

Designing a new Mentorship model for Designers



ABOUT ME



Adrián Solca / Information Architect - Digital Strategist -
Strategic Designer - Product Manager - UX Leadership - Design Coach

Hi! I'm a Strategic Design Consultant and Experience Architect. I've worked in applying Human Centered methods and tools since 2010 and since 2014 I've been active in communities such as UX Nights and UX México. I've been a mentor, teacher and facilitator in User Experience since 2016 in both academic and commercial institutions such as UNAM, ITESM and Anahuac. I've also participated in national and international speaking engagements.

From 2010 to 2014 I worked as Information Architect in TeránTBWA in advertising and innovation solutions for Visa, Nissan, Pedigree and BBVA.

Later, from 2014 to 2017 I did Digital Strategy for other Digital Agencies where I managed research teams and served clients like Telmex, Aeroméxico, Ticketmaster and KIA.

Since 2018 I started working on Digital Products, first as Product Manager and then onto BBVA where I worked as Product and Service Design consultant for several portfolios. I've since then lead initiatives in Movistar and Coca Cola FEMSA

Actualmente me desempeño como Diseñador Estratégico y Design Director para el equipo de EPAM Continuum.

I love Design and helping others apply our amazing tools in their everyday aspect of their lives.



What we'll talk about today:



50% of the Experience Design workforce
has less than 3 years of experience.



If you have more than 3 years of experience.

If you have a leadership position, or are responsible for hiring, growing or developing Design talent, **this is also YOUR problem.**

Designers who apply for this jobs, **grow without any correct sense of what UX is.** How to do Experience Design and how to provide value to our clients through our tools and methods.

This problem won't go away by itself.



Design process

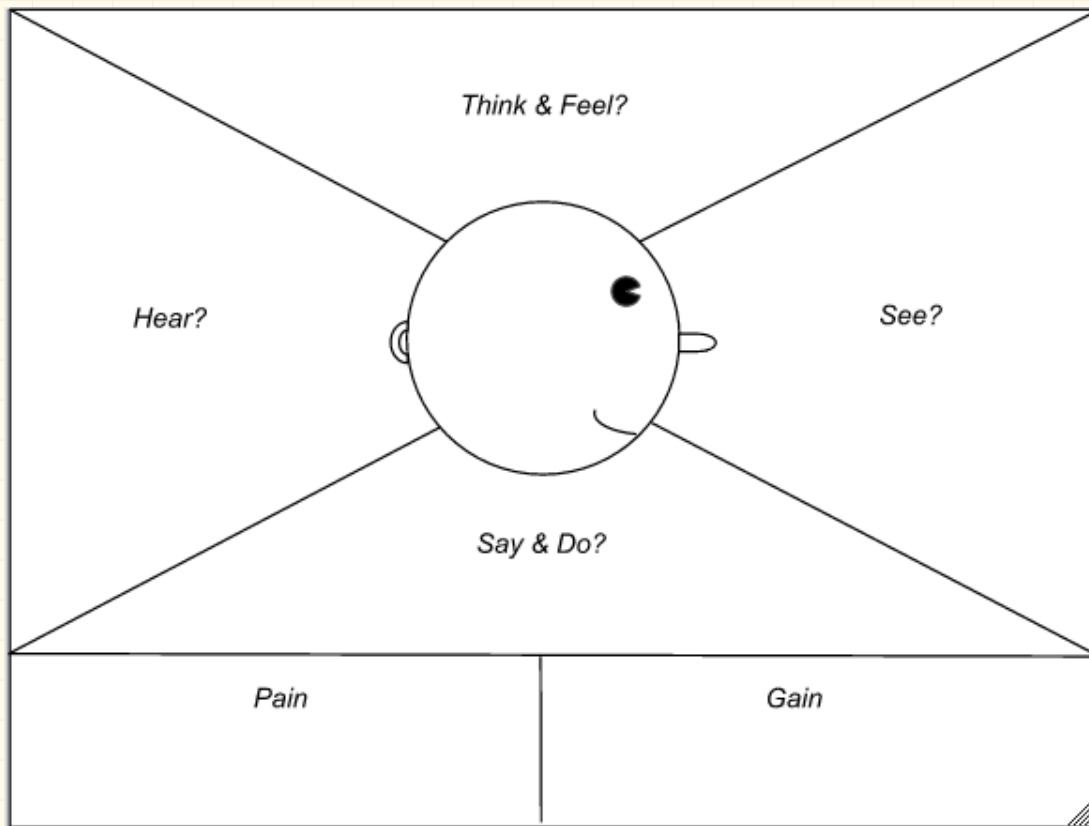


Design process:

