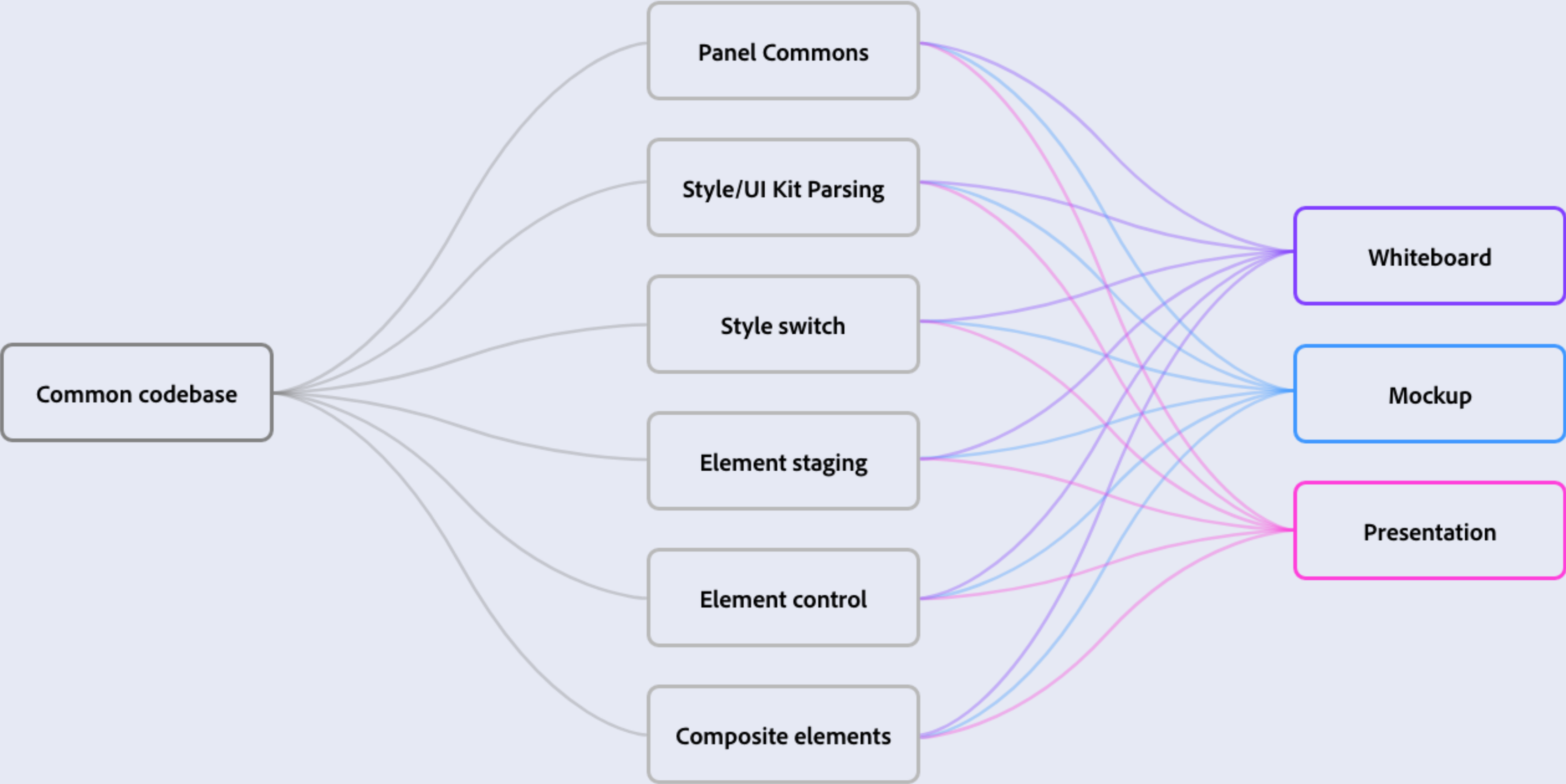
Create and present keynotes

Eerily speaking in unison...

“Hey! To do this our small team needs to design and build these tools in a scalable, extendible way!”

“If we want to realistically want to do these things to Adobe it would take a long time so we can up with the idea of using extensibility to launch quickly...”







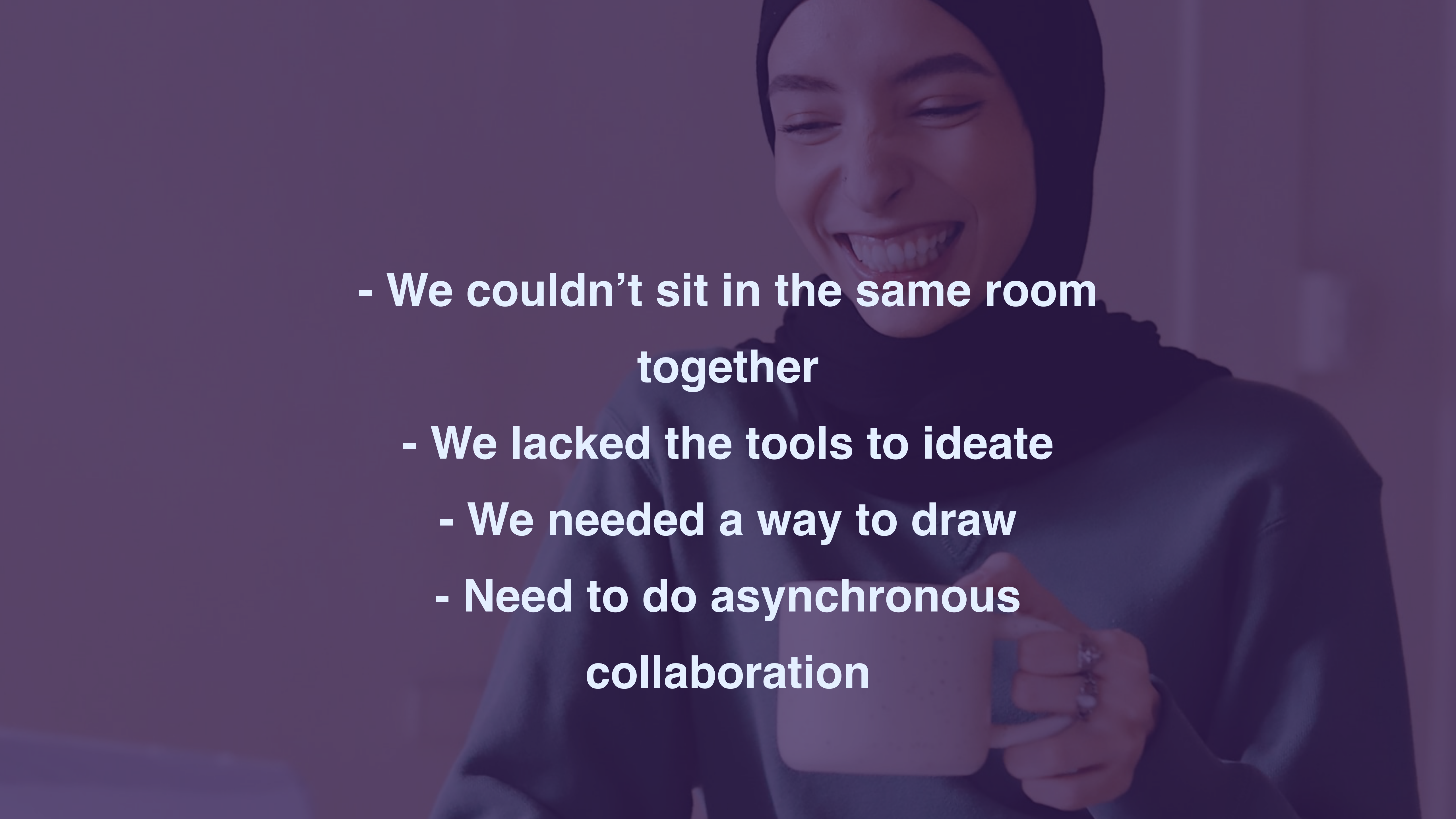
Whiteboard

Ideate visually, anywhere



Remote Design Challenge #1

***With covid we felt remote
ideation had to be figured
out***

- 
- **We couldn't sit in the same room together**
 - **We lacked the tools to ideate**
 - **We needed a way to draw**
 - **Need to do asynchronous collaboration**

What we did:

- Whiteboard was our first plugin
- First time to work together with an engineer
- We gave ourselves one week to design and build it
- XD co-editing just came out so it was a challenge to get it to work
- We realized free drawing was missing in XD so we came up with a way to add it
- First time for us to create marketing all by ourselves and push out into social media




Quick Mockup

Design your ideas, faster

Remote Design Challenge #2

***We knew designers & non-designers
needed a way to get their ideas down
faster***

- 
- A person is shown in profile, sitting at a desk in a dimly lit office. They are looking at a computer monitor. The desk has a desk lamp, a mug, and some papers. In the background, there are whiteboards and another person working at a computer. The overall atmosphere is focused and professional.
- Using unwieldy sticker sheets
 - Not everyone was a designer
 - Tools don't play well together
 - There's never enough time

