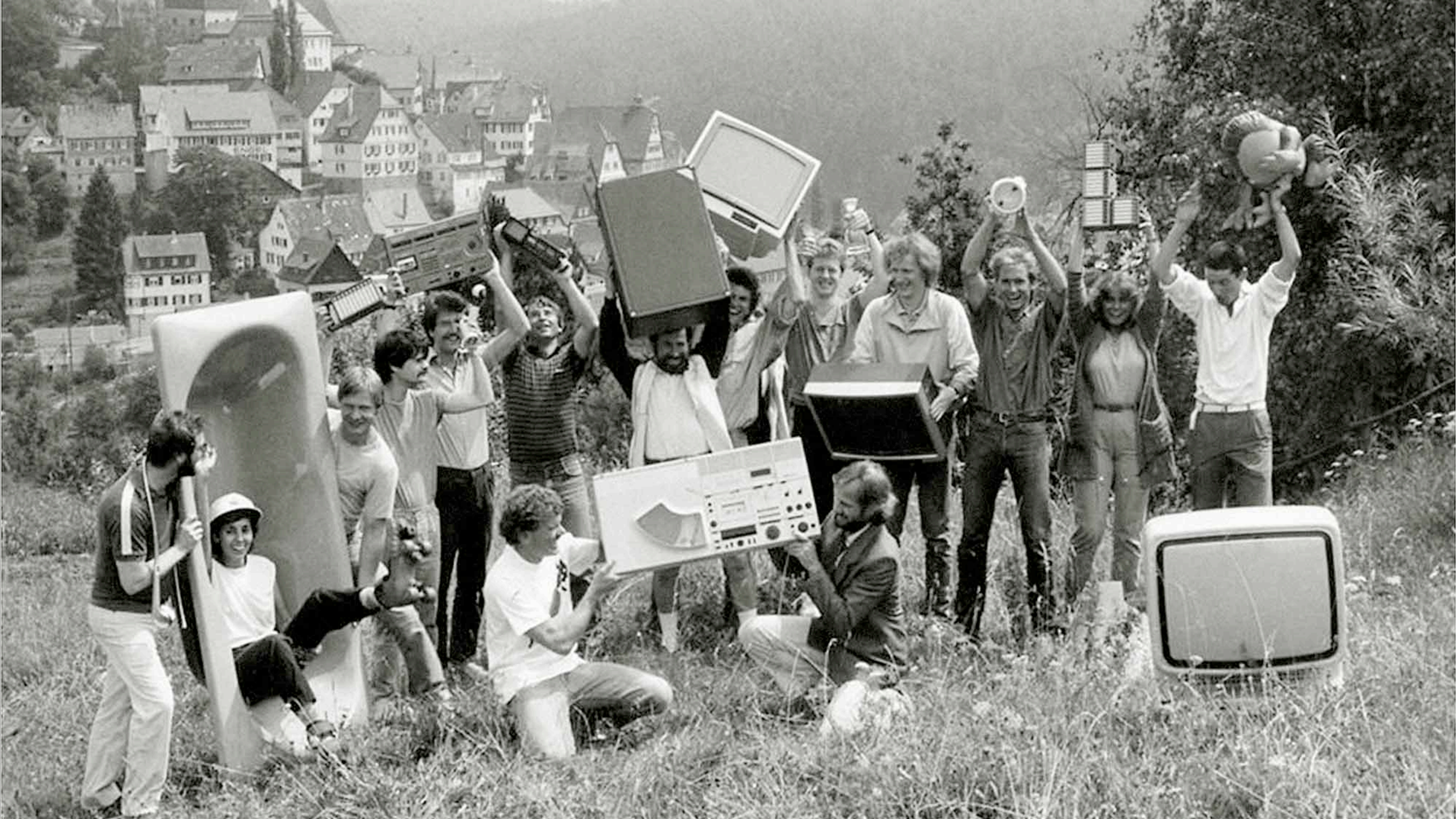
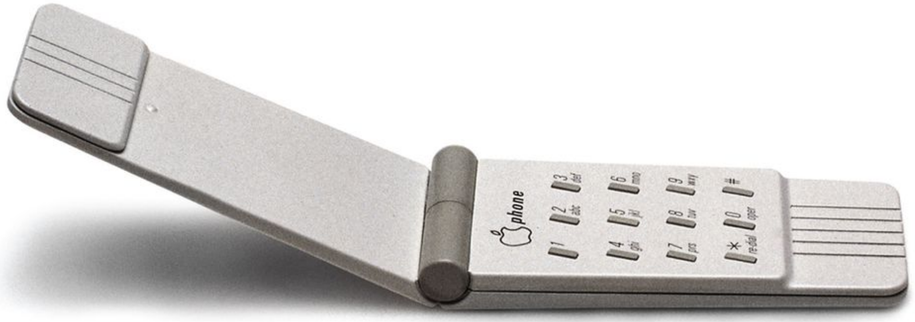


SONY

VEGA
45
33
SPEED
PITCH
SIZE
MAIN
LIFT
REPEAT
START - STOP
DOLBY SYSTEM
EJECT
REW
STOP
PLAY
F.FWD
REC
PAUSE
F&F FERRITE & FERRITE HEAD AUTO SHUT OFF
DOLBY
Off
ON
REC. MUTE
LIMITER
REC
BIAS
LOW
NORM
HI
Fe
FeCr
CrO2
EQUALIZER
CASSETTE
RECORD
AUDIO LEVEL DISPLAY
DOLBY
LIMITER
COUNTER
RESET
DIGITAL GRAFIC DISPLAY
MEMORY
CHANNEL
MUTING
STEREO
TUNING DISPLAY
AFC
FM PRESET
PRESET
MANUAL
FM
FM
MW
LW
TUNING
SPEAKERS
BASS

SONY
FF
REW
BATTERY
PLAY
STOP
TAPE
NORM
METAL

YAMAHA
FROG 750
YAMAHA
YAMAHA



Disruptors push design forward

Akio Morita
Sony

Steve Jobs
Apple

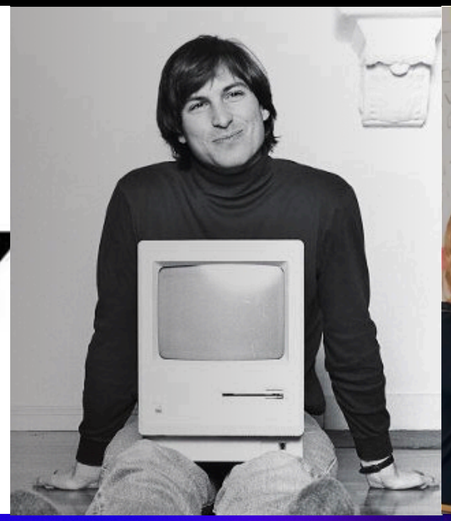
Team Yona
Yona

MAKE YOUR MARK.

