

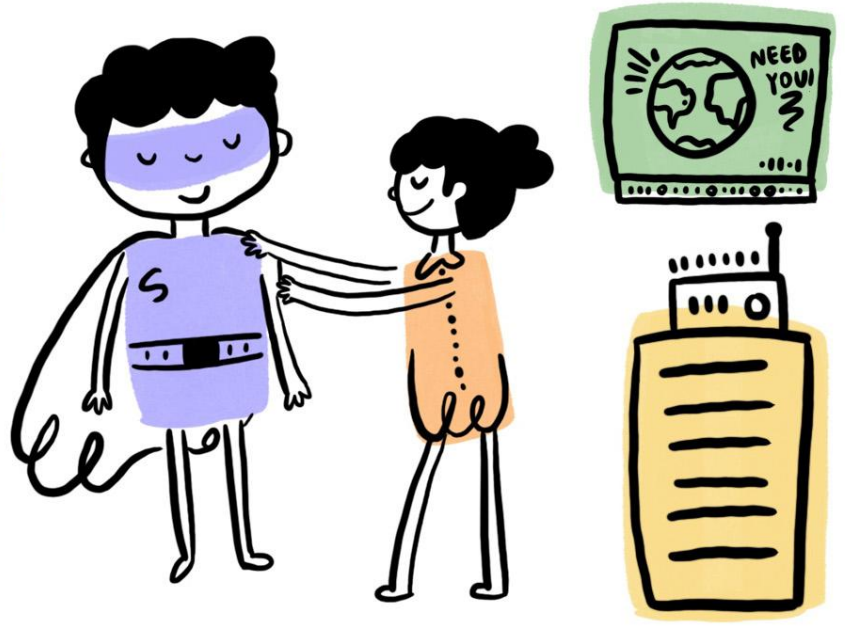
in THE in

# SUPPORT TEAM

OF THE

# SUPERHEROES

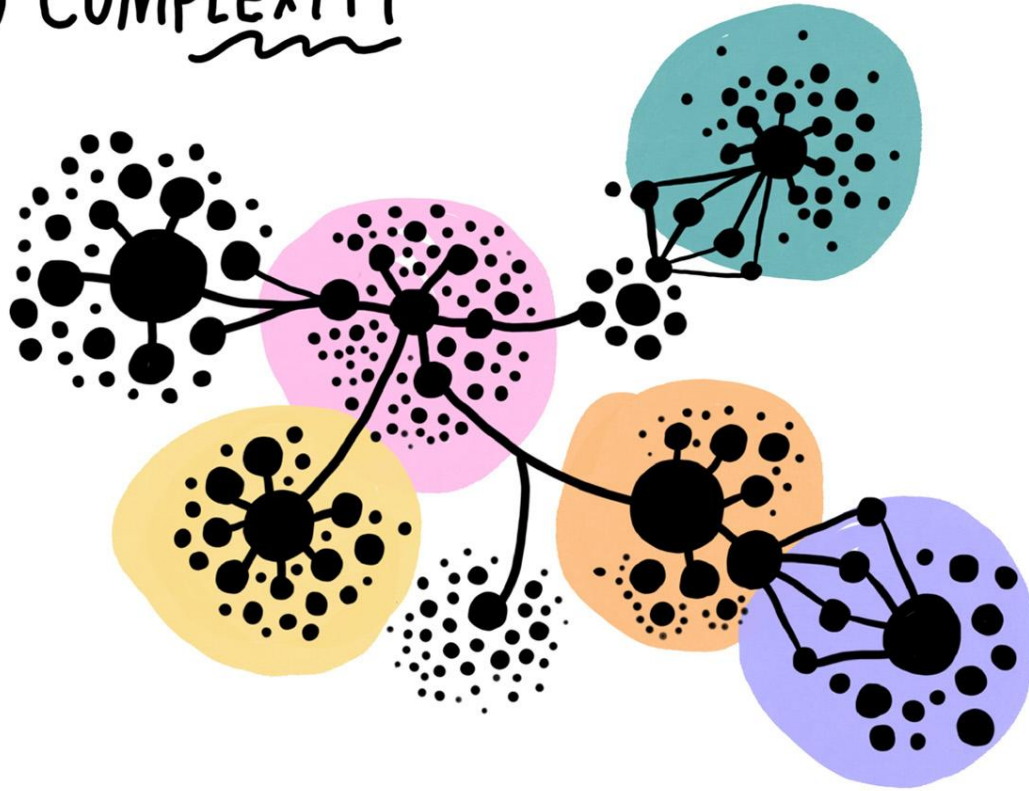
DESIGN OPS AS THE DESIGNERS' SUPPORT TEAM



WHAT IS THIS  
SUPPORT  
TEAM  
AND WHY DOES  
IT EXIST?

A hand-drawn graphic with the text 'WHAT IS THIS SUPPORT TEAM AND WHY DOES IT EXIST?'. The text is written in a bold, black, hand-drawn font. 'WHAT IS THIS' is on the top line. 'SUPPORT' is on the second line, with a blue scribble to its left. 'TEAM' is on the third line, with a pink asterisk to its right. 'AND WHY DOES' is on the fourth line, with an orange brushstroke background behind it. 'IT EXIST?' is on the fifth line, with a pink asterisk to the left of 'IT' and a blue brushstroke background behind the question mark. There are also two pink starburst shapes to the right of 'TEAM'.