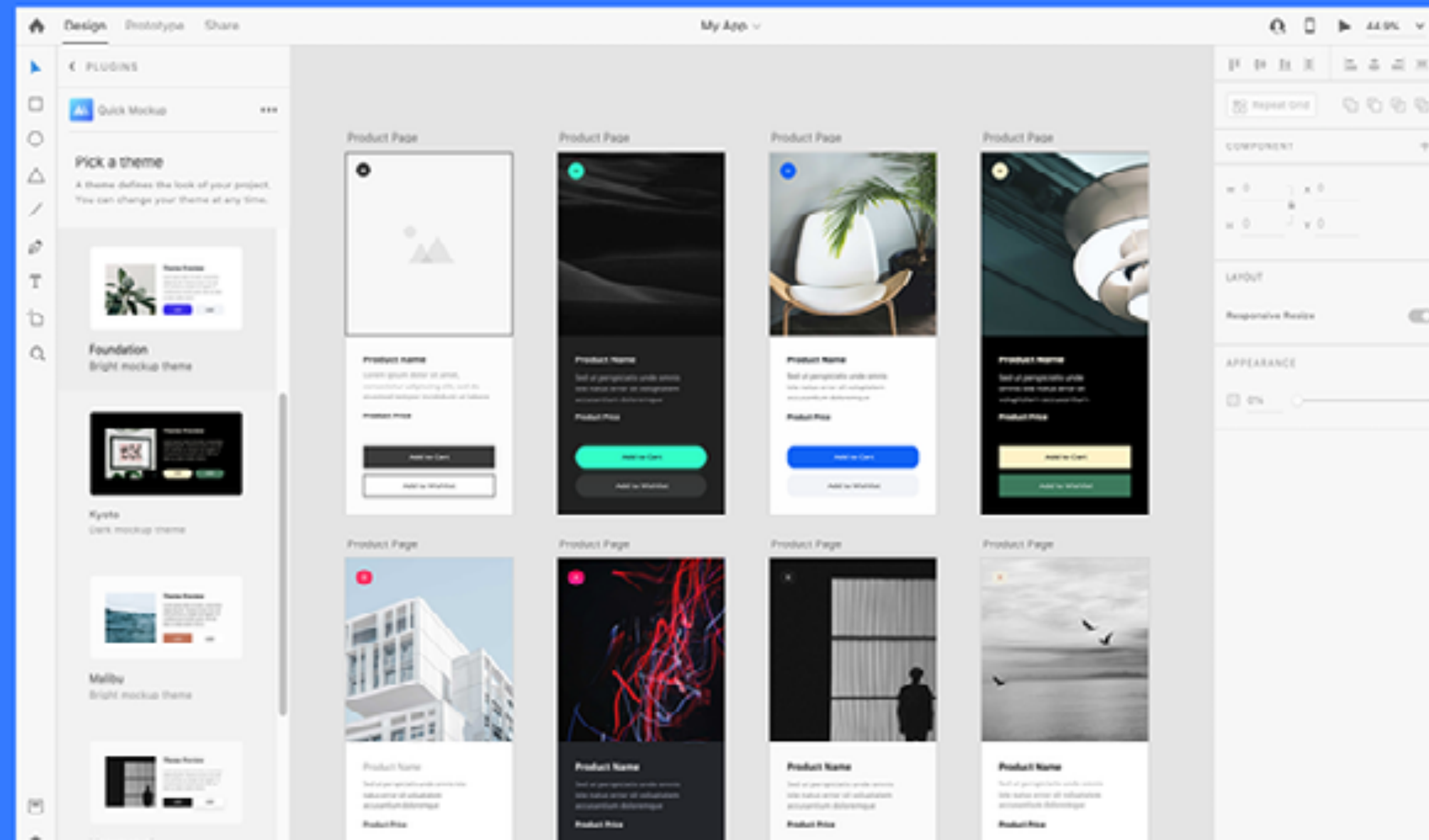
Quick Mockup: XD Plugin to Enhance UX Design in Japan

Our team conducted research at several companies in Japan and found a significant number of non-designers were doing wireframes and mockups. We created Quick Mockup to users bring their ideas to life faster.

modular.adobe.com/quick-mockup



Design your ideas faster





What we did:

- Project was very user centered and based directly on Japan research
- What we learned from Whiteboard was used directly to build Quick Mockup
- We knew there was a gap between wireframes and visual/UI design
- We introduced style switching from rough wireframes to visual design
- Became our most popular plugin because people really need to design quickly