Beth Comstock
GE

Itai Vonshak
Google Material

David Arana
Konfío



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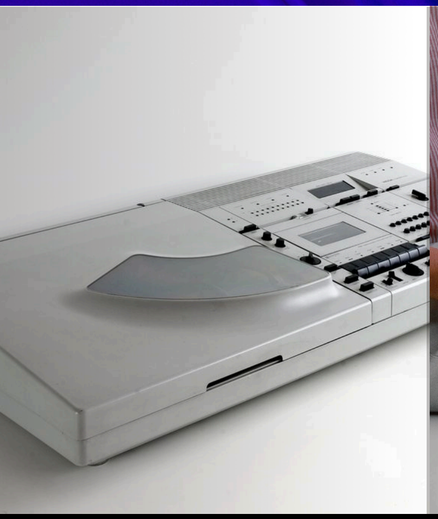
DESIGN MATTERS

Over five decades on the cutting edge of innovation

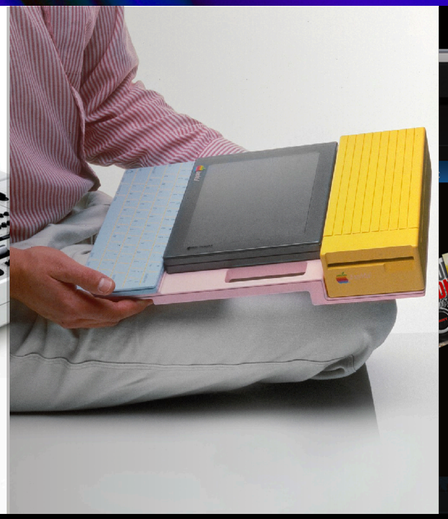
1970s

Form Follows Emotion



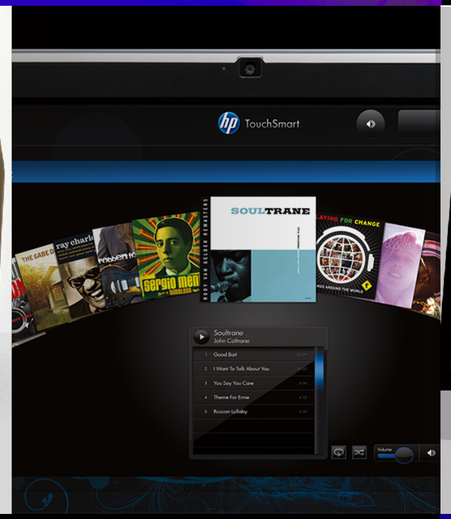
1980s

The Apple Era



1990s

Going Digital

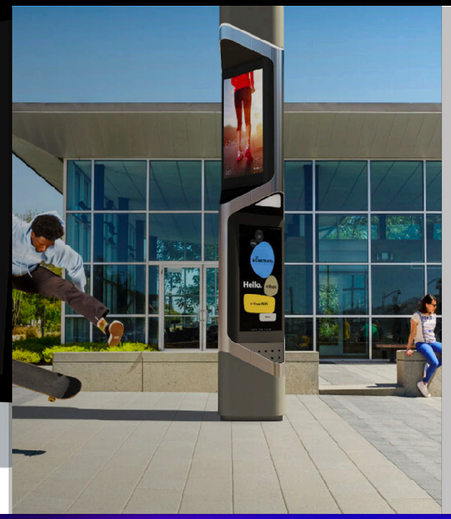


2000s

Design That Transforms

2010s

Convergent Frontiers



2020s

Beyond Design

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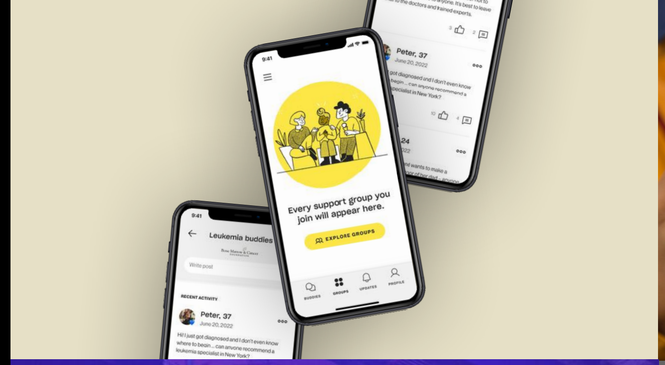
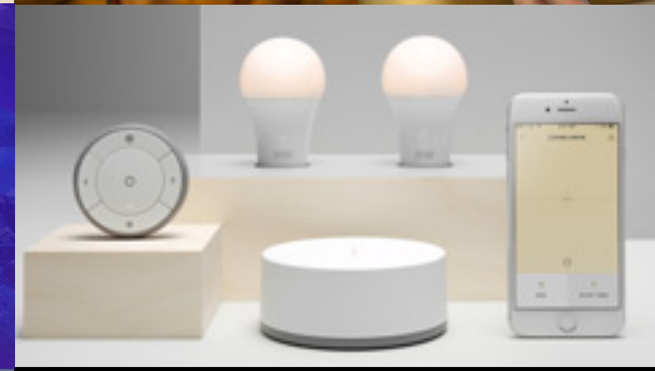
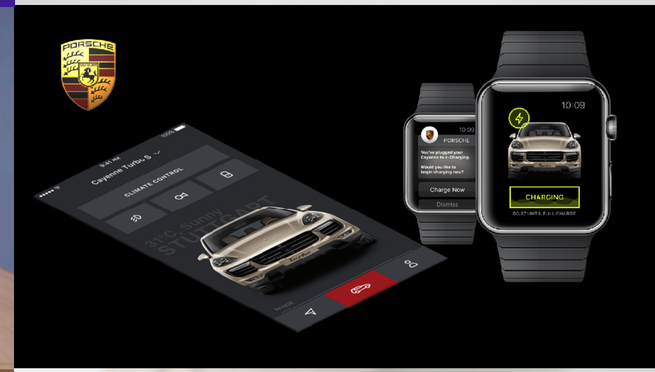
DESIGN MATTERS

Organizations of all sizes realize the importance of digital experiences to create meaningful relationships with people, and how design can help them win.