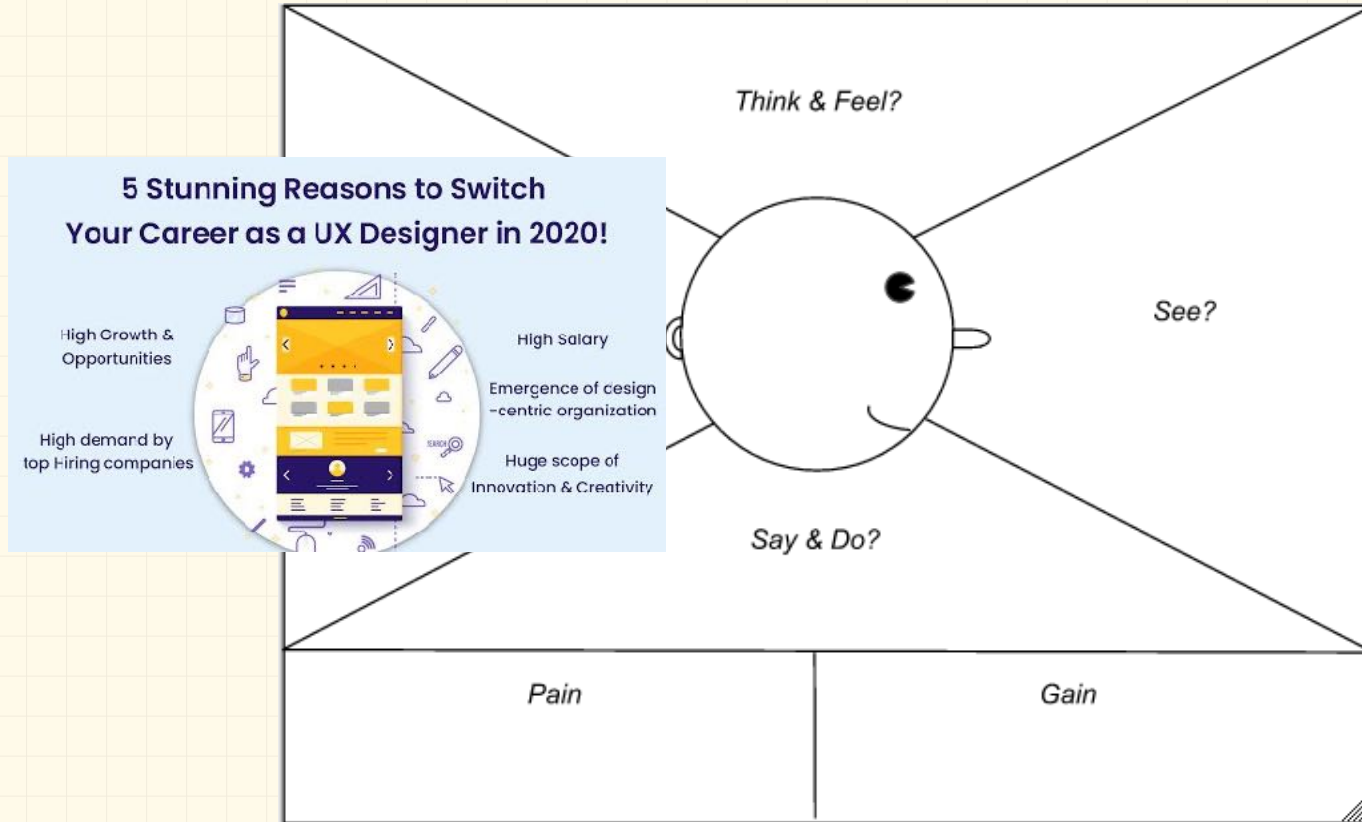
1. Empathy



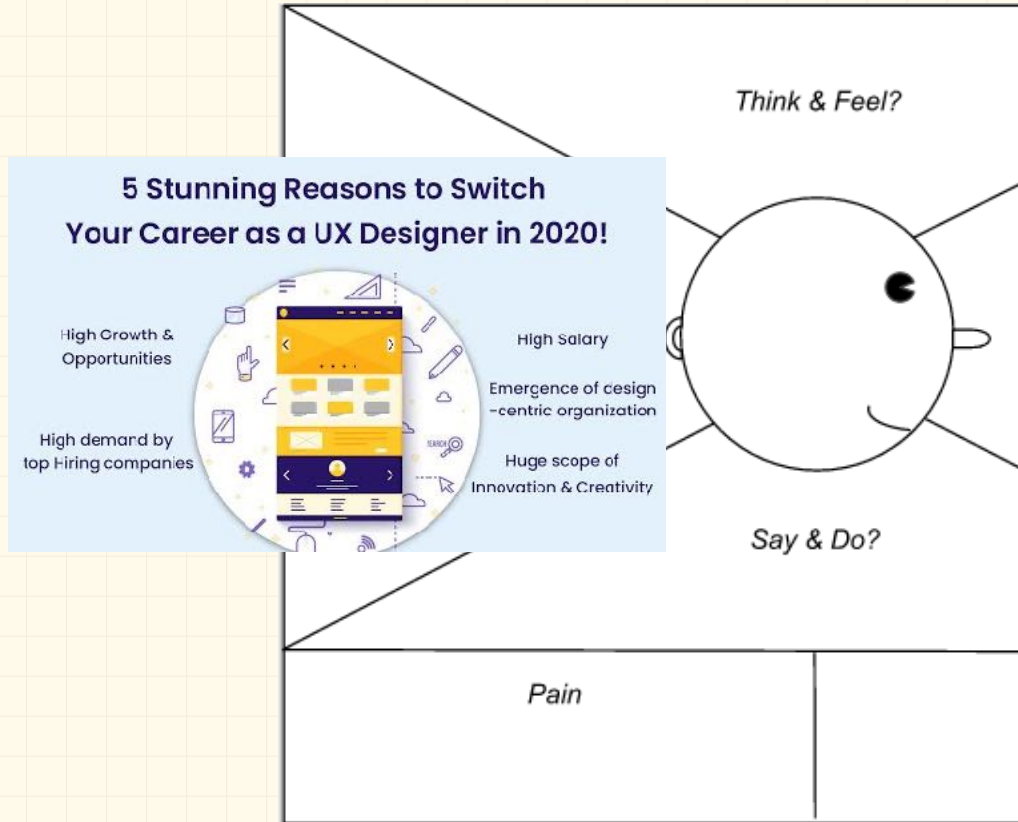
Junior Designer Empathy Map



Junior Designer Empathy Map



Junior Designer Empathy Map



Junior Designer

5 Stunning Reasons to Switch Your Career as a UX Designer

- High Growth & Opportunities
- High demand by top Hiring companies



Tech in Motion Event Recap

UX Leaders Share How to Overcome Impostor Syndrome and Land Your Dream UX Job

TECH IN MOTION EVENT

Say & Do?