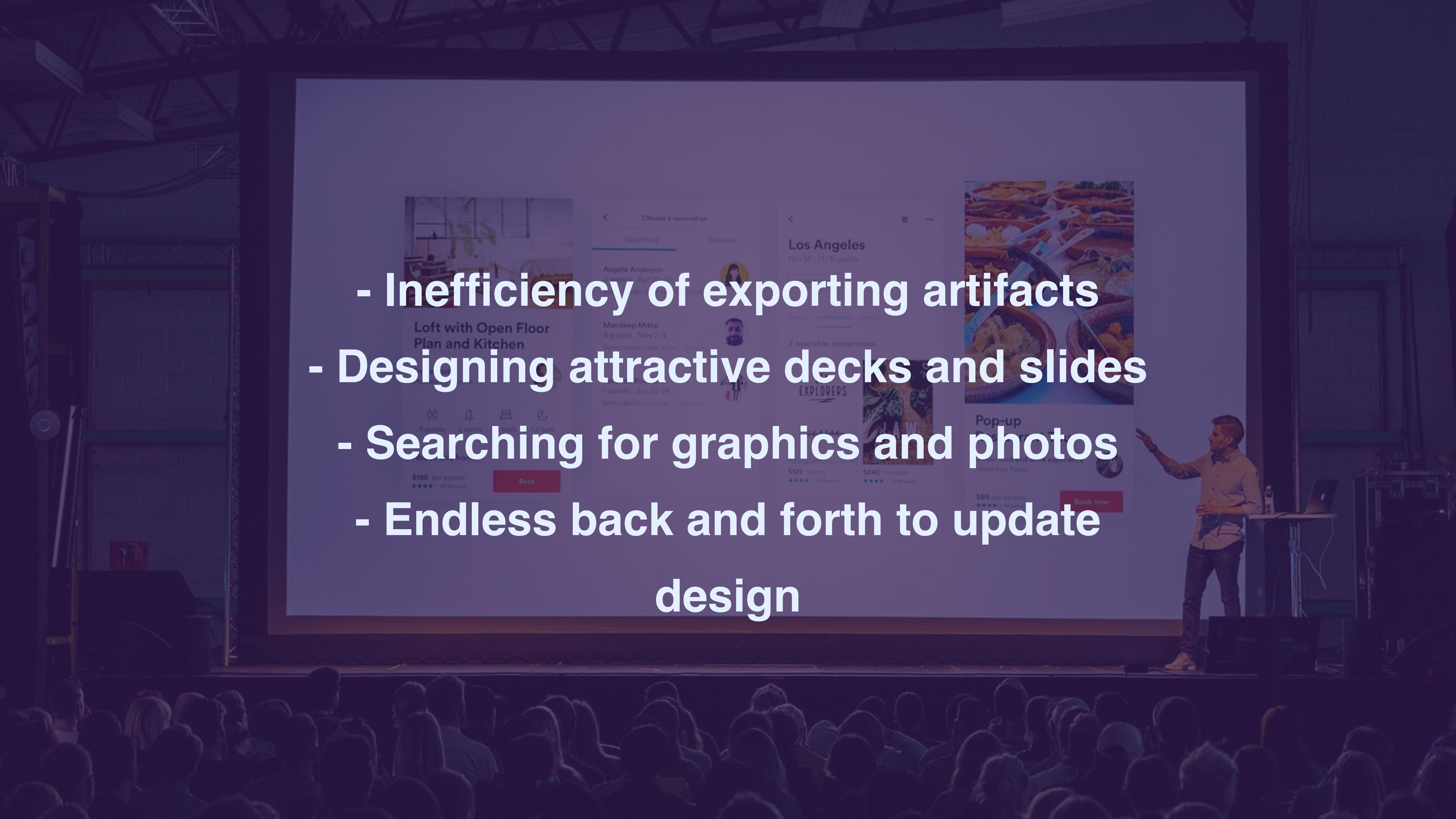
Presentation

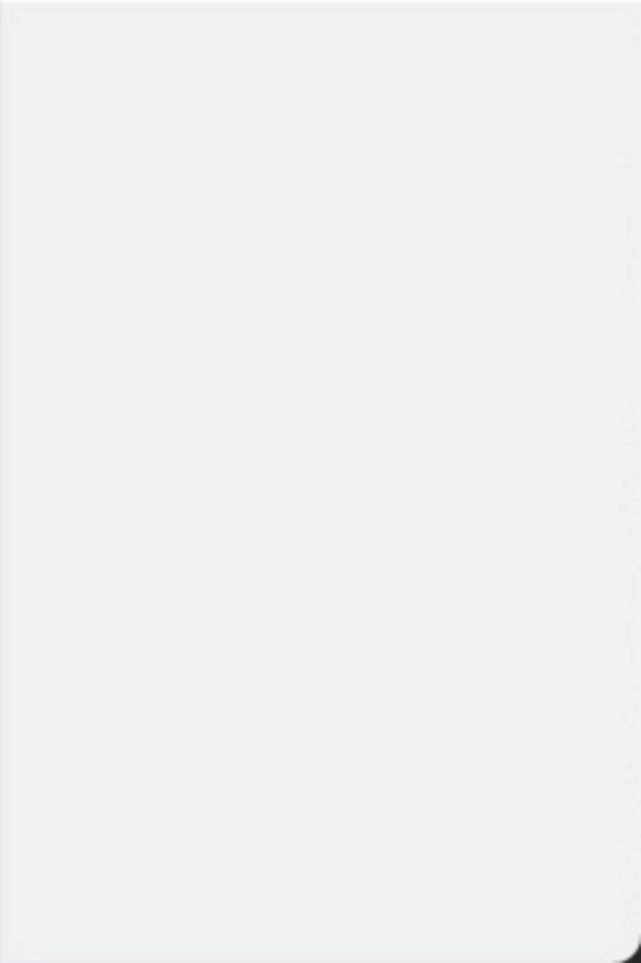
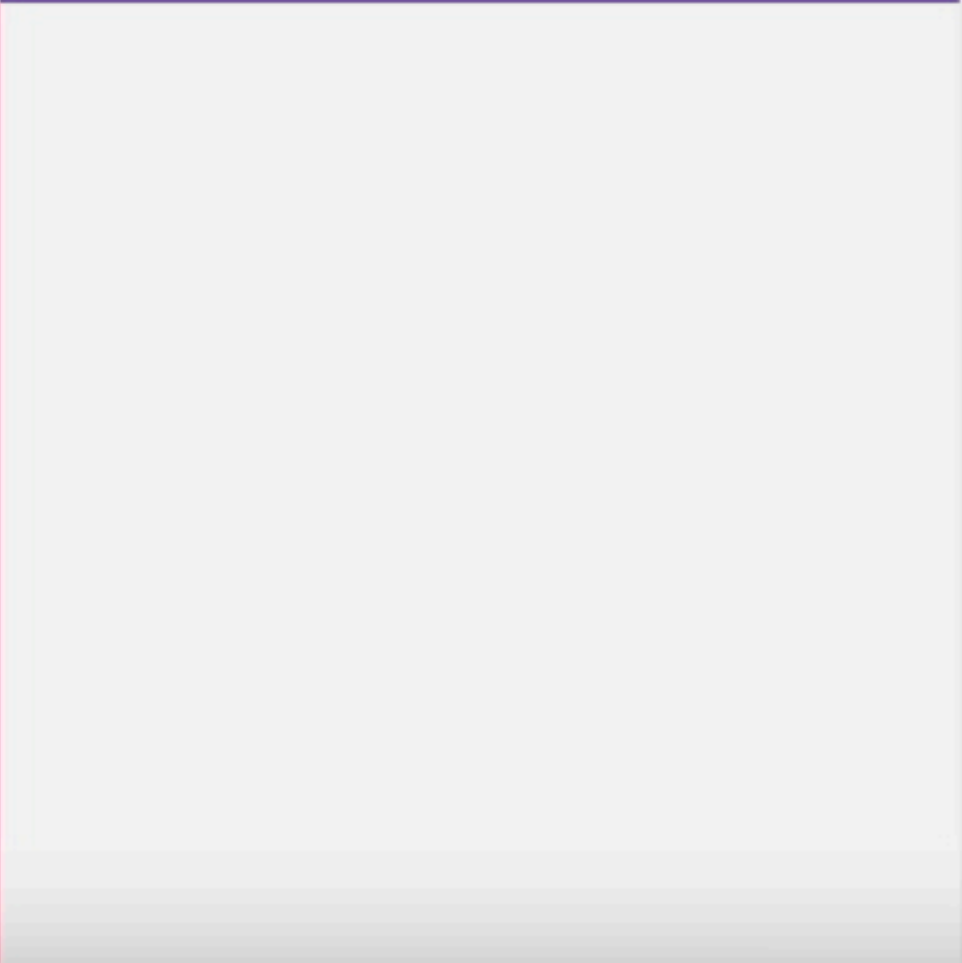
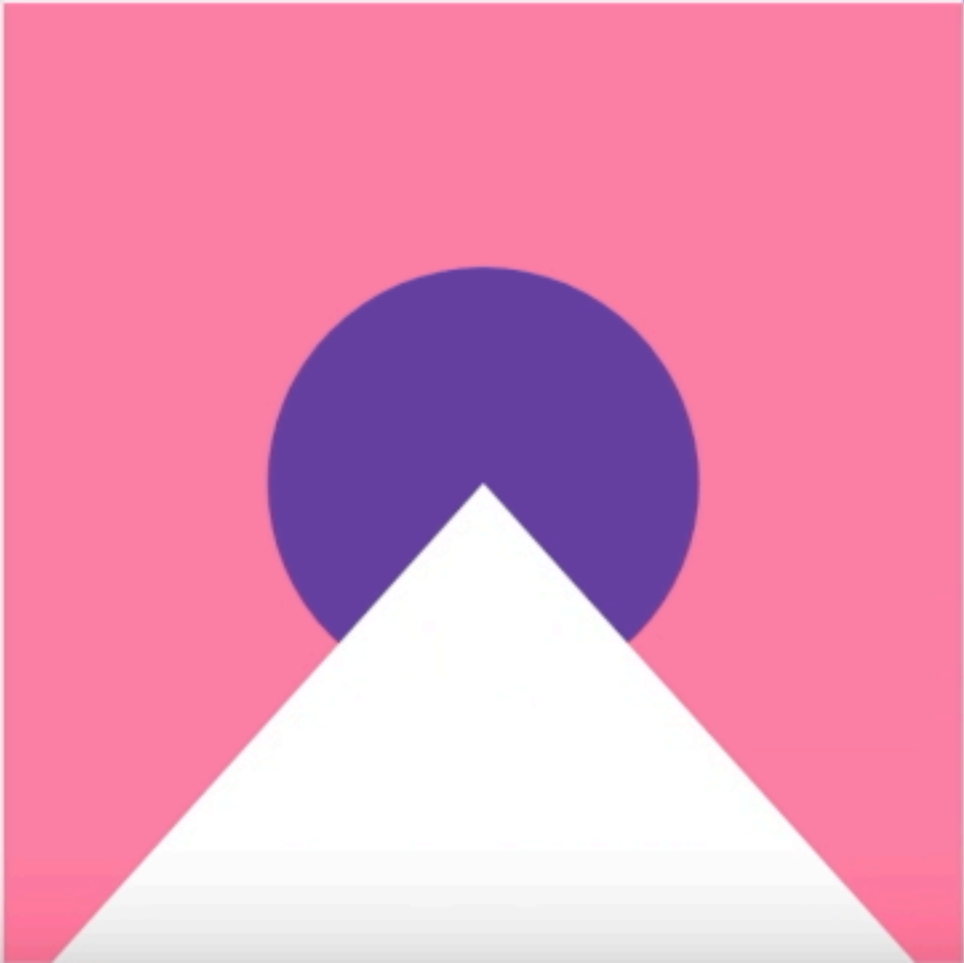