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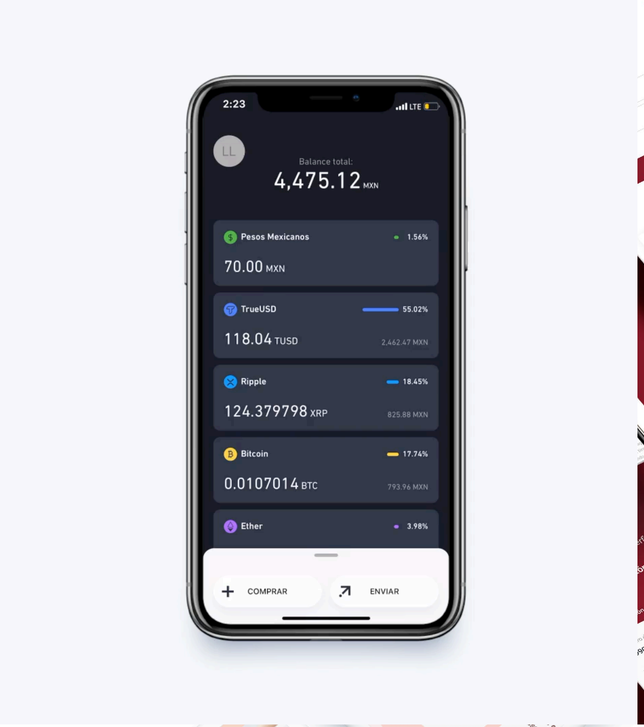
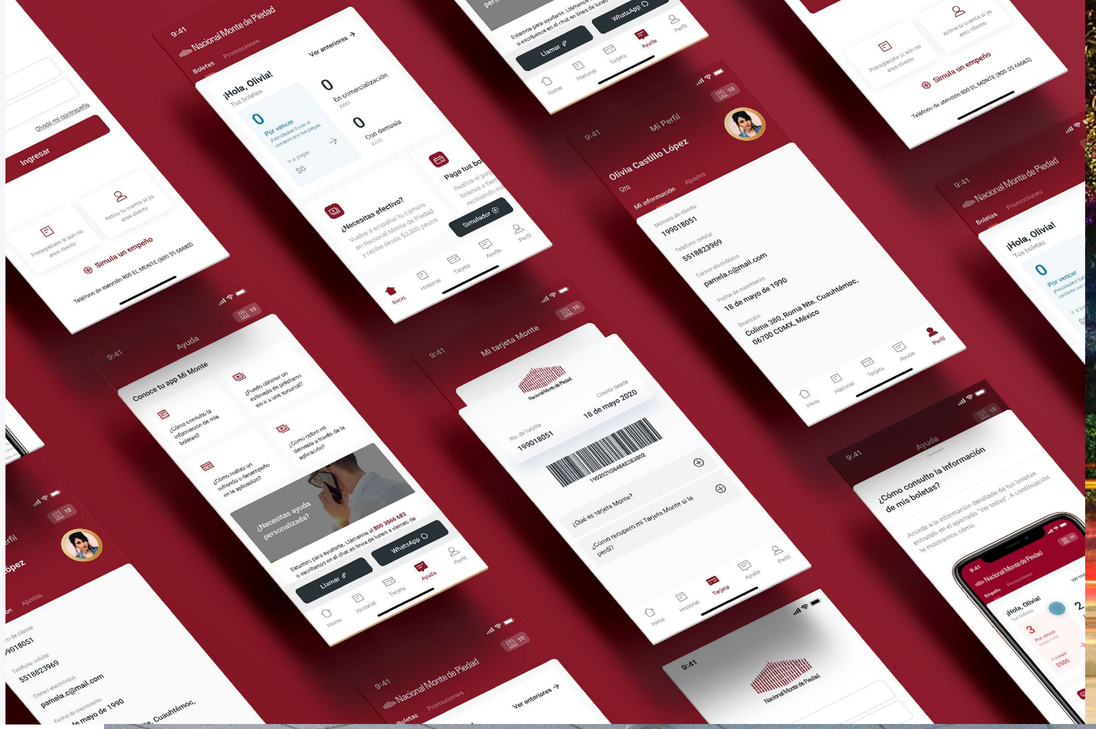
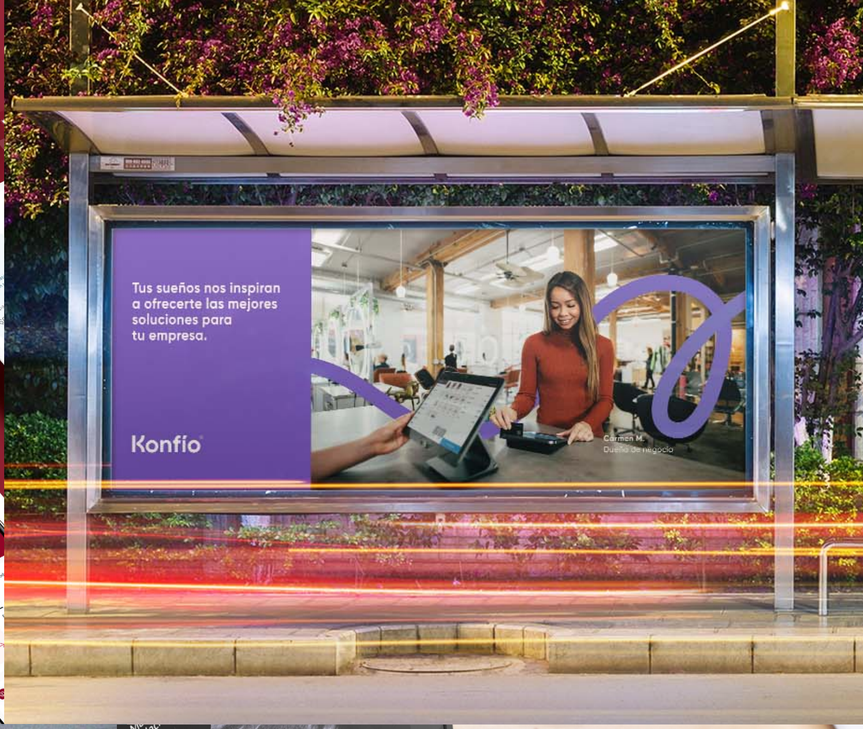
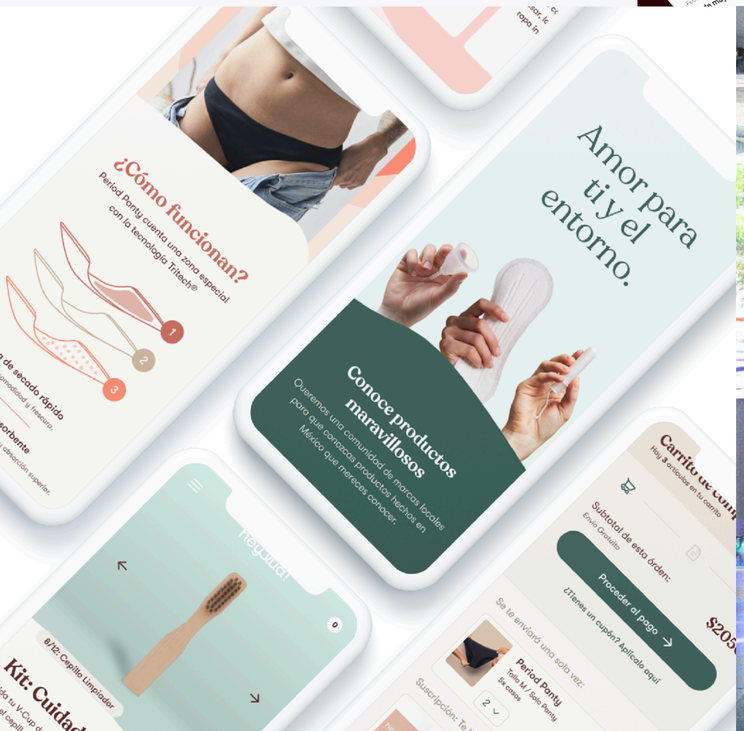

2:23
Balance total:
4,475.12 MXN
Pesos Mexicanos 1.56%
70.00 MXN
TrueUSD 55.02%
118.04 TUSD 2,462.47 MXN
Ripple 18.45%
124.379798 XRP 825.88 MXN
Bitcoin 17.74%
0.0107014 BTC 793.96 MXN
Ether 3.98%
COMPRAR
ENVIAR




Tus sueños nos inspiran a ofrecerte las mejores soluciones para tu empresa.
Konfío


¿Cómo funcionan?
Amor para ti y el entorno.
Conoce productos maravillosos
Kit: Cuidado

Red: San Isidro
Clave: ViaBCP01
Abre una cuenta aquí
Te ayudo a resolver todas tus dudas
Orientación

How to unlock the value of their investments?

The team might not be set up for success organizationally

We can’t design alone.

We ~~can't~~ design ~~alone.~~ *together*

As these organizations grow and scale, design teams face new challenges:

1

Finding purpose

Why we do what we do?

2

Wearing multiple hats

Can anybody help us?

3

Fostering adoption

Are you designing alone?

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DESIGN STRUGGLE #01

Defining purpose

DEFINING PURPOSE

Why the design team exists and how they will win.

As a design team matures, its remit becomes increasingly holistic and strategic, creating greater value for the organization.

Where to start?

All companies are different, and so too, are their statements.
Aligning on objectives and prioritizing them will drive effort.

ASK YOURSELVES

What are our plans for the future?