Pain

Designer Career Path

→ Mid-Level → Senior-Level

UX DESIGN APPRENTICE	UX DESIGNER	SENIOR UX DESIGNER
Supporting senior UX designers with projects. Learning teamwork and business systems as well as new tools, skills, and design systems.	Owens projects from start to finish. Manages and reviews the work done by junior level designers and interns. May also be responsible for hiring.	The manager of the design team, overseeing 2-5 designers. Responsible for design strategy, teamwork, and reviews.
\$65K - \$75K	\$80K - \$115K	\$100K - \$200K

COURSE REPORT + DESIGNLAB



Junior Designer

5 Stunning Reasons to Start Your Career as a UX Designer

- High Growth & Opportunities
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Tech in Motion Event Recap

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UI/UX
UI/UX
UI/UX
TECH IN MOTION
EVENT
UI/UX
UI/UX
UI/UX

High salary

Emergence of design

Supporting senior UX designers with projects. Learning tools.



BURNOUT CULTURE NEEDS TO END.

Designer Career Path

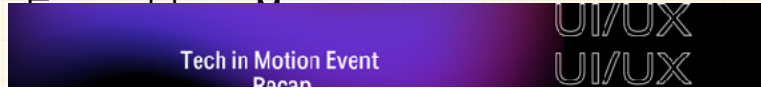
→ **Mid-Level** → **Senior-Level**

APPRENTICE	UX DESIGNER	SENIOR UX DESIGNER
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COURSE REPORT + DESIGNLAB



Junior Designer



Nick Babich
 Feb 7, 2022 · 8 min read · Listen



Photo by Anthony Tran

Dealing with anxiety and depression in product design

5 Stunning Reasons Your Career as a UX Designer is Worth It

- High Growth & Opportunities
- High demand by top Hiring companies

Designer Path

Mid-Level

Senior-Level

UX DESIGNER

SENIOR UX DESIGNER

Owns projects from start to finish. Manages and reviews the work done by junior level designers and interns. May also be responsible for hiring.

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Designers are different.

We don't choose our projects, but we value ourselves by the outcome of our work.

We deal with our own uncertainty on top of our clients, devs, users.

Our methods and tools are questioned and we feel ashamed to use them.

Design Leaders developed on this environment don't know how to break the toxic cycle.

We expect to create great products from shitty clients and shitty products

We think uncertainty is wrong

“there's no time for research and design”

Leaders don't develop leadership skills for Designers



Leadership and mentoring doesn't happen by accident.

Is the result of experience and clear understanding of what needs to be developed to create a resilient, valuable and productive workforce out of the new generations of Designers.



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We need better Designers



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We need more Designers

We need better Designers

We need capable Design Leaders



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We need more Designers

We need better Designers

We need capable Design Leaders

We need influential Mentors to support our profession



Design process:

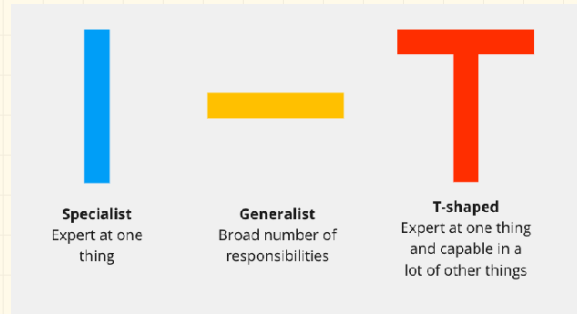
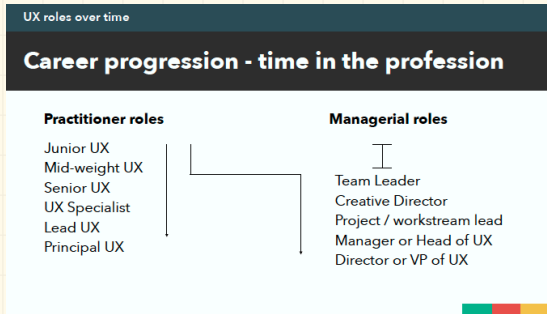
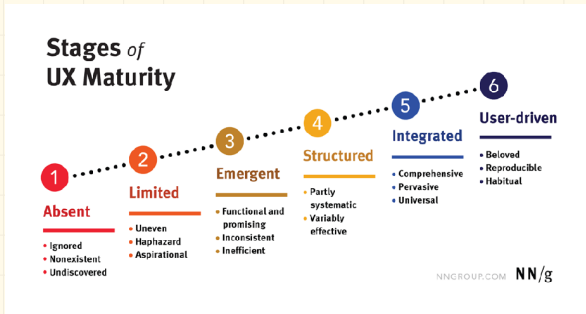
2. Ideate



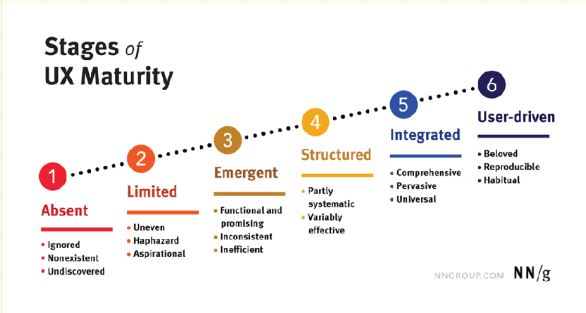
How Might We build a mentorship model that helps Junior Designers deal with the reality of the practice while helping them grow?