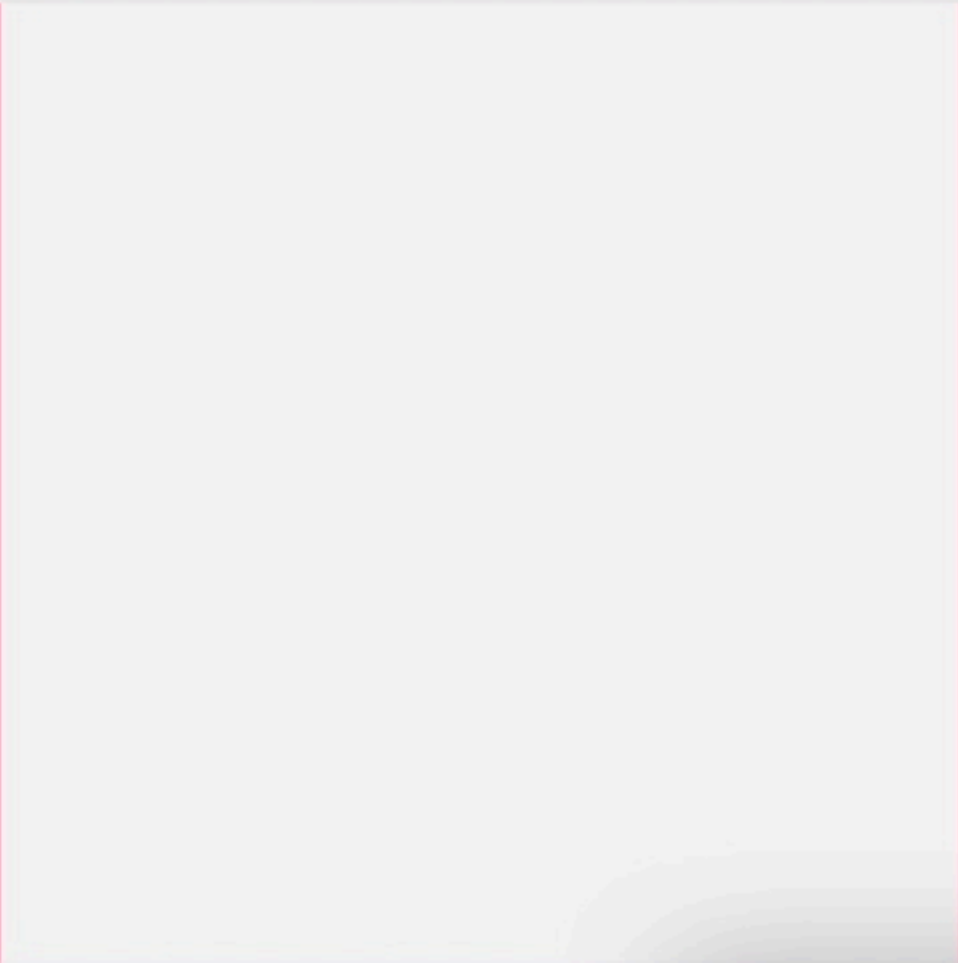
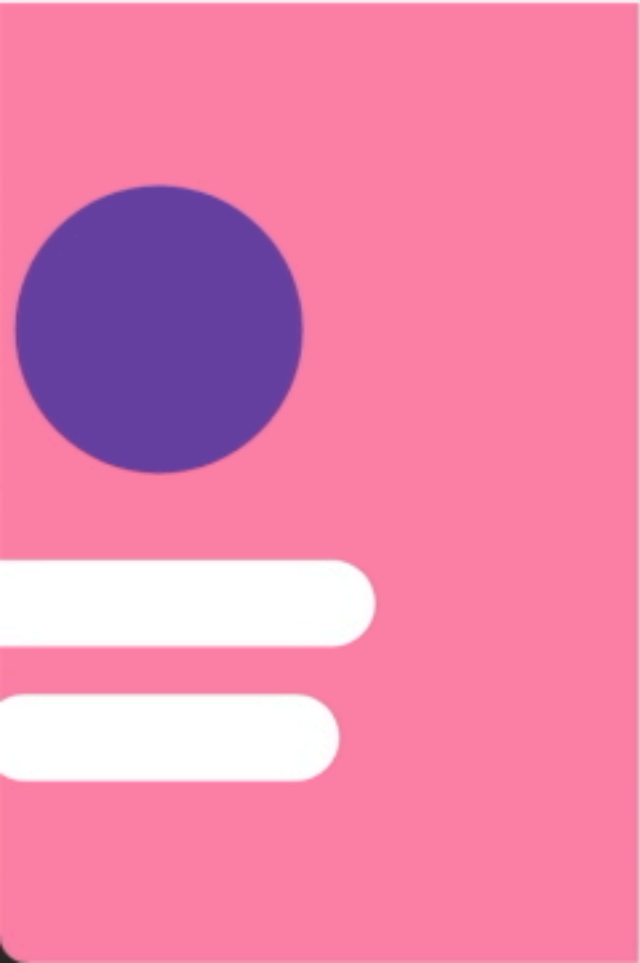
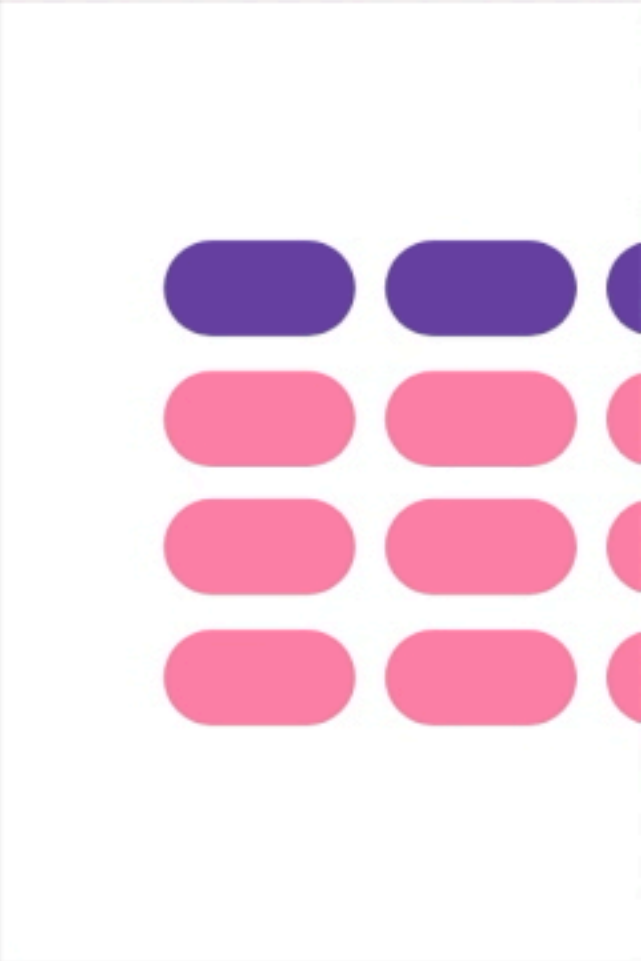
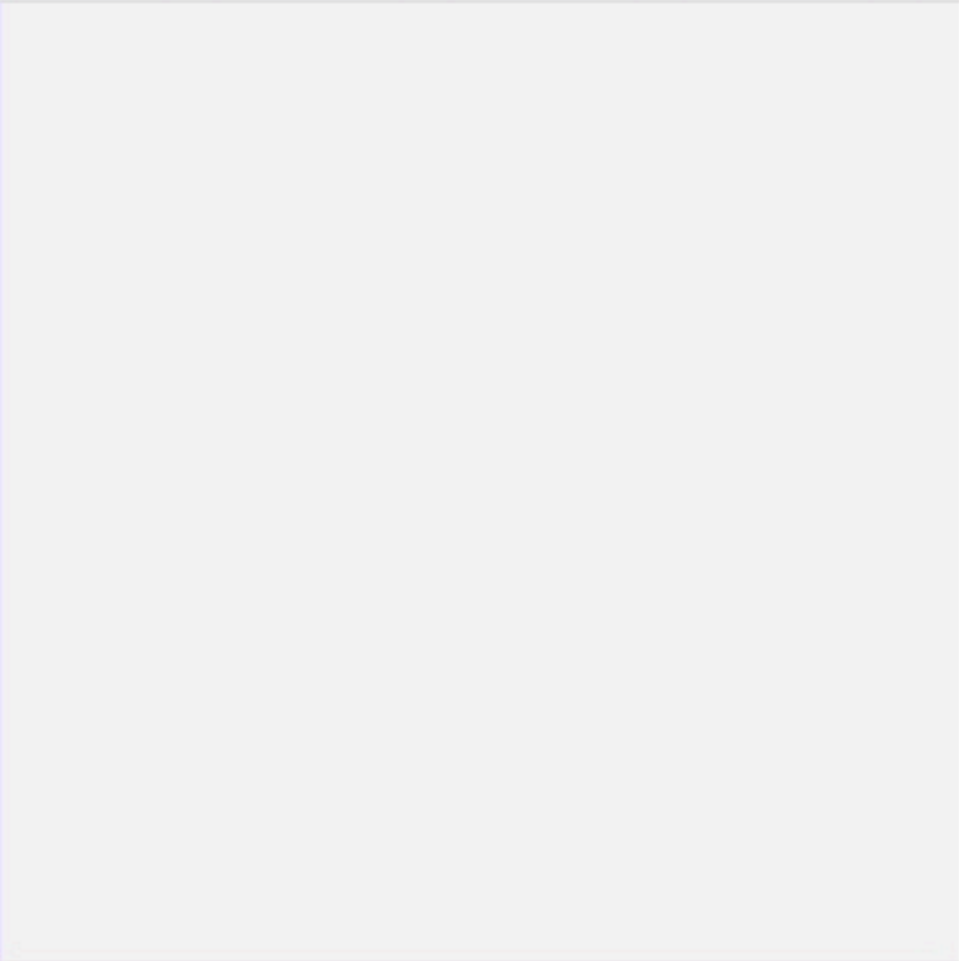