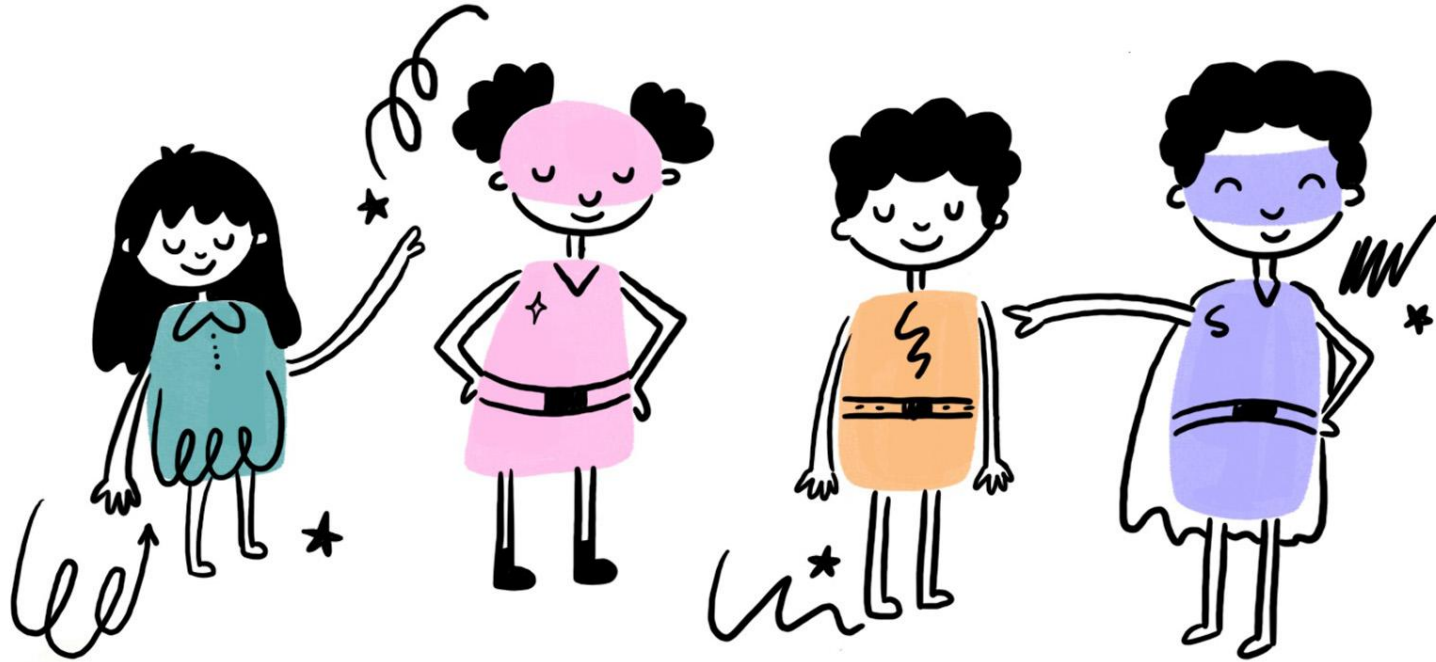
# SIZE AND COMPLEXITY



# SIZE AND COMPLEXITY

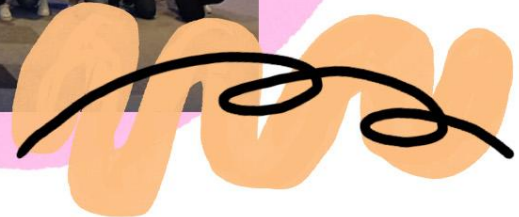


# MATURITY AND SPECIALIZATION OF THE DESIGN TEAMS\*





WALMART  
MX  
-TEAM-





Citybanamex  
TEAM

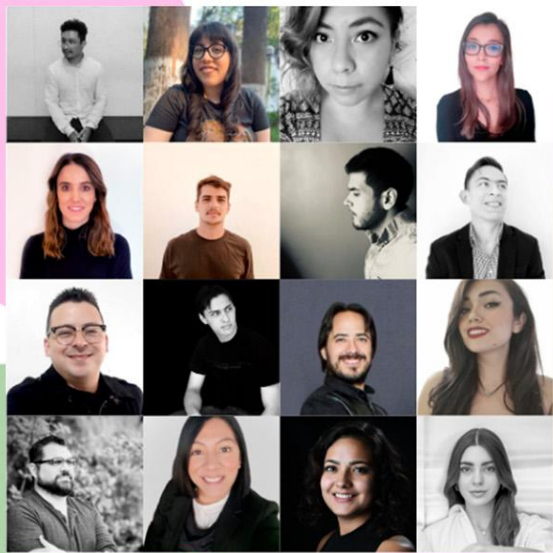
BBVA  
MX-TEAM





COPPEL  
TEAM





**FEMSA**  
TEAM



WHY DOES  
IT EXIST?



# DESIGN LEADERS



OOOOOOOO

## \* SUPER-VISOR LIST: \*

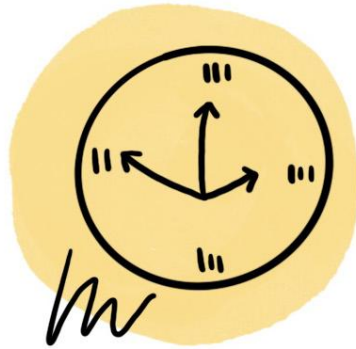
- SAVE NY
- SAVE THE CAT
- CLEAN SUPERCAR
- RESEARCH OF THE BAD ONE.
- TEAMUP w/ THE GUYS
- MORE



Why does it Exist?