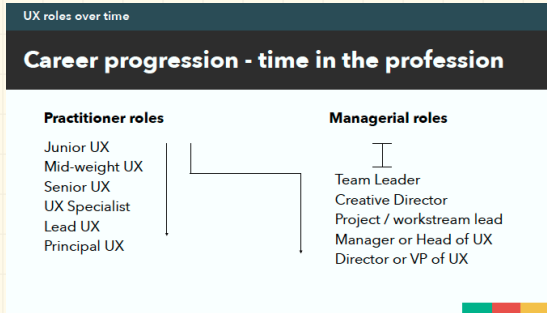
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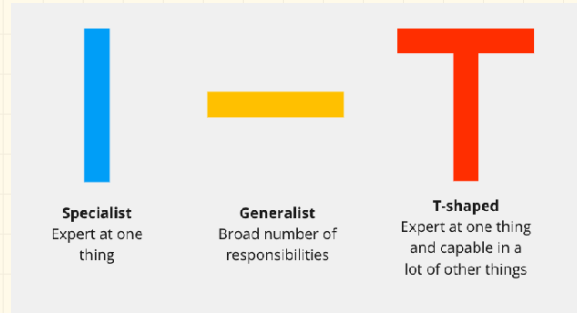
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Maturity



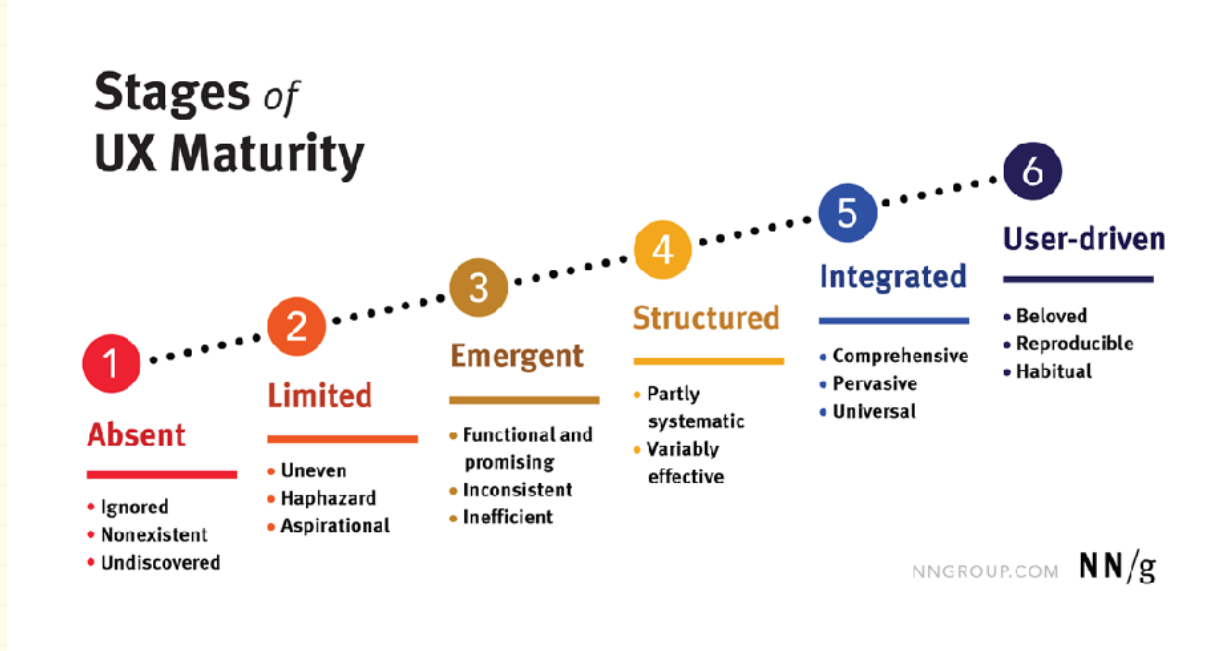
Role



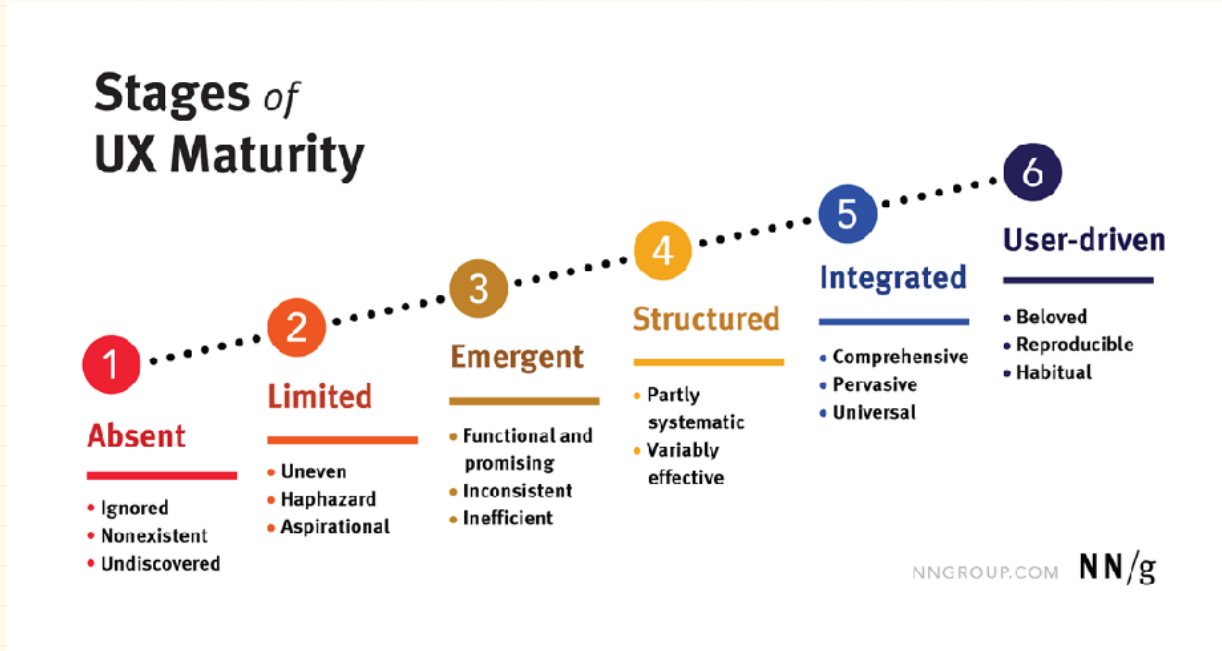
Career path



Maturity-oriented Mentoring



Maturity-oriented Mentoring