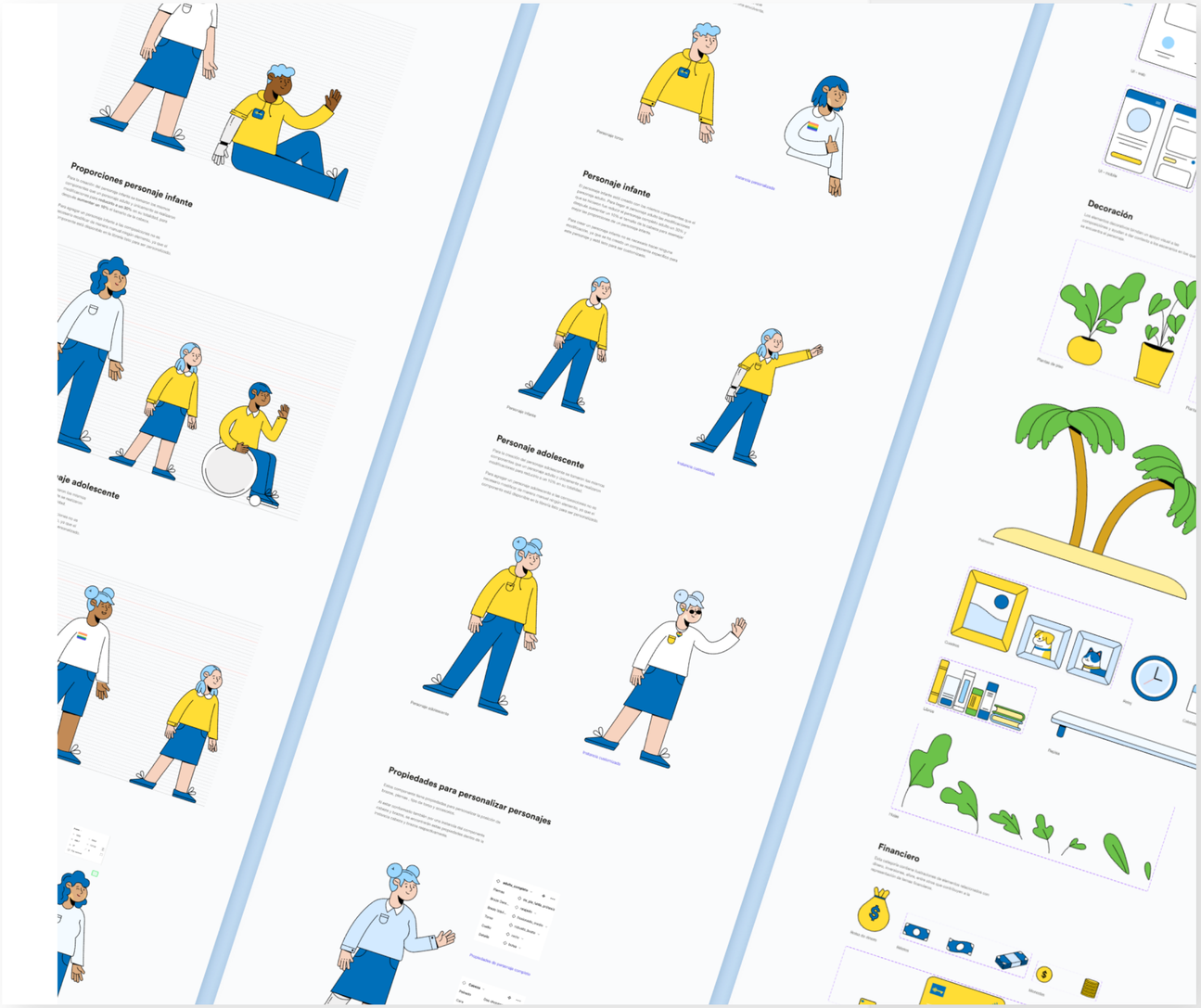
To have a [name of your company] designed product in each of the major shopping centers on earth.

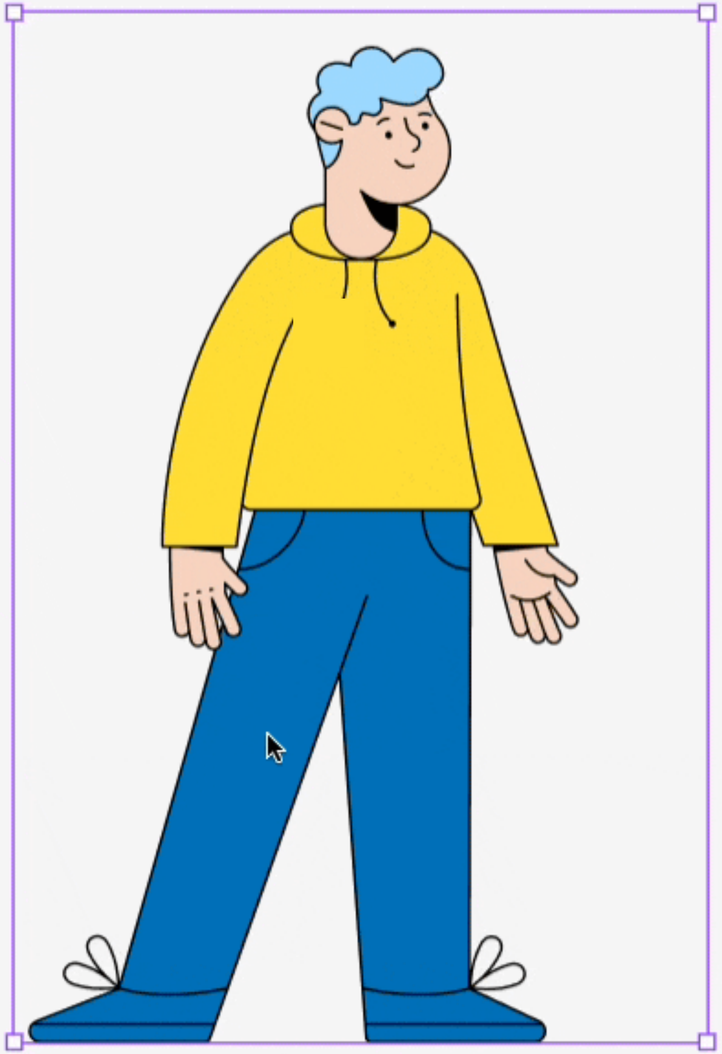
To have a frog designed product in each of the major shopping centers on earth.

To design apps that live
in your home screen.

PROJECT SCOPE

To help teams easily create customized amazing illustration compositions at scale





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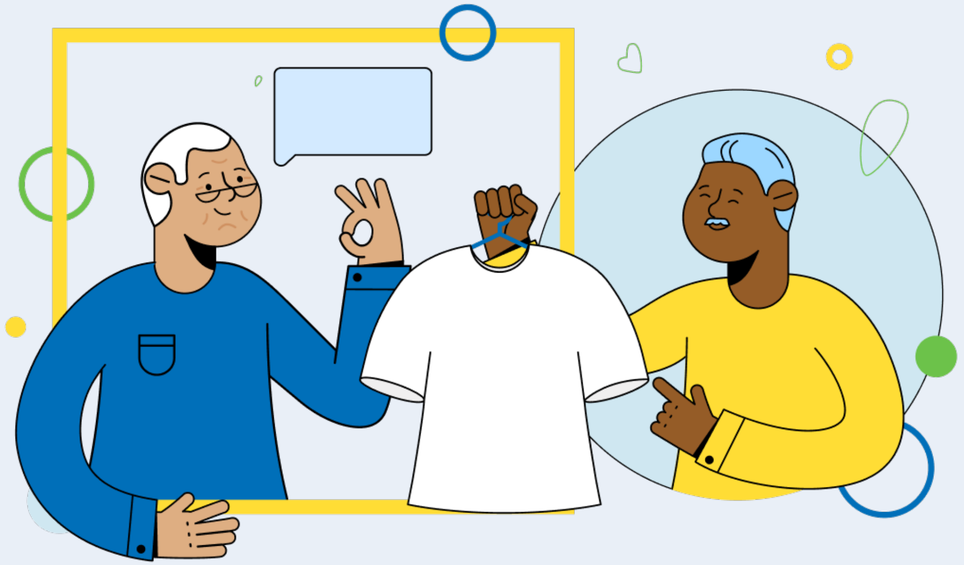

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With love by:

HOMOLOGATION

We fixed one of the biggest issues we encountered, the lack of consistent compositions. Now all the illustrations will maintain the essence of the brand and will manage to coexist harmoniously together with the Design Language System.

AUTOMATIZATION

We created an efficient and easy-to-use tool with which combinations can be generated without the need to recreate any element from scratch, saving a great deal of time and streamlining processes; providing a clear guideline of the correct use of it.

REPRESENTATION

The Illustration System represents all people in an inclusive way through a wide variety of characters that can be personalized using different skin tones, body shapes and even including the representation of different abilities.