EFFICACY

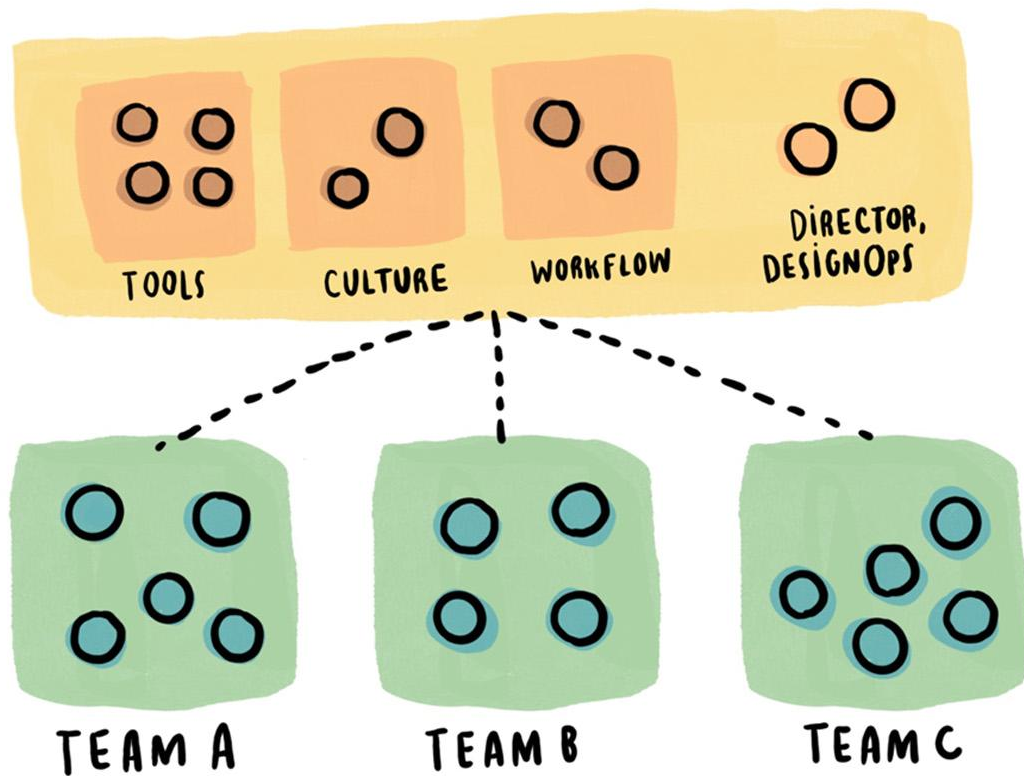


EFFICIENCY



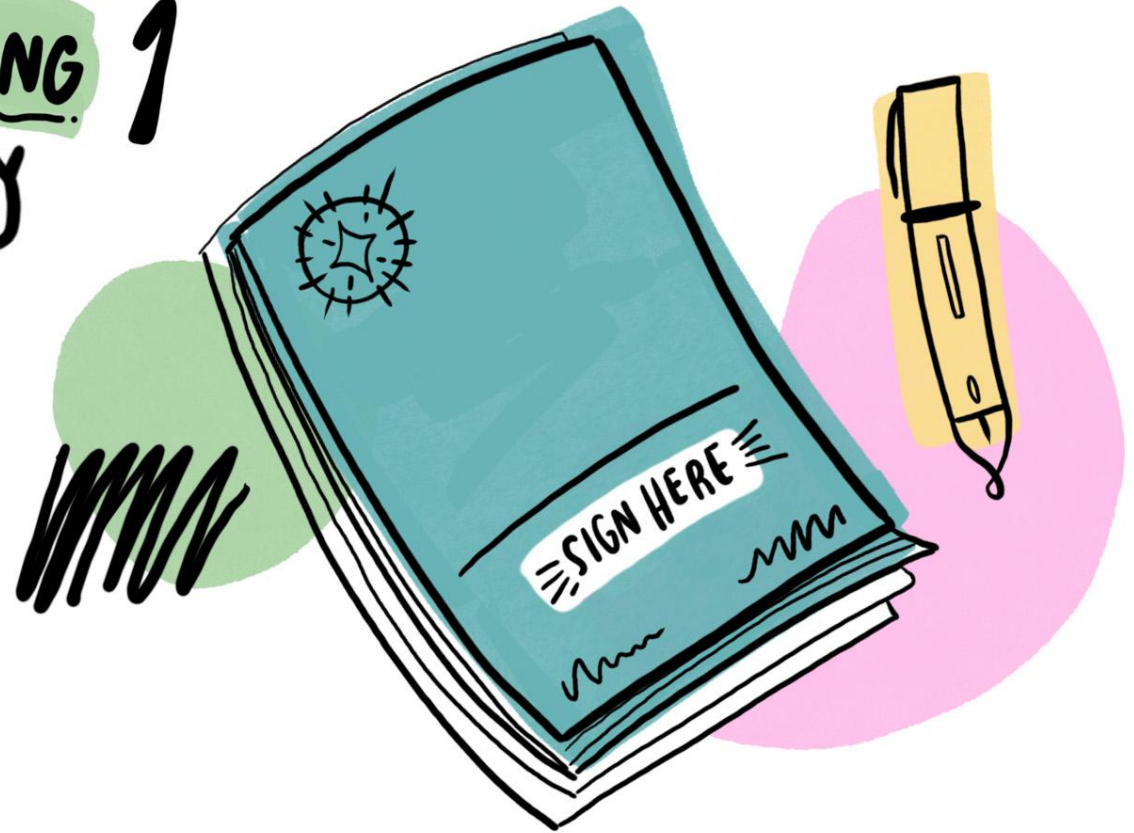
WELLBEING

# WHAT IS THIS -SUPPORT TEAM-





MISUNDERSTANDING 1  
BUREAUCRACY