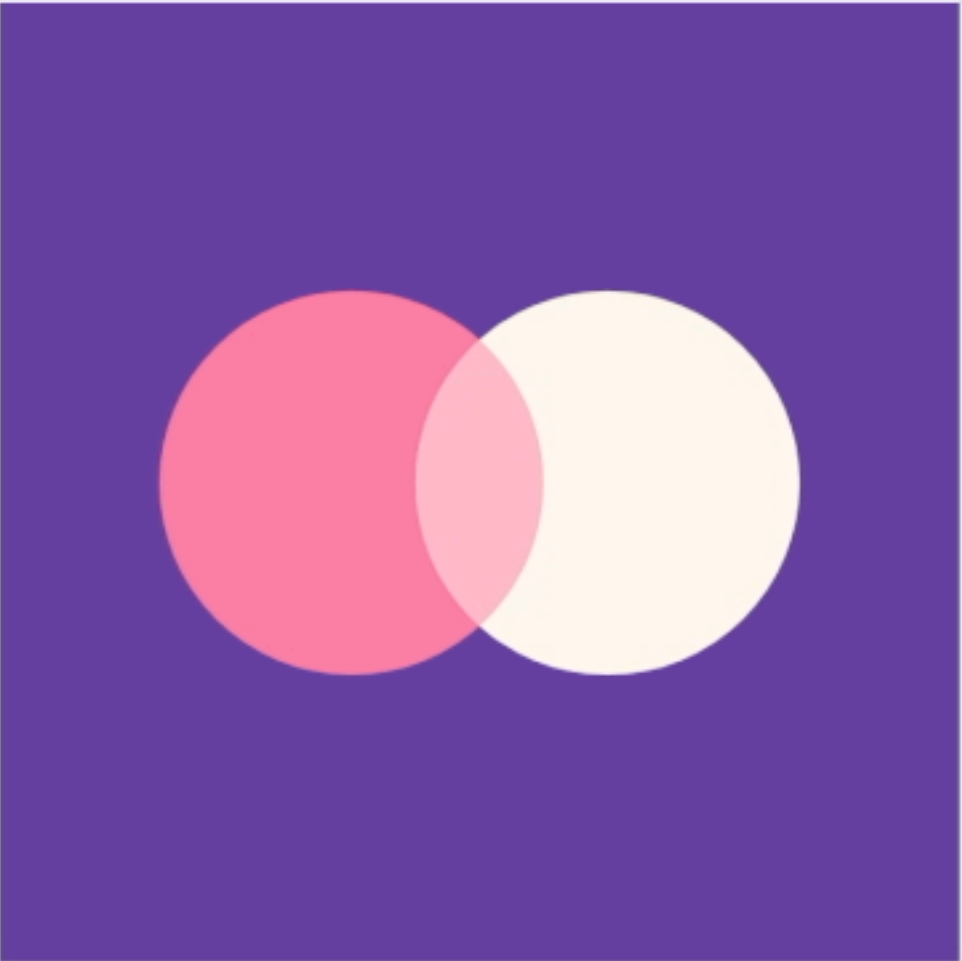
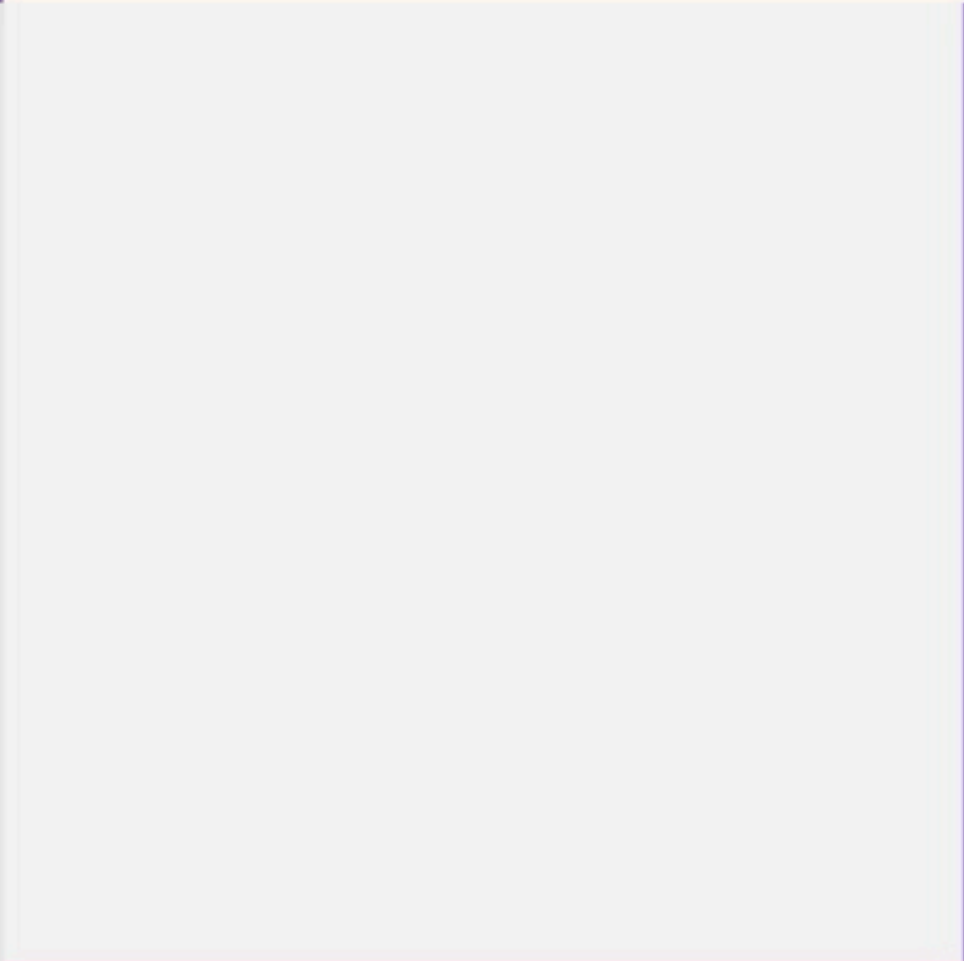
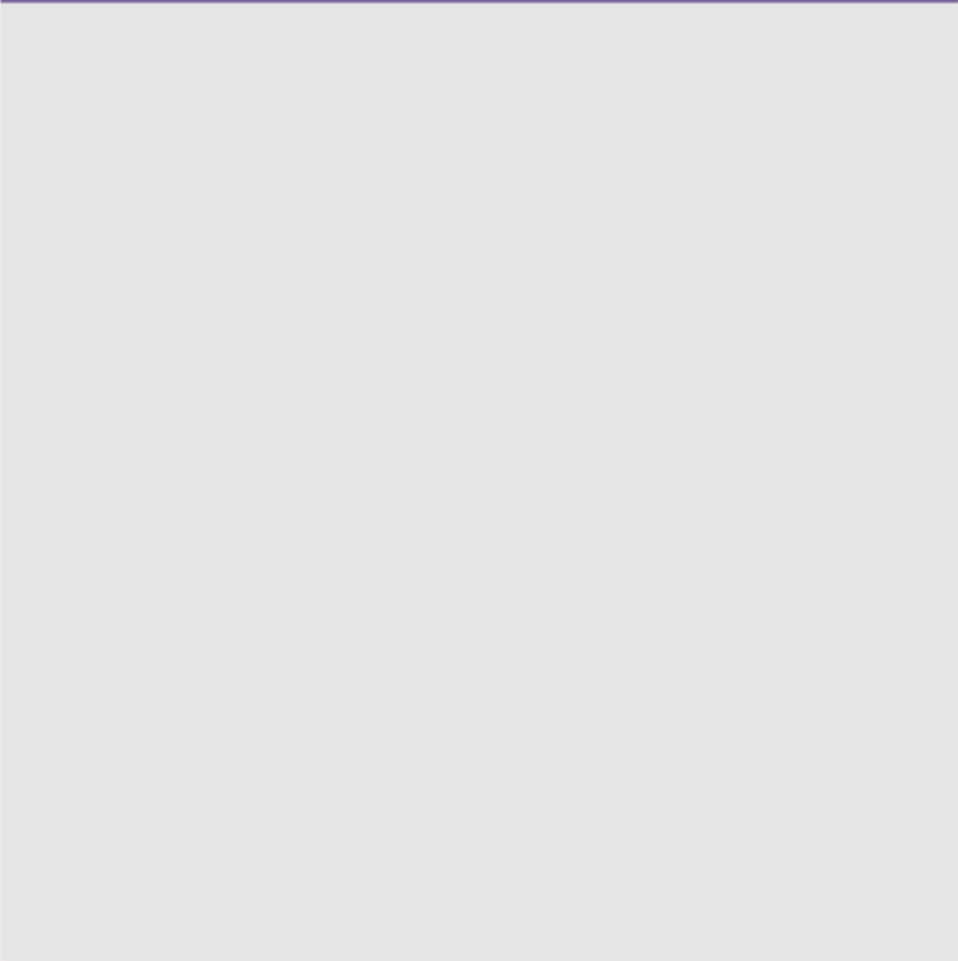
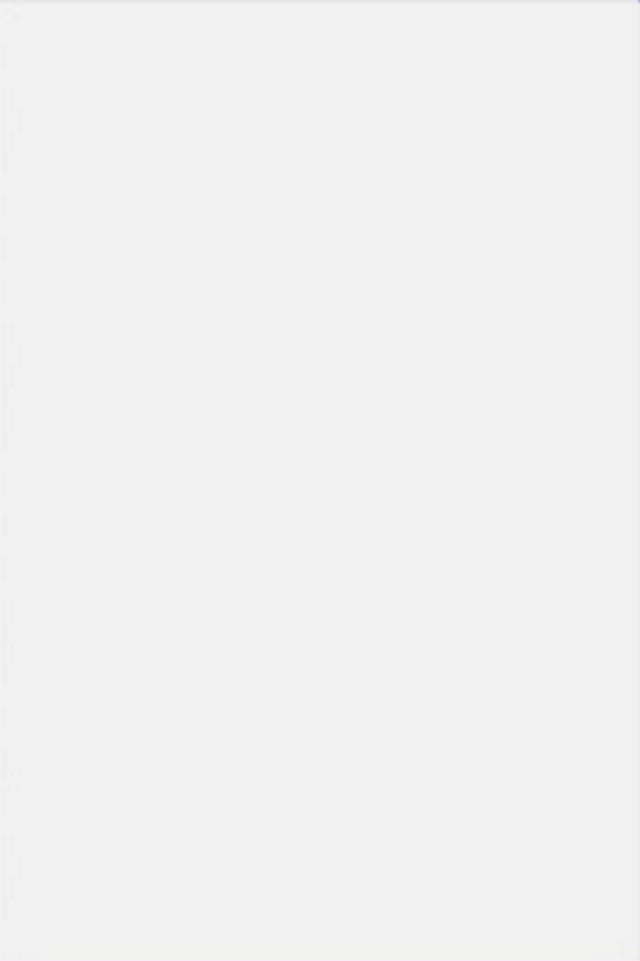
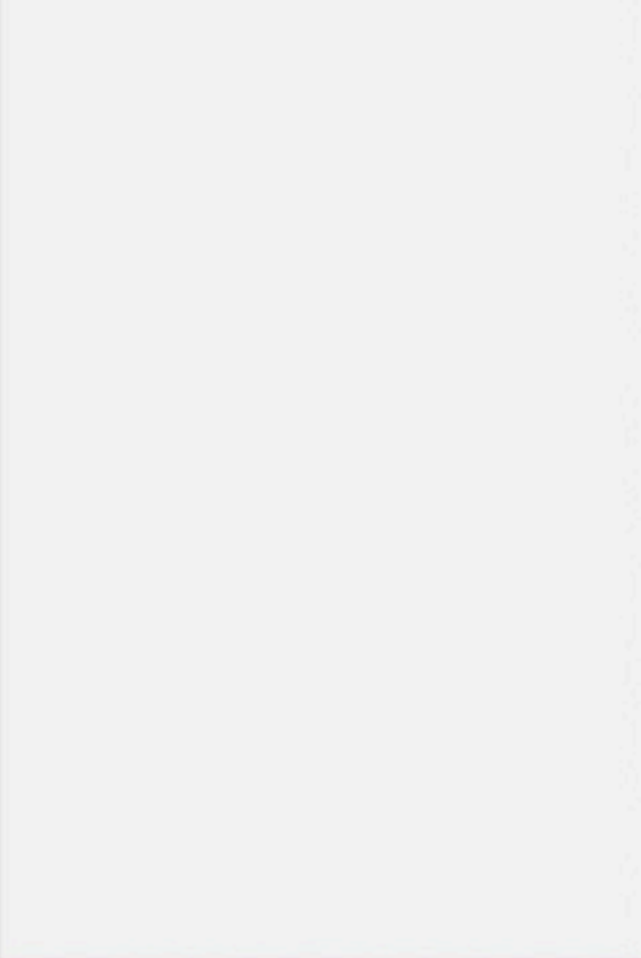