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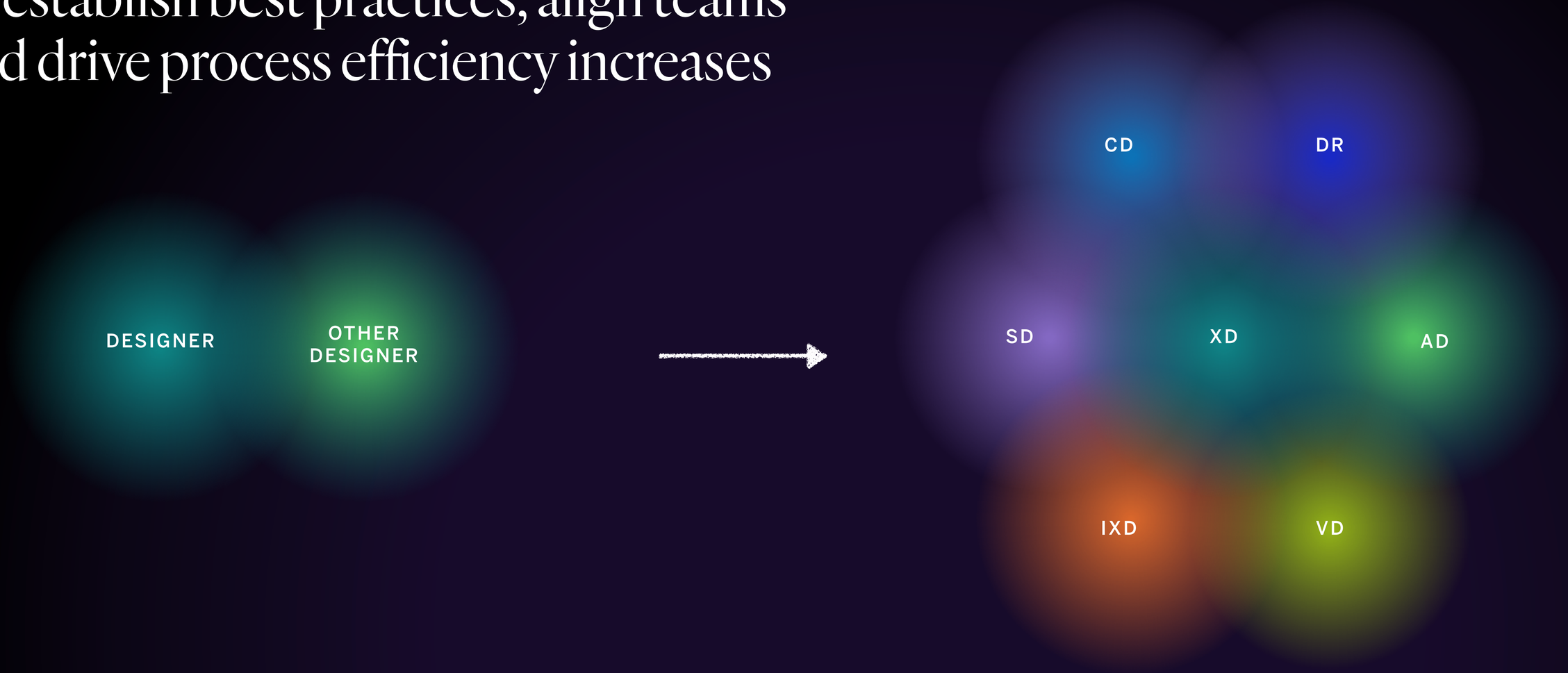
DESIGN STRUGGLE #02

Wearing multiple hats

As product companies scale, the need to establish best practices, align teams and drive process efficiency increases

As product companies scale, the need to establish best practices, align teams and drive process efficiency increases



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DesignOps has entered the chat.

DesignOps is a human-centered approach to the orchestration of design teams, processes and tools to amplify creativity and impact at scale.

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In short, DesignOps
amplifies the impact of design teams.

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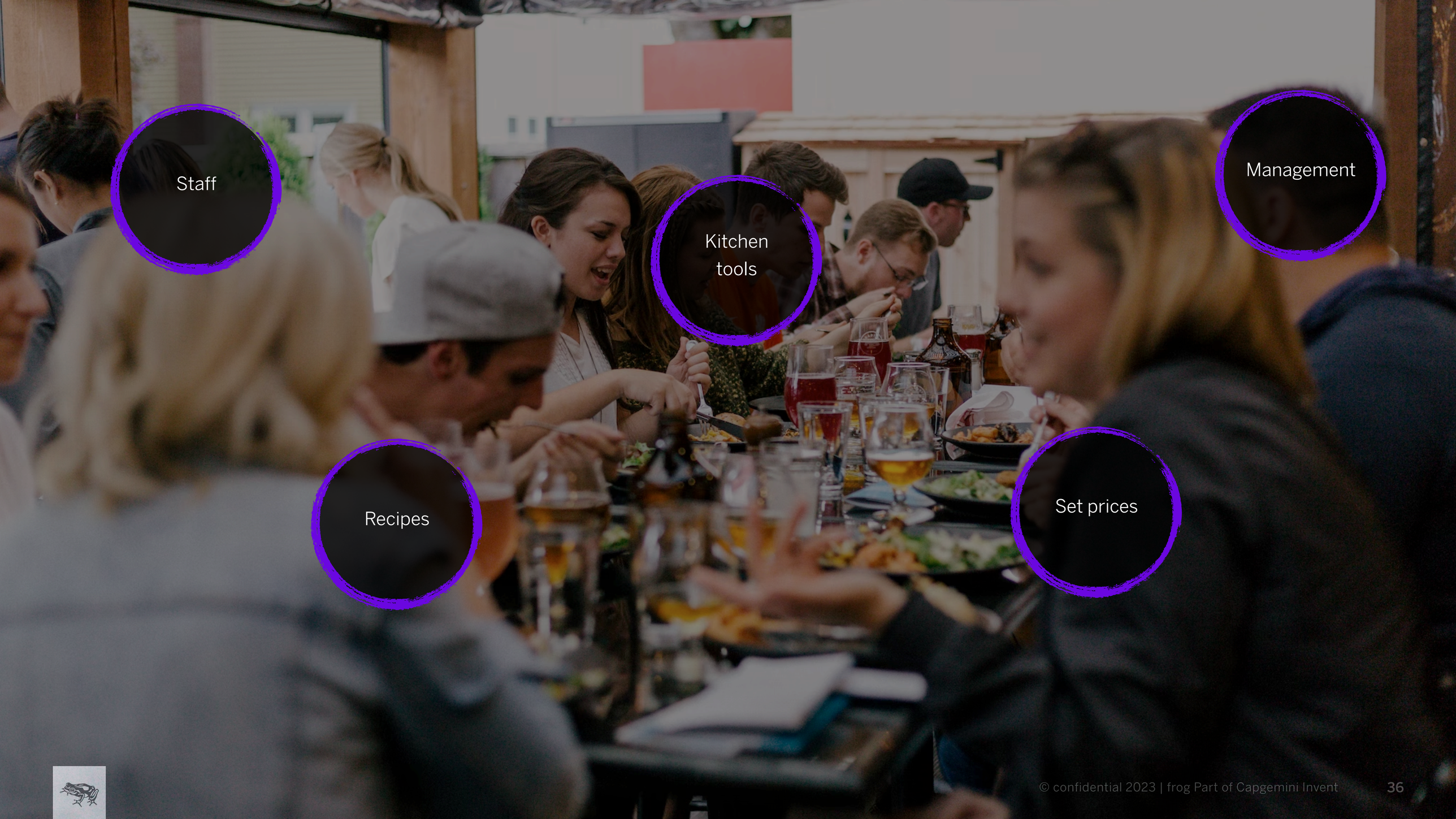
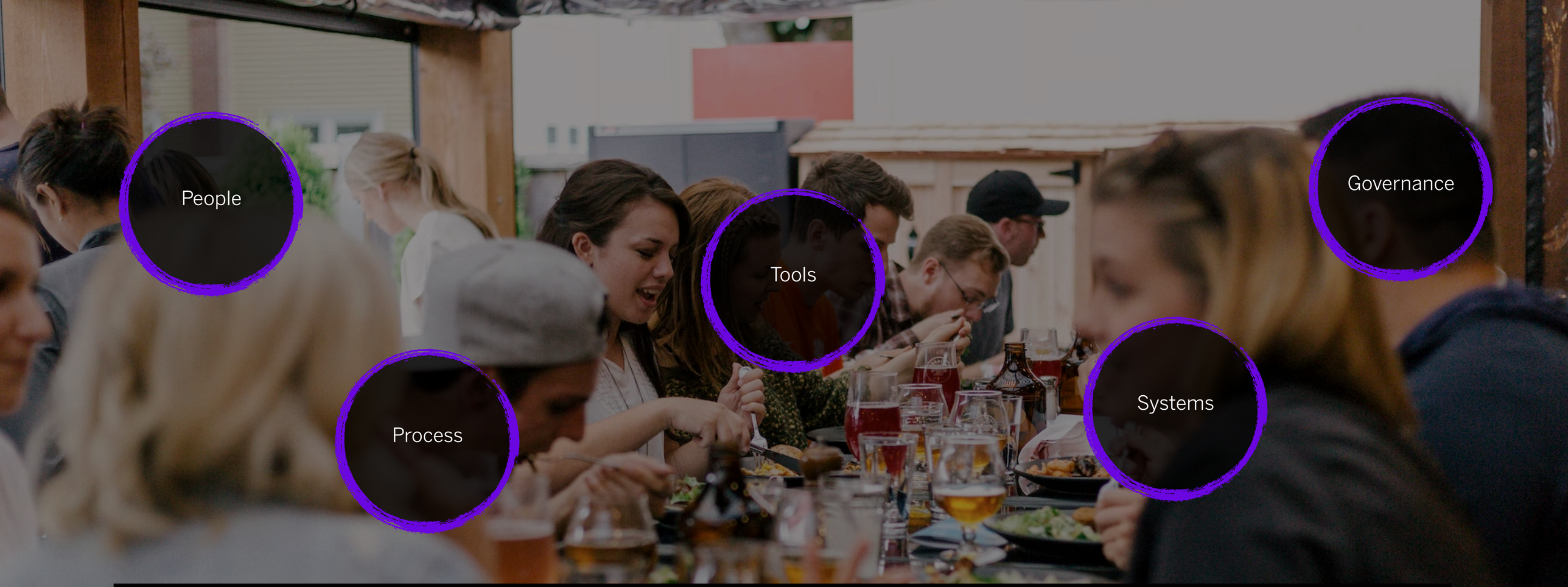