# HOW TO SEE THE WHOLE ORG AND PORTFOLIO OF PROJECTS



# MYTH 1

COAXING CREATIVITY



MISUNDERSTANDING

2



MISUNDERSTANDING

2





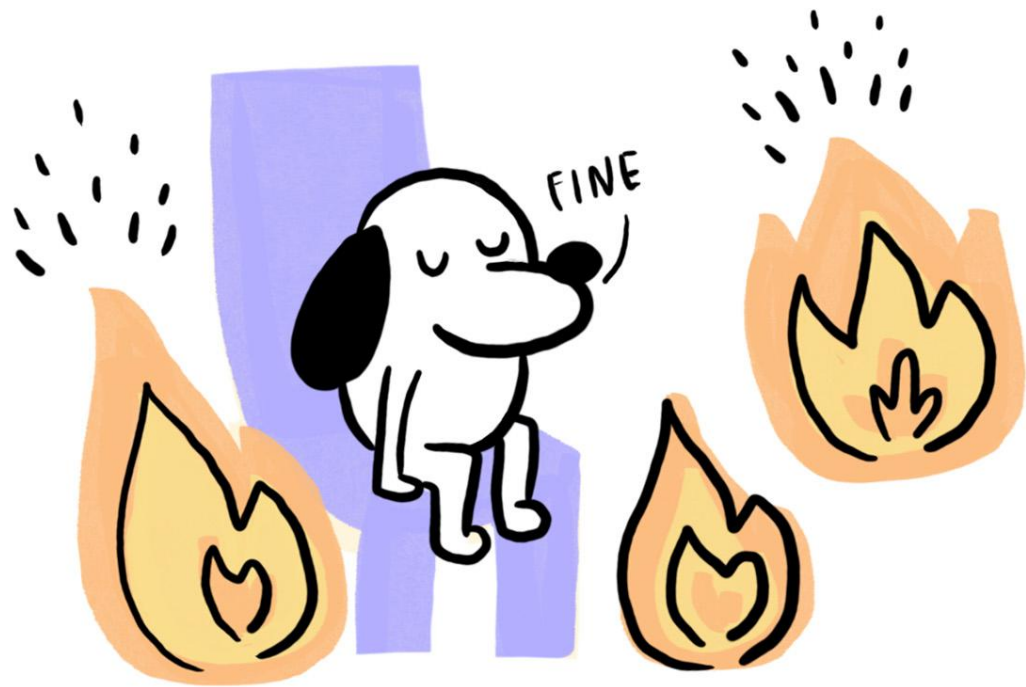
# MYTH 2

WHY DO WE  
NEED THEM - IF -  
EVERYTHING IS FINE?