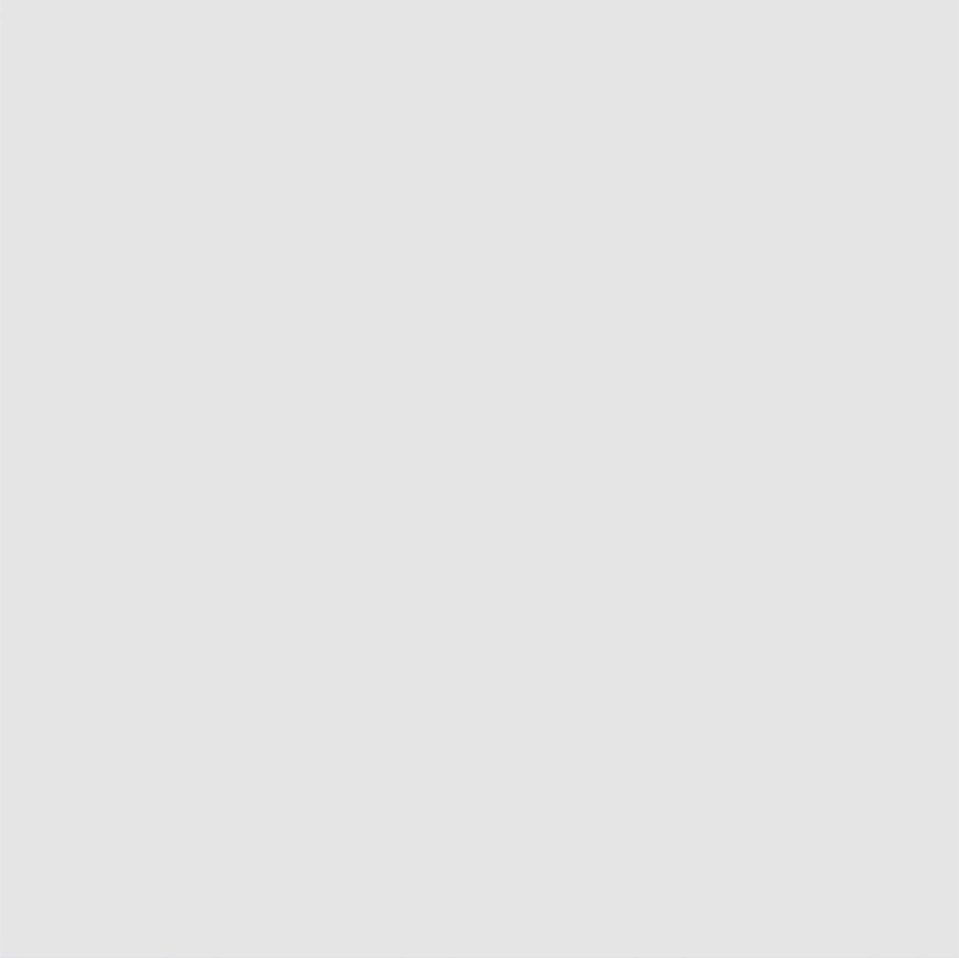
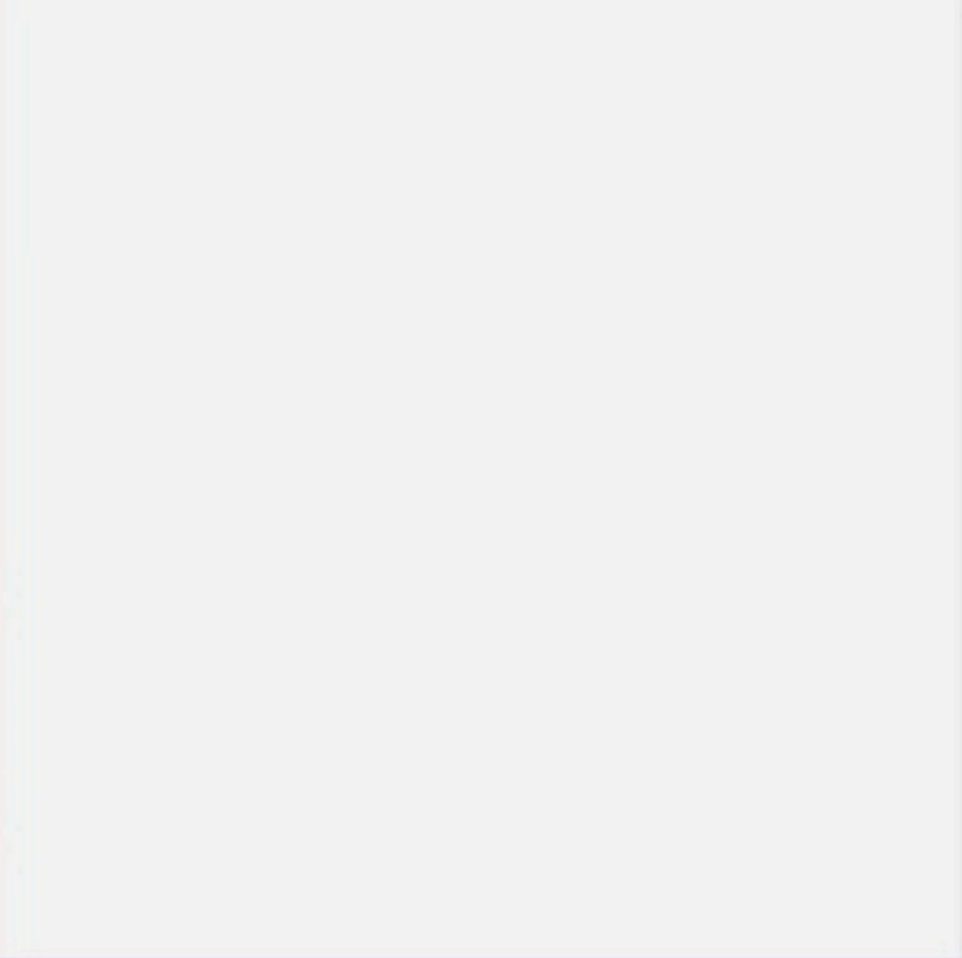
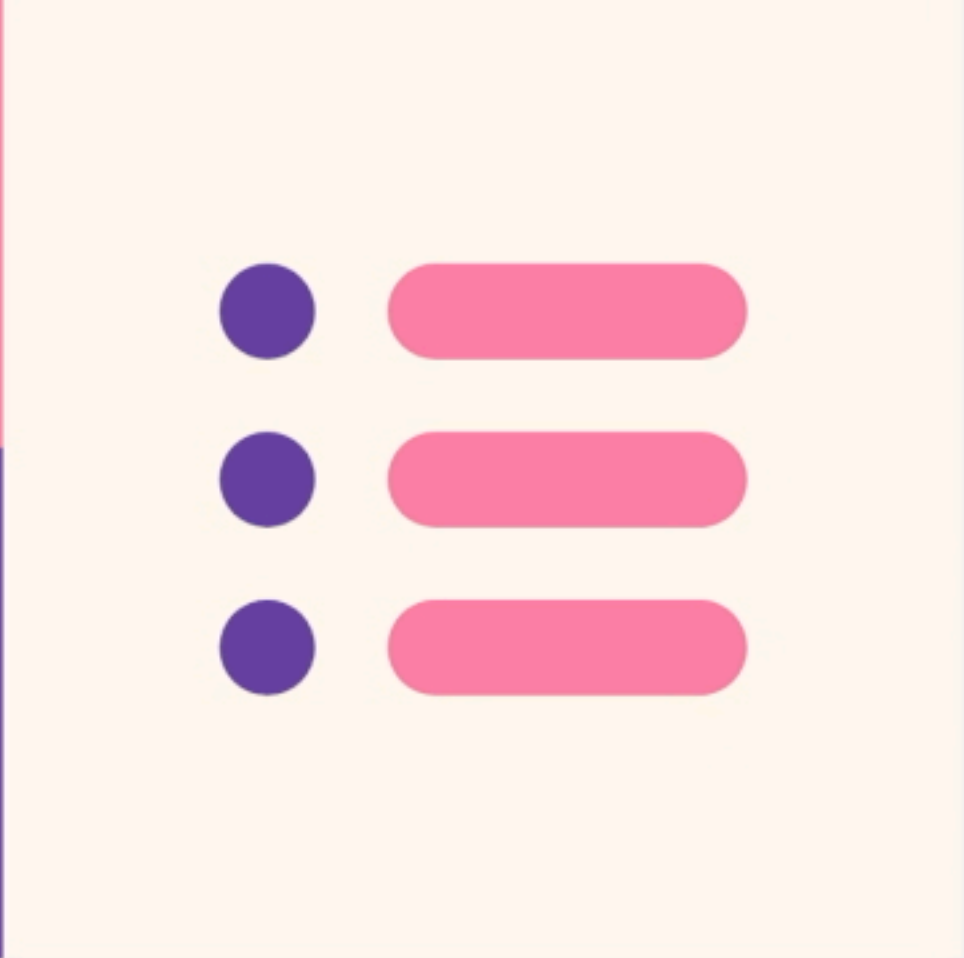
Create easily. Present beautifully.