Staff
Kitchen tools
Management
Recipes
Set prices



Ops enable teams to deliver amazing experiences

Each Ops has an essential role in the organization. Still, it needs to come together to work with all the people operating to ensure they achieve what they define as a successful product, service, or experience.

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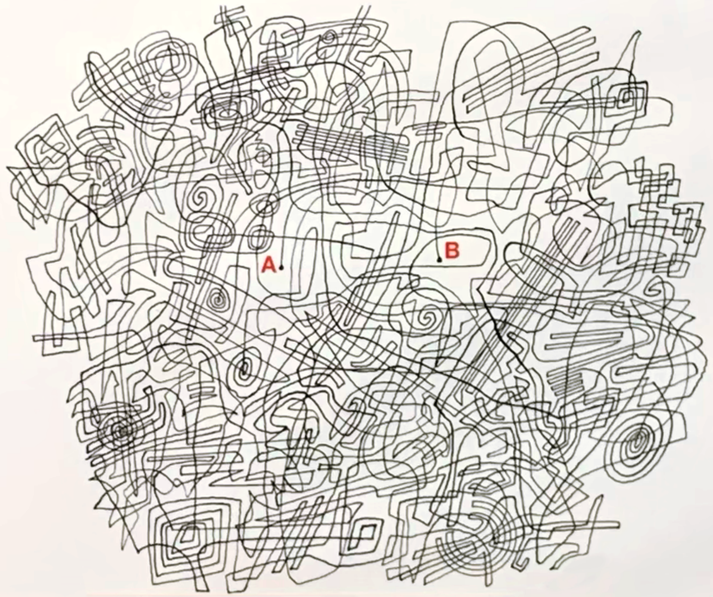
a common **design manifesto**



Design without structure is scary

We need help navigating our own processes... DesignOps the role is our best ally!

DesignOps Lead

Identifies and prioritizes pain points and opportunities for better efficiency, effectiveness, collaboration, and alignment across many teams and individuals.

Program Manager

Removes obstacles from design processes, enabling teams to focus on their work. Oversees and improves the global design processes and toolset, forecasts team's needs.

Design Producer

The cross-functional role, working alongside the product design team to manage design delivery. Often acts as a bridge across product, design, and engineering.