# MYTH 2

WHY DO WE  
NEED THEM -if-  
EVERYTHING IS FINE?



# MYTH 3

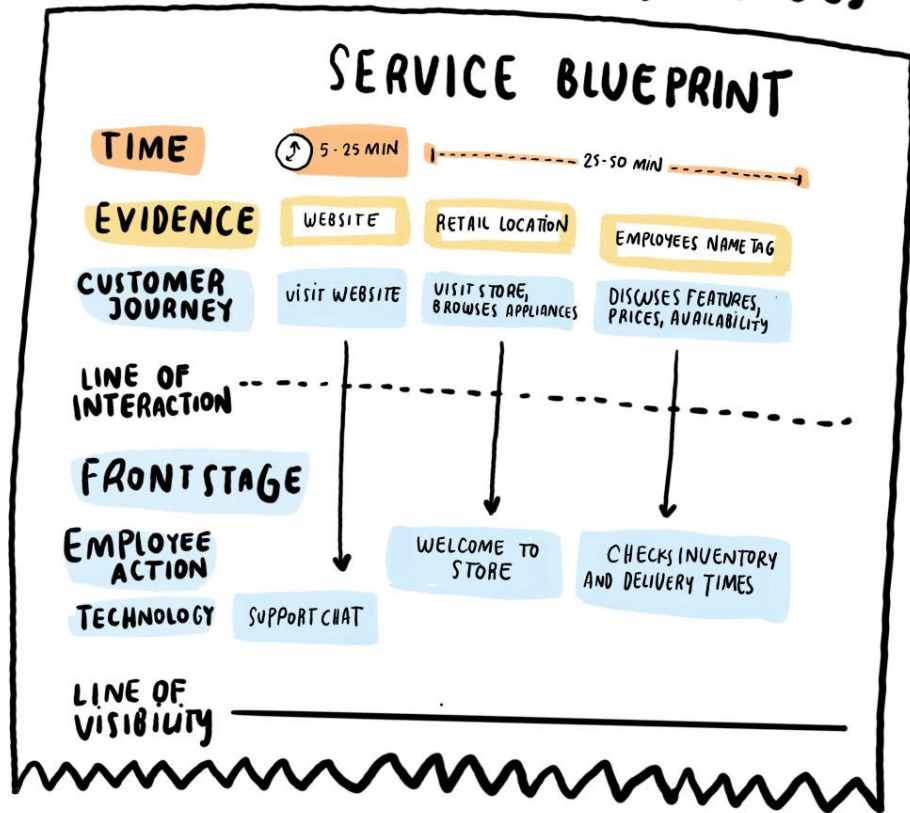
THEY DON'T  
DESIGN



# MYTH 3

THEY DON'T  
DESIGN

## DESIGN PROCESS AND SERVICES



# MISUNDERSTANDING

MY MANAGER  
ALREADY DOES IT

3





# MISUNDERSTANDING

# 3

MY MANAGER  
ALREADY DOES IT



MYTH 4

ONLY "THEY"  
CAN DO DESIGNOPS



# MYTH 4

ONLY "THEY"  
CAN DO DESIGNOPS



**WHAT**  
do I NEED  
**TO KNOW**  
AS THE  
**SUPERHERO?**

INVOLVE **THEM**  
**IN YOUR** PROCESS





UNDERSTAND **AND**  
COMMUNICATE  
*your* FRUSTRATIONS



**WORK** WITH YOUR  
LEADERS **TO**  
PRIORITIZE  
YOUR NEEDS



ALL OF THOSE  
AREAS YOU  
DONT WANT  
TO KNOW ~



THEY  
EXIST  
BECAUSE of  
you

A hand-drawn graphic with the text "THEY EXIST BECAUSE of you". The word "THEY" is in large, black, block letters with radiating lines on either side. Below it, "EXIST" is in large, white, block letters with a thick black outline, set against a light green, brush-stroke background. Underneath "EXIST" is a black oval containing the words "BECAUSE of" in white, block letters. At the bottom, "you" is written in a black, cursive script, set against a light purple, brush-stroke background. The entire design is surrounded by small black stars and dots of varying sizes.