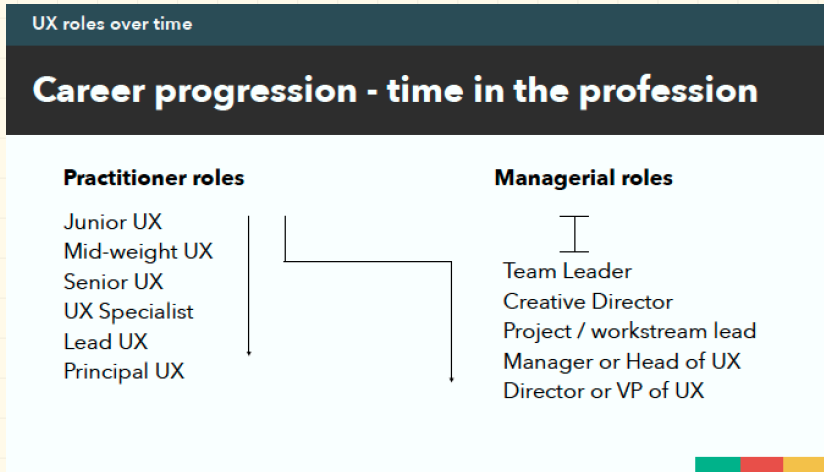
Someone in a low maturity organization needs different mentoring

UX Fundamentals
 Generalist Design
 Basic tools & Methods

Technical excellence
 Specialization
 Measurement



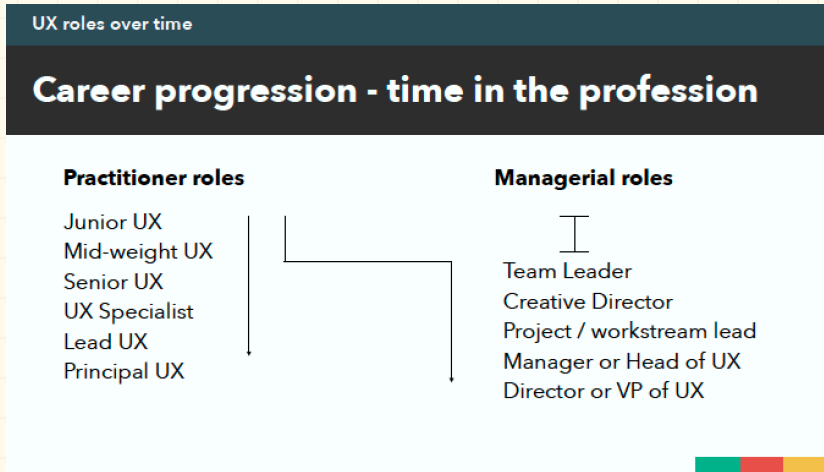
Role-oriented mentoring



Junior roles don't have enough experience to navigate uncertainty.