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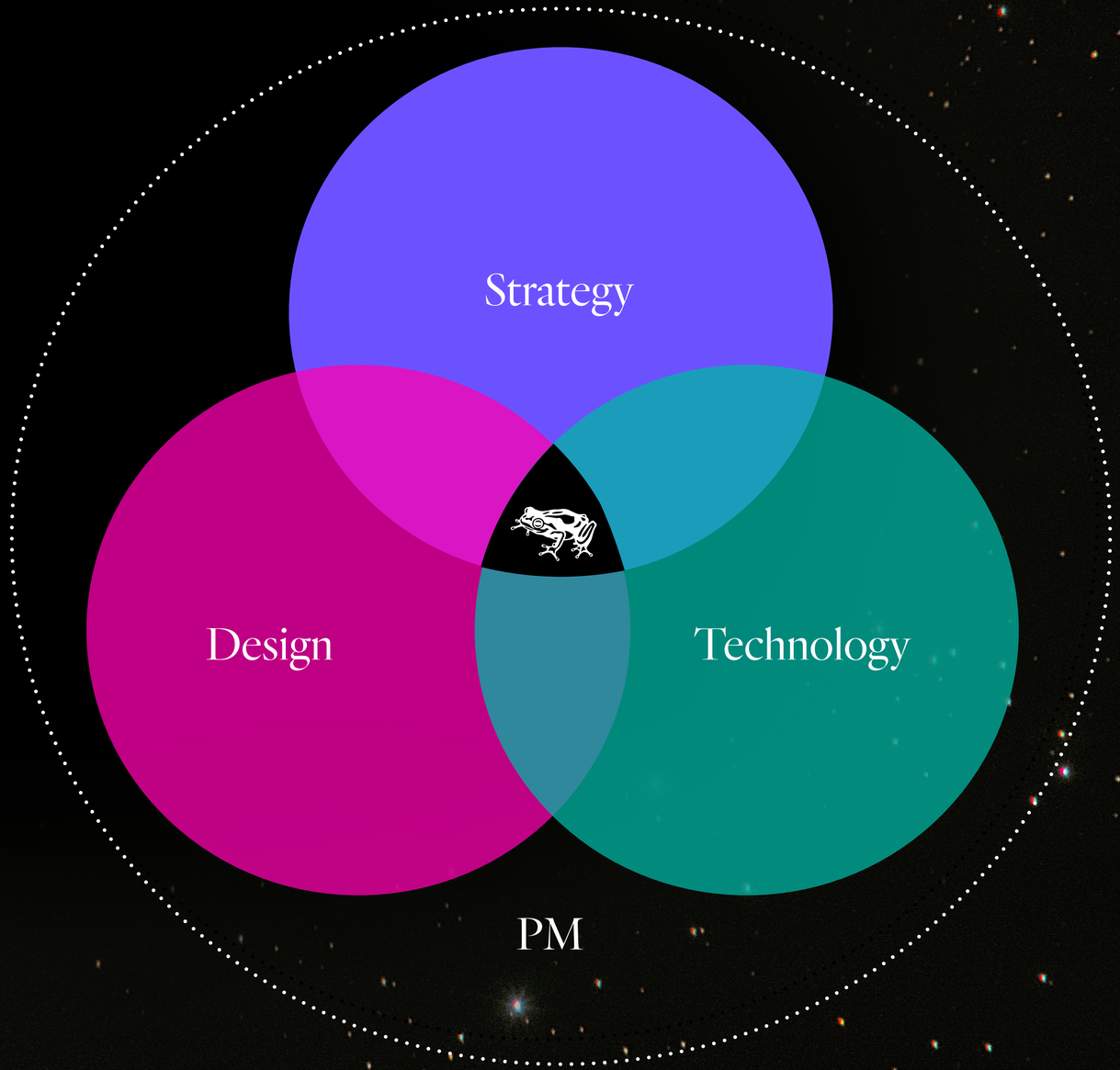
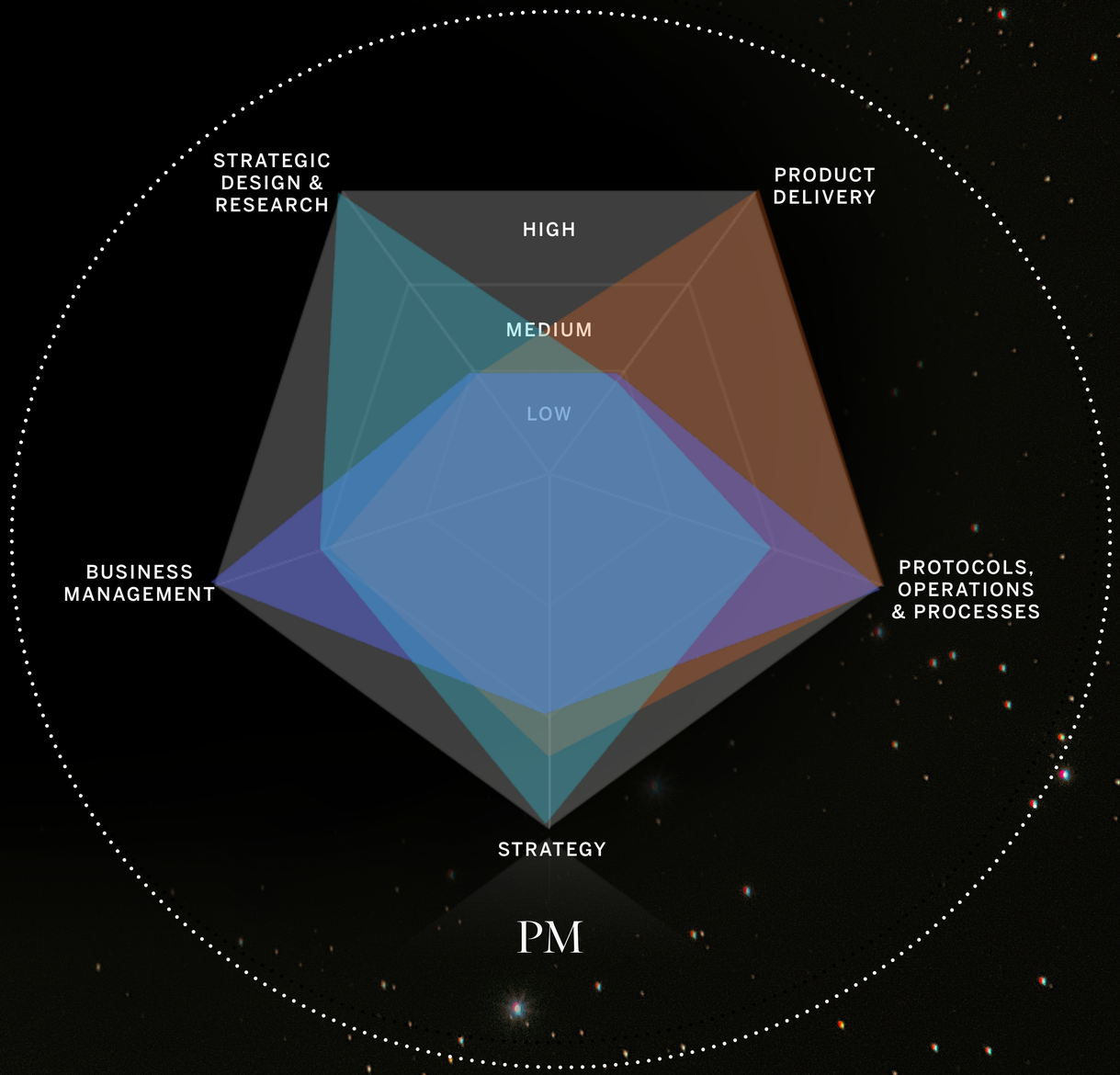
Program Management helps *cross-disciplinary* teams do their best. Every. Single. Day.



Program managers at frog are the diverse driving force behind the delivery of successful programs.

Act as leaders, planners, relationship builders, collaborators, partners, facilitators, future predictors, negotiators, path makers, problem solvers and connection makers.



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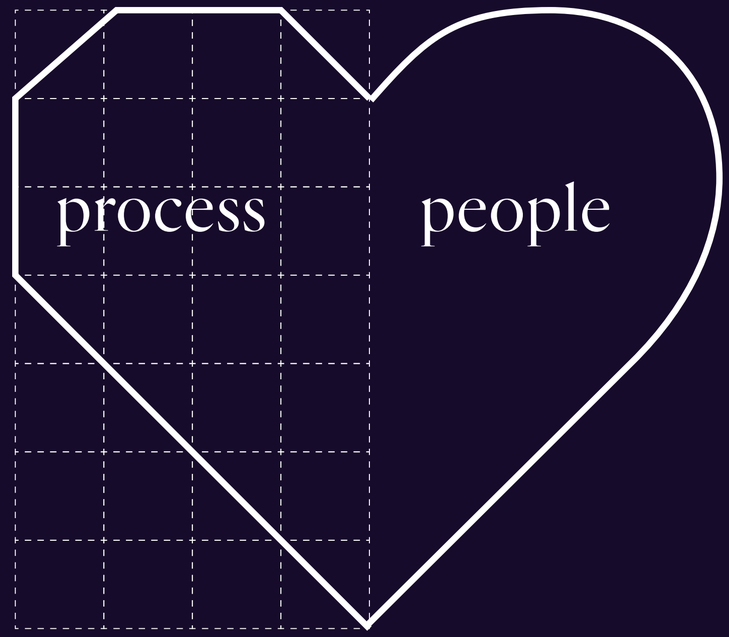
Program Management actively designs tools, processes, and rituals to make sure the *experience with frog is strategically balanced* for our clients and our teams to deliver their best

We make the experience of working with frog as amazing as the products and services we deliver. We provide structure, evolve relationships, catalyze communication, drive alignment, navigate change, and mitigate risk.



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Experience

Just as we design for customer experience, we as employees have an experience as frogs. Rituals are a core part of our employee experience.

Strengthening

Rituals reinforce our values and what we stand for. All of our rituals are purposeful and remind us of what makes frog such a special place.

Belonging

While you may experience some forms of our rituals in another company, experiencing our rituals together is what shows us that we belong at frog.

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TYPES OF RITUALS

Studio Cadence

The rhythm of studio life.

Connection

The fun stuff.

Recognition

Celebrations of awesomeness.

Learning

Always learning, often deliberately.

Program

Keeping it on track.