# HOW TO JUSTIFY A DESIGNOPS TEAM?

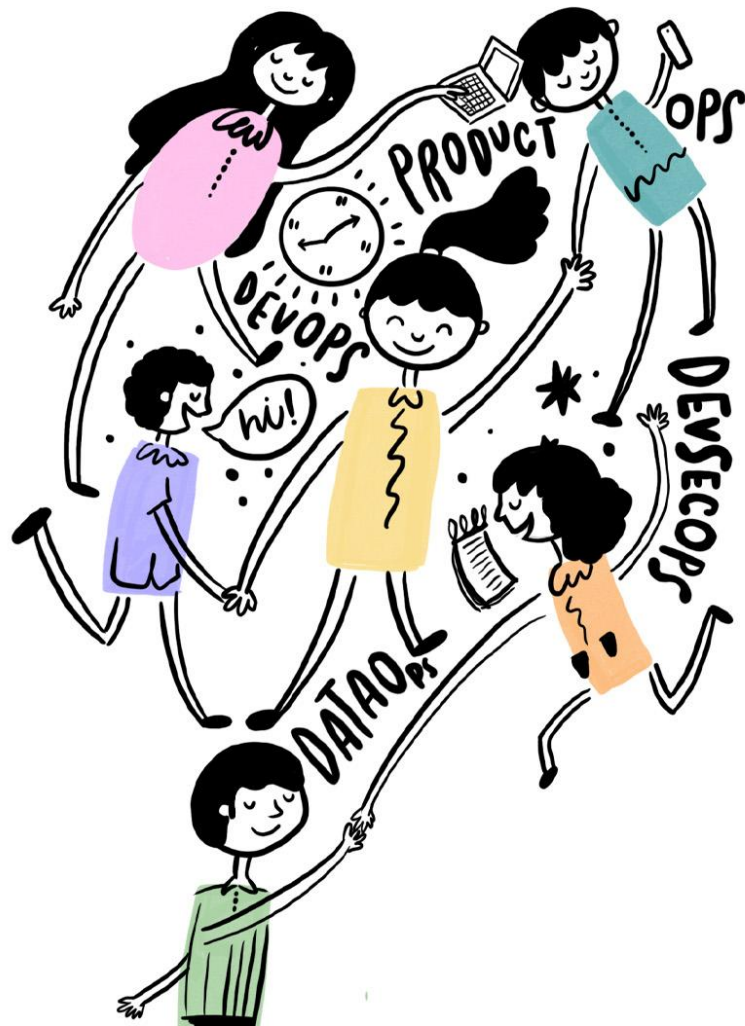




DESIGNERS  
ARE NOT  
THE ONLY  
SUPERHEROES

A hand-drawn graphic featuring the text "DESIGNERS ARE NOT THE ONLY SUPERHEROES". The word "DESIGNERS" is written in a bold, black, sans-serif font and is set against an orange, cloud-like background. A hand-drawn pencil is positioned to the left of the word, with its tip pointing towards the letter 'D'. Below "DESIGNERS" are the words "ARE NOT" in a smaller, black, sans-serif font. The words "THE ONLY" are written in a bold, black, sans-serif font and are set against a pink, rectangular background. Below "THE ONLY" is the word "SUPERHEROES" in a bold, black, sans-serif font with a white outline, set against a purple, cloud-like background. Several small, black, hand-drawn stars are scattered around the word "SUPERHEROES".

# +OPS





*W*



MULTIPLICA  
+ DIGITAL@FEMSA

# TEAM OF SUPERHEROES







SCAN HERE ↗

x@BBRIUSES