Role-oriented mentoring

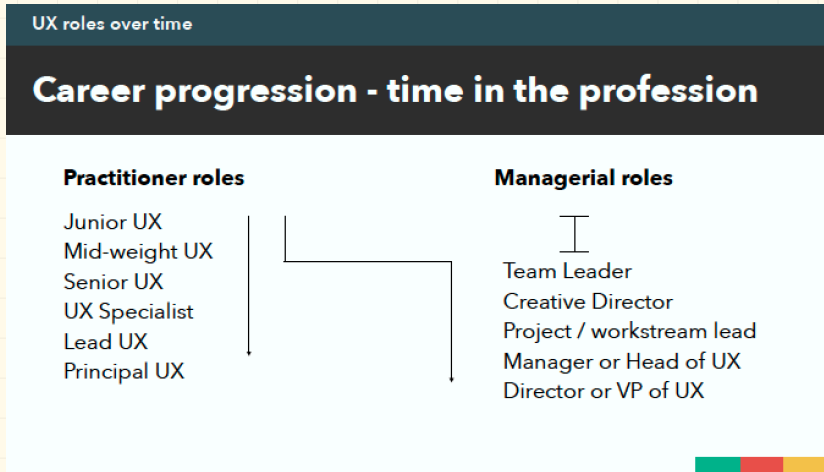


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Senior roles are expected to increase the maturity level of their organizations through Design.



Role-oriented mentoring



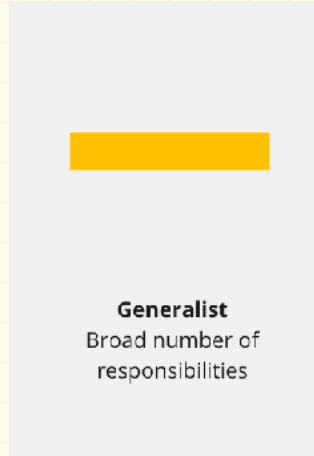
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Lead and Management need to know how to scale Design Process so that the teams can create value with less effort.



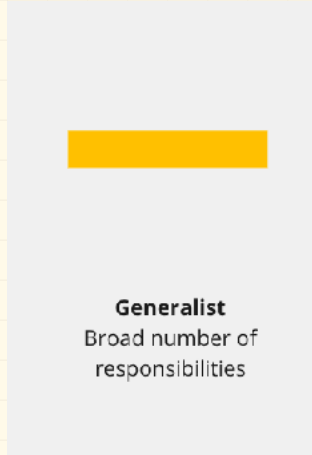
Career-oriented mentoring



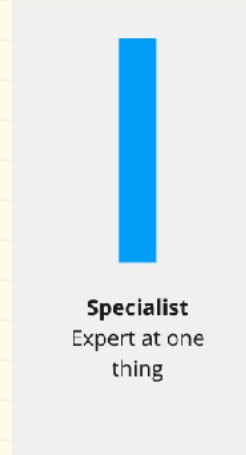
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Design process but
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Career-oriented mentoring



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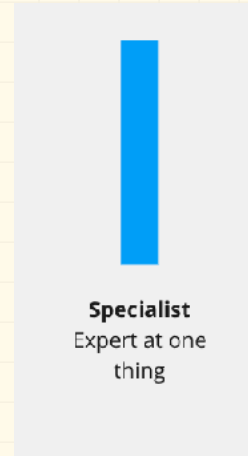
Specialists need support from other Specialists to create good Design.



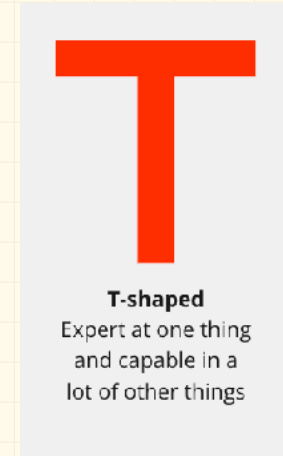
Career-oriented mentoring



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T-Shaped specialists can only develop on environments that allow integral training.

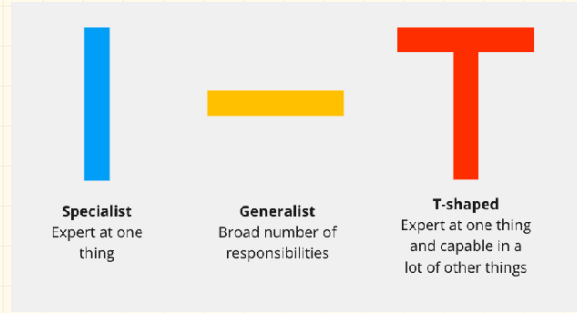
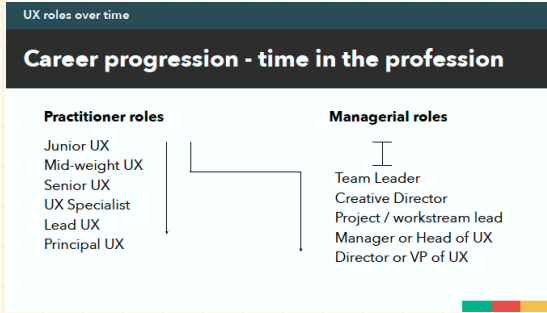
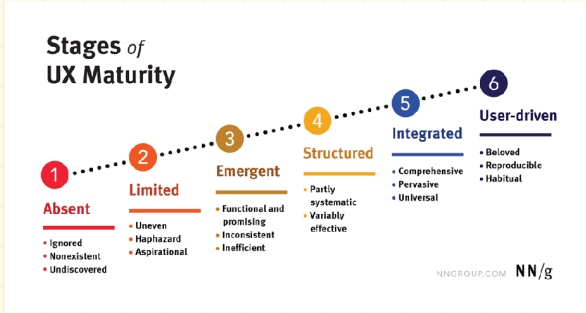


Design process:

3. Test



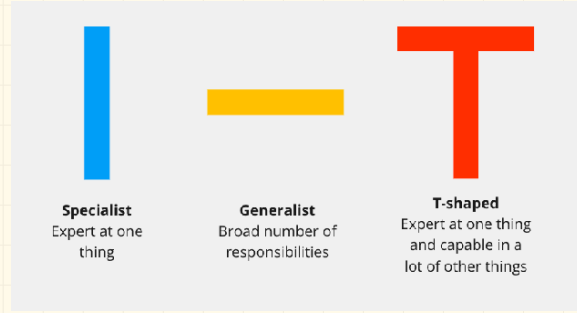
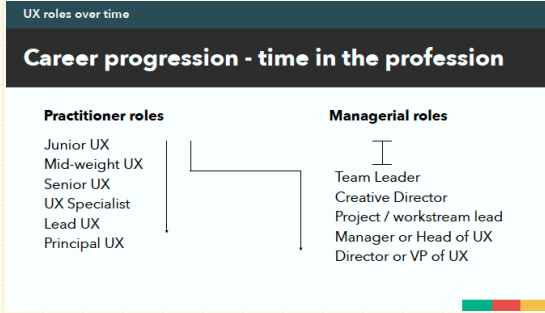
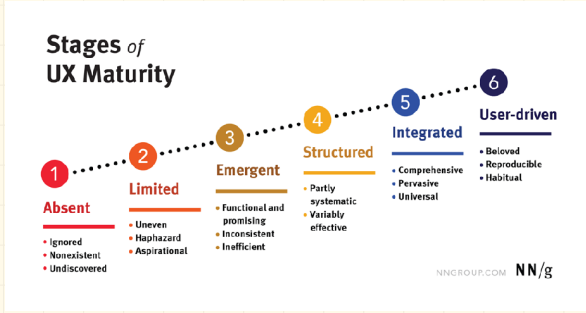
Mentoring diagnostic



"The Designer is facing a low maturity environment"



Mentoring diagnostic

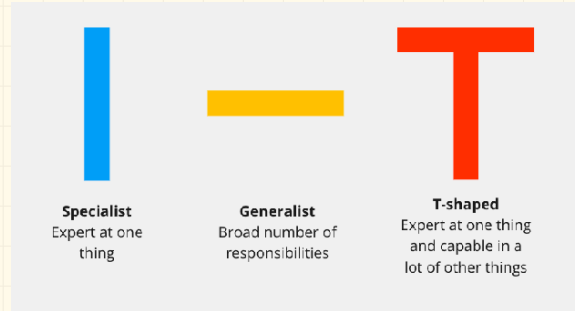
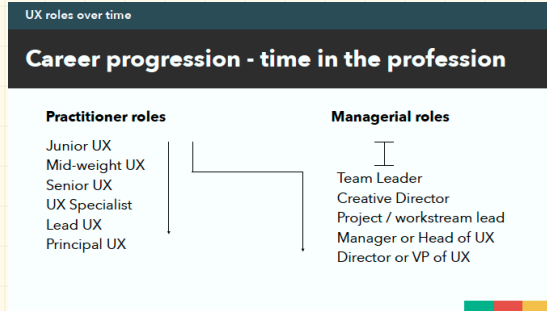
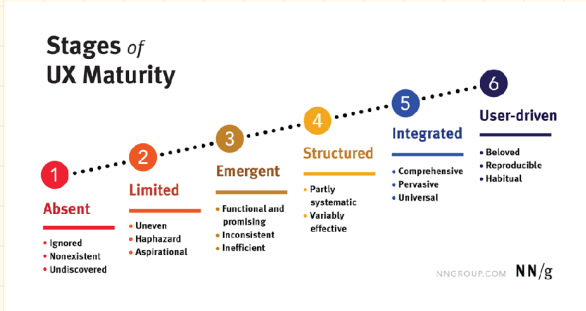


“The Designer is facing a low maturity environment”

“The Designer is expected to perform a more Senior role due to lack of Design talent”



Mentoring diagnostic



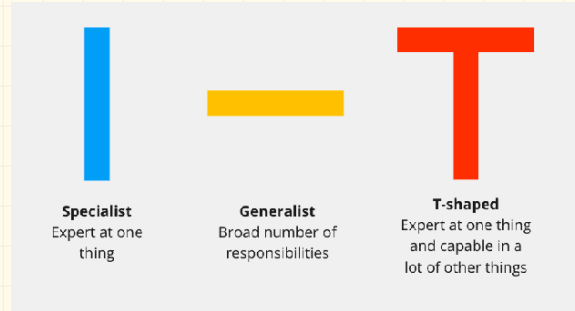
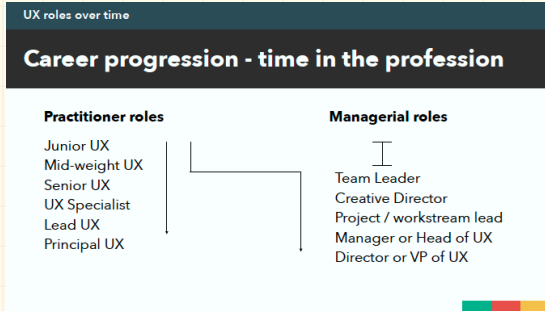
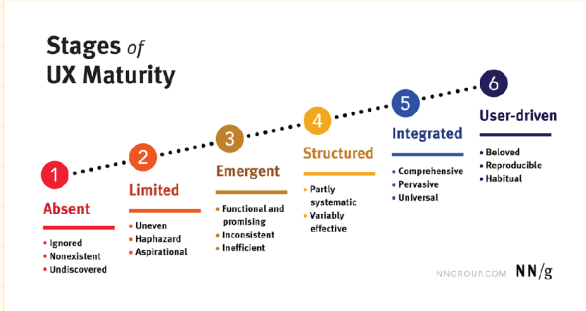
"The Designer is facing a low maturity environment"