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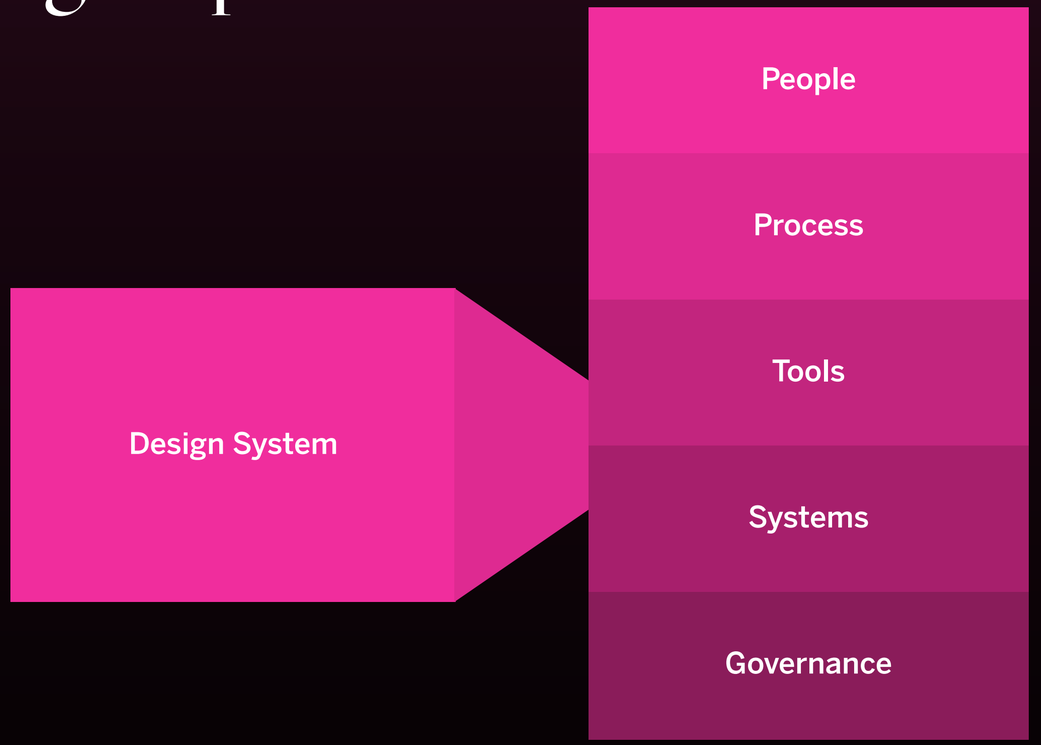
DESIGN STRUGGLE #03

Fostering adoption

DESIGN SYSTEMS ROCK!

A design system is a product that enables interdisciplinary collaboration, provides consistency across products, streamlines design and development processes, and improves productivity.

The Design System is part of the DesignOps capability



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Why do teams need help to build, adopt, and evolve Design Systems?

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HOW TO ACHIEVE THIS?

PRODUCT/DISCIPLINE TEAMS,
OR BUSINESS UNITS

DELIVERING MEANINGFUL
EXPERIENCES

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Fostering adoption starts by tearing down our own walls and aligning to a common goal.

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Building a Design System goes beyond having a nice UI Kit.

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The UI Kit is an excuse to collaborate better.

It's a reflection of our processes and decisions as a team.

Bridges need to be built that allow product and business teams to collaborate toward the same goal.

It isn't a tool to avoid conversations between designers and devs.

Designers and developers need to make decisions together and create a common language.

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Costs, risk, time, effort, learning yet another tool, mental state, energy, workload, roadmap

Behaviour

Value, Contribution, Personal Growth, Time, Energy, useful new knowledge, makes my life easier

Behavioral Design connects the pressures we observe with the interventions that change them.

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2. Observe the world that we have

4. Validate it works

3. Design the bridge

1. Describe the world that we want

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Behavior is the result of competing pressures.
As pressures change, behavior changes.

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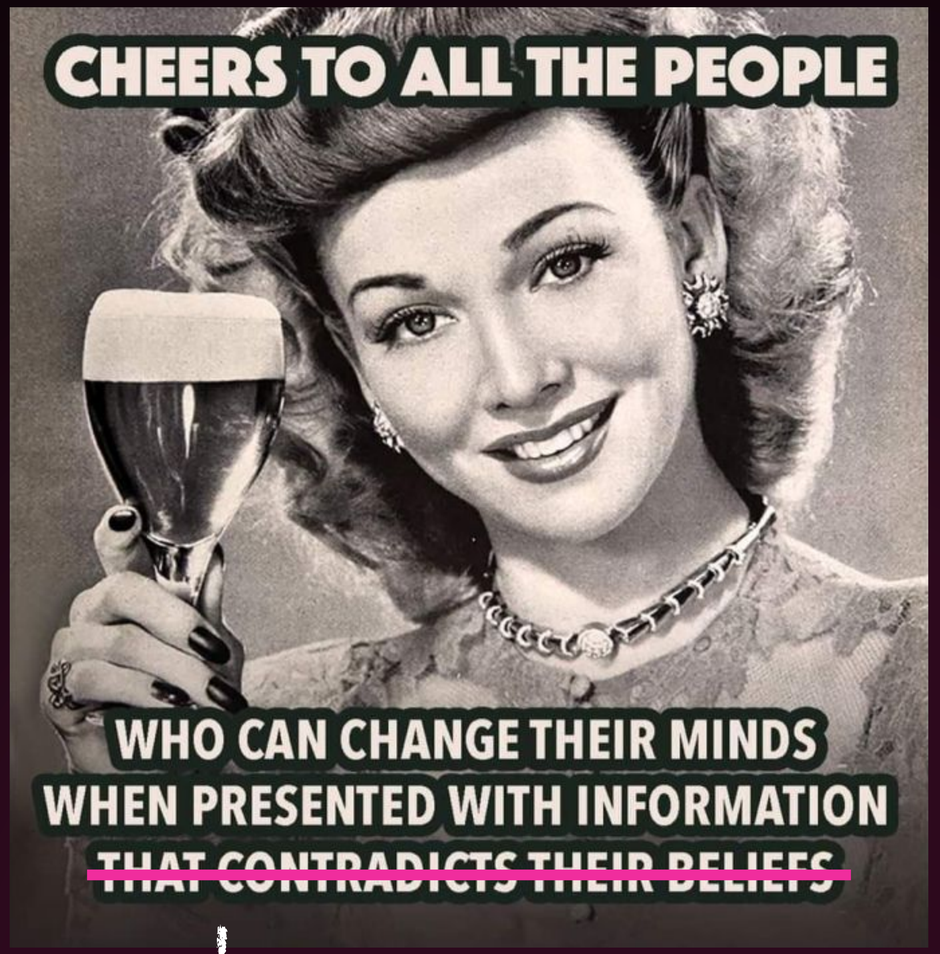

that helps them collaborate better with their team!

Keep an eye open for your own mindset when you face the challenge of collaboration.

Active listening

A spirit of collaboration

Lead through service

Intellectual curiosity

Be there for each other

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To take advantage of an opportunity
you don’t need to ask permission

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Talk to your teammates
& stakeholders

Do your research

Create a pilot and
share the results.

Understand their needs

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The most successful design systems reflect a culture of collaboration.

Multi-disciplinary teams collaborate closely with a common goal: Product, Design, and Technology.

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Wrapping up

Key lesson 1

DEFINE YOUR PURPOSE

You can’t create a meaningful impact if you don’t clearly define why you do what you do.

Key lesson 2

CONNECT WITH YOUR ALLIES

We must manage up and laterally to create an environment that will allow us to boost our talents. Don’t be afraid to ask for help.

Key lesson 3

YOU CAN’T DESIGN ALONE

Design Systems are an excuse to collaborate better. Understand what pressures affect behavior and go build those bridges.

Key lesson 4

ENJOY THE JOURNEY

Remember why you do what you do. Design is also a job and you must remember to find time to enjoy your life too :)

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Thank you.

@angelorenzo

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