Remote Design Challenge #3

**Presentation tools have
never made life easy for
designers.**



- 
- Inefficiency of exporting artifacts
 - Designing attractive decks and slides
 - Searching for graphics and photos
 - Endless back and forth to update design

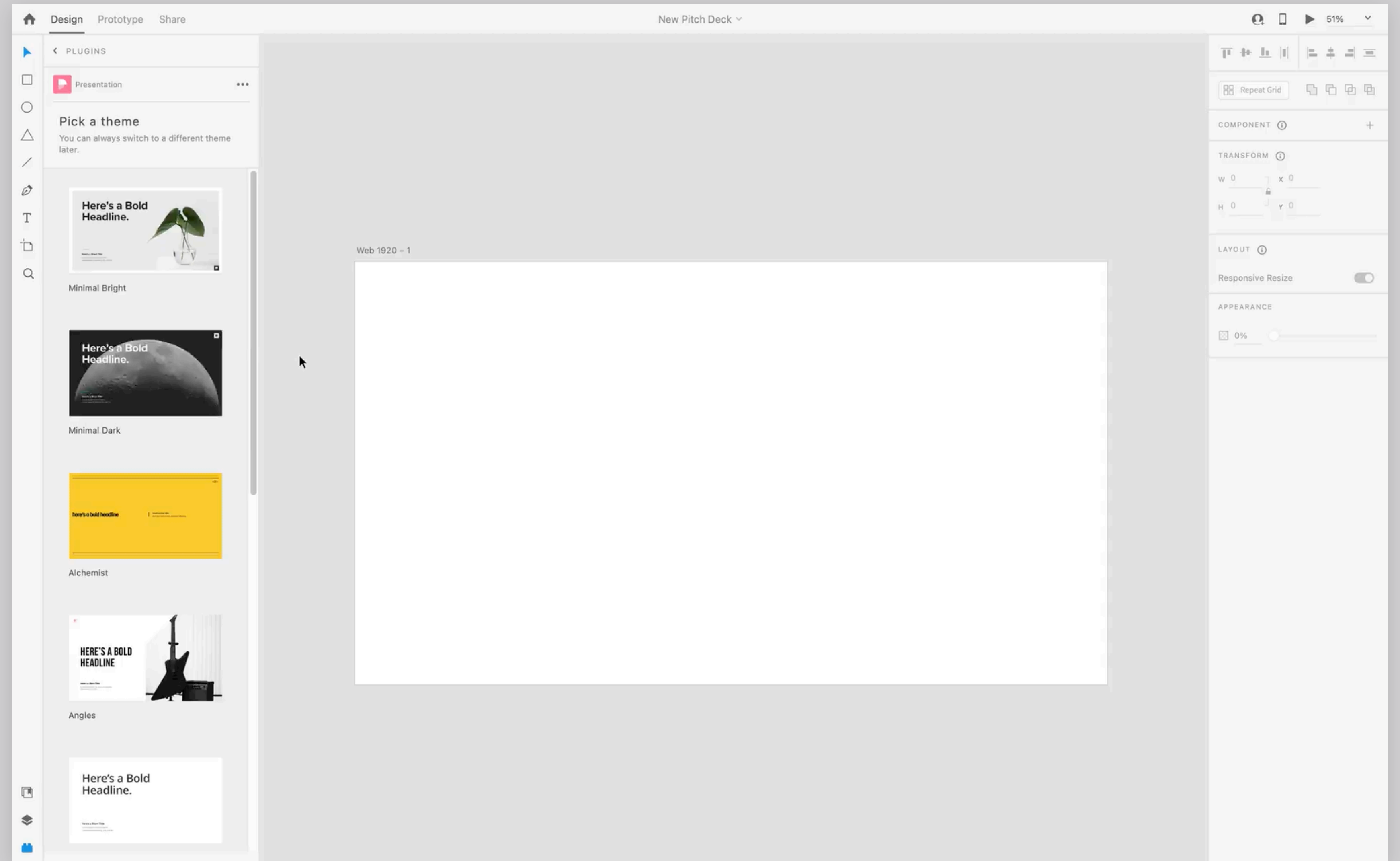


What we did:

- We attempted to put presentation making directly within a design tool
- Took our learning from Quick Mockup to make exporter plugin to make it easier to export our slide templates and themes
- It was the most complicated to make since there was so much content and themes so we had the whole team working on it
- This was hard across different time zones.
- 4 designers and 1 developer had to manage the complexity

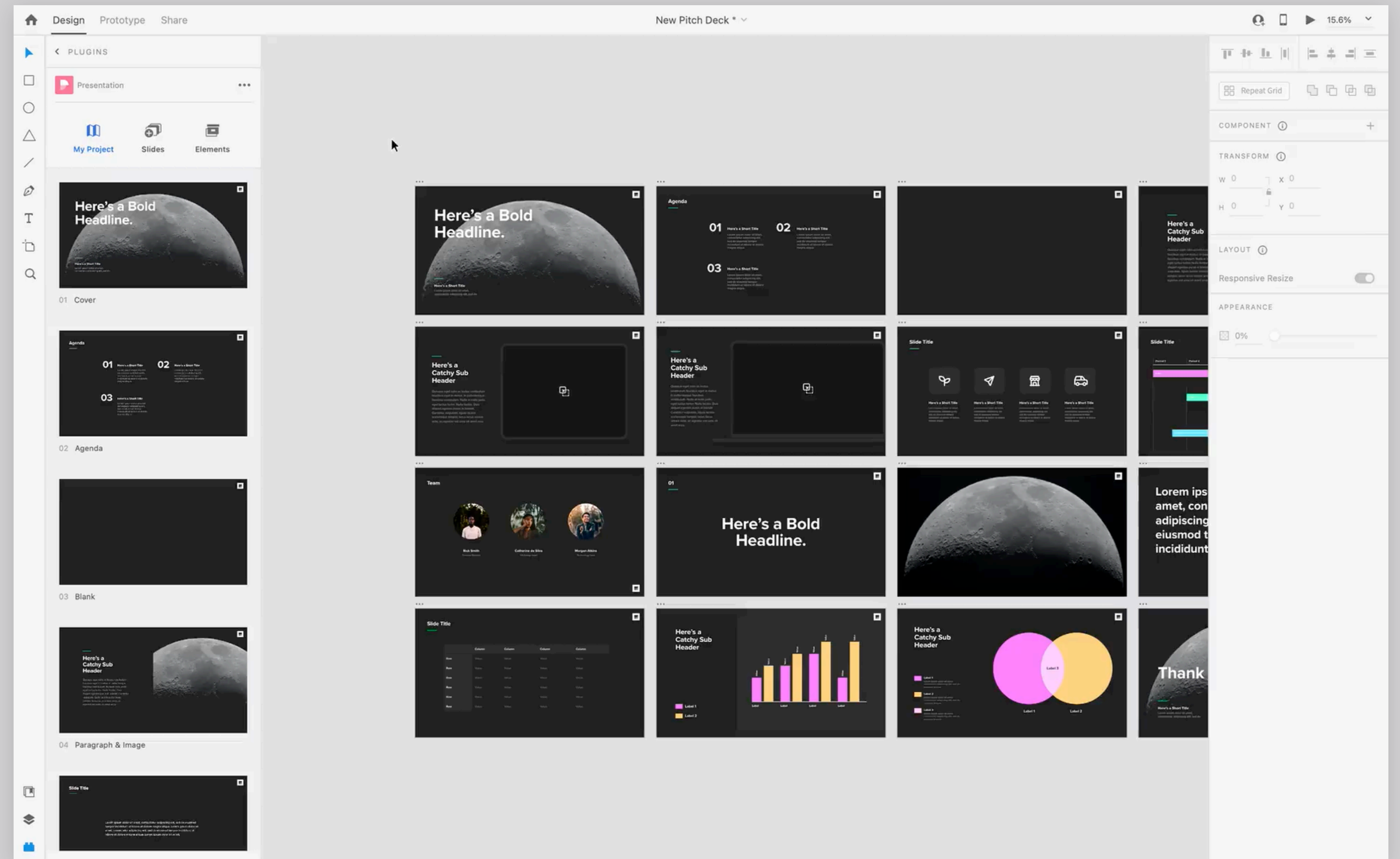
A collection of beautiful themes

Presentation offers a gallery of custom-crafted templates to inspire your presentation. They're fully customizable, professionally



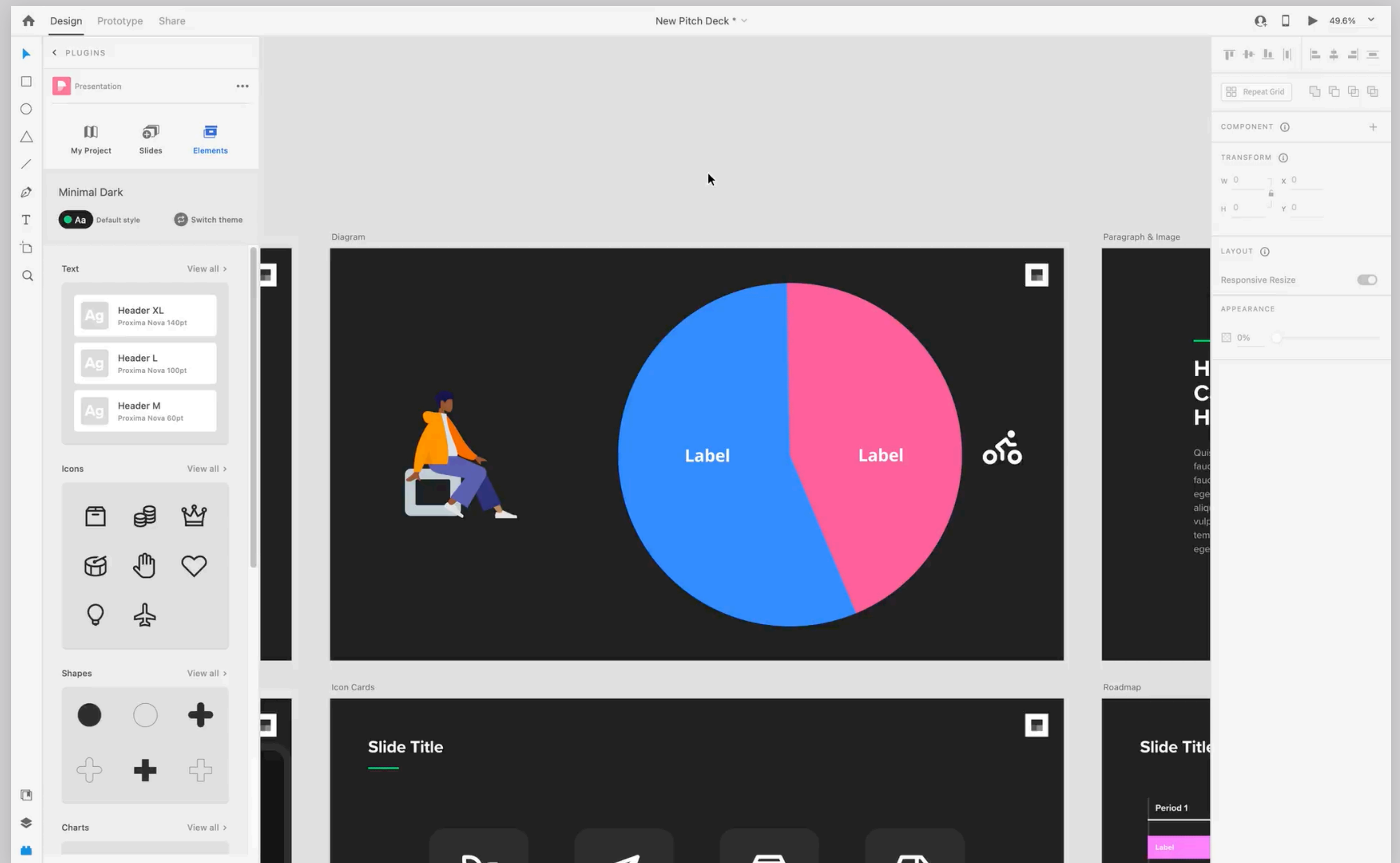
A variety of well-structured slides

Each theme comes with a large variety of slides curated specifically for designers and crafted to add your assets to XD and keep every presentation elegantly consistent.



Easy to use elements

Presentation comes with elegant vector-based icons, shapes, photography, illustrations, and charts. You'll never have to hunt online for visuals again.



KEY LEARNINGS

1. When researching we talked to more than just designers
2. Practiced lean UX by building plugins rather than full apps to launch & learn quickly
3. Wore multiple hats with designers coding and developers designing, creating promotional content, doing research, and PMing ourselves
4. Built the plugins by being open minded, working well together, and working odd hours when necessary
5. Tapped the design community to gather feedback and spread the word on social





Thank you!



Try Adobe XD:

<https://adobe.ly/DMTokyo>



Get Modular Plugins:

modular.adobe.com