"The Designer is expected to perform a more Senior role due to lack of Design talent"

"The Designer comes from a Specialist background and needs to develop Generalist skills"



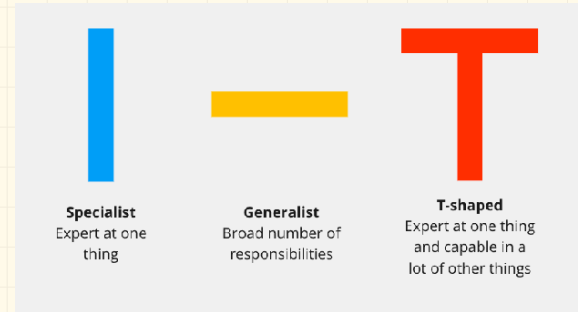
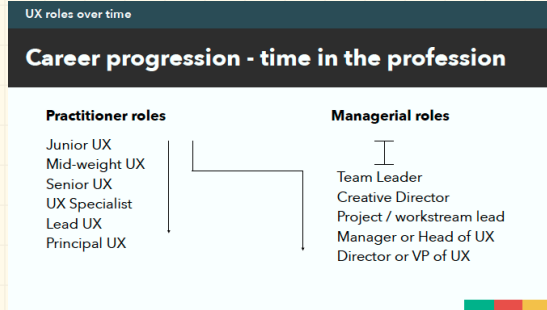
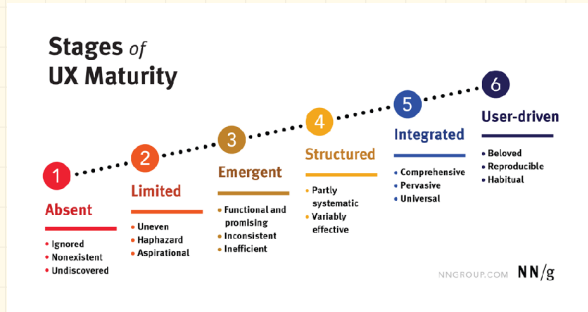
Mentoring diagnostic



- Mentoring should be focused on helping the Designer cope with a low maturity environment



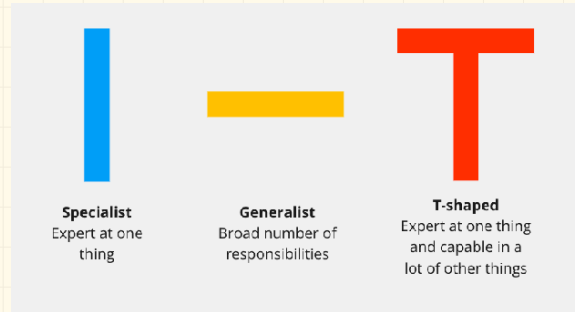
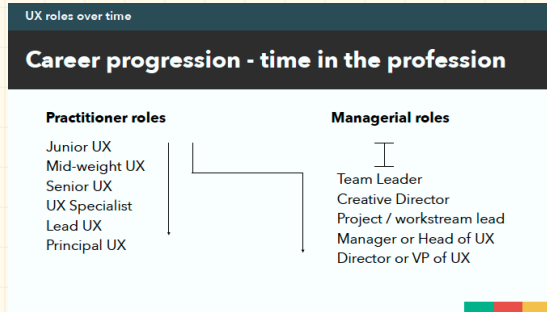
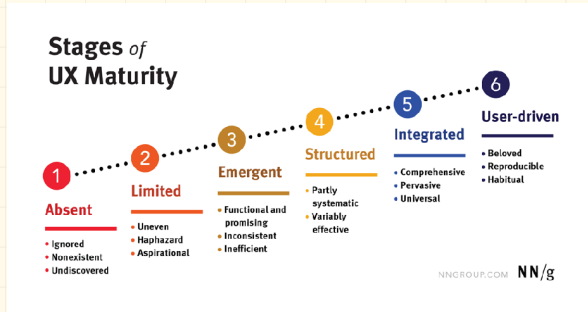
Mentoring diagnostic



- Mentoring should be focused on helping the Designer cope with a low maturity environment.
- Recommendations need to allow the Designer to perform better Design without adding workload.



Mentoring diagnostic



- Mentoring should be focused on helping the Designer cope with a low maturity environment.
- Recommendations need to allow the Designer to perform better Design without adding workload.
- The Designer first needs to feel confident and stable enough with their current tasks.



Design process:

4. Learn



Most common issues with mentees:



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1. Lack of self- understanding.
Designers don't take the time to define themselves.



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Designers mistakenly measure their success through their delivery.



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4. Lack of capacity to learn

Designers are stuck in production and don't fill knowledge gaps.

5. Lack of fundamentals in Experience Design

Designers lack tools and methods that define our identity and work.



Takeaways



- We all need to become mentors to newcomers.
- Good mentorship doesn't happen by accident.
- Mentees need empathy for advice to be useful.
- Mentors need to be aware of their context.
- Mentees face a different reality than mentors.
- Mentoring new talent also help us grow.
- Every single one of us speaks for all Designers.





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