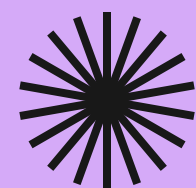


UNVEILING THE DESIGNER'S VALUE

A JOURNEY THROUGH DIVERSE BACKGROUNDS

Lilibeth Bustos Linares

@Lilitadoodles



October 03,
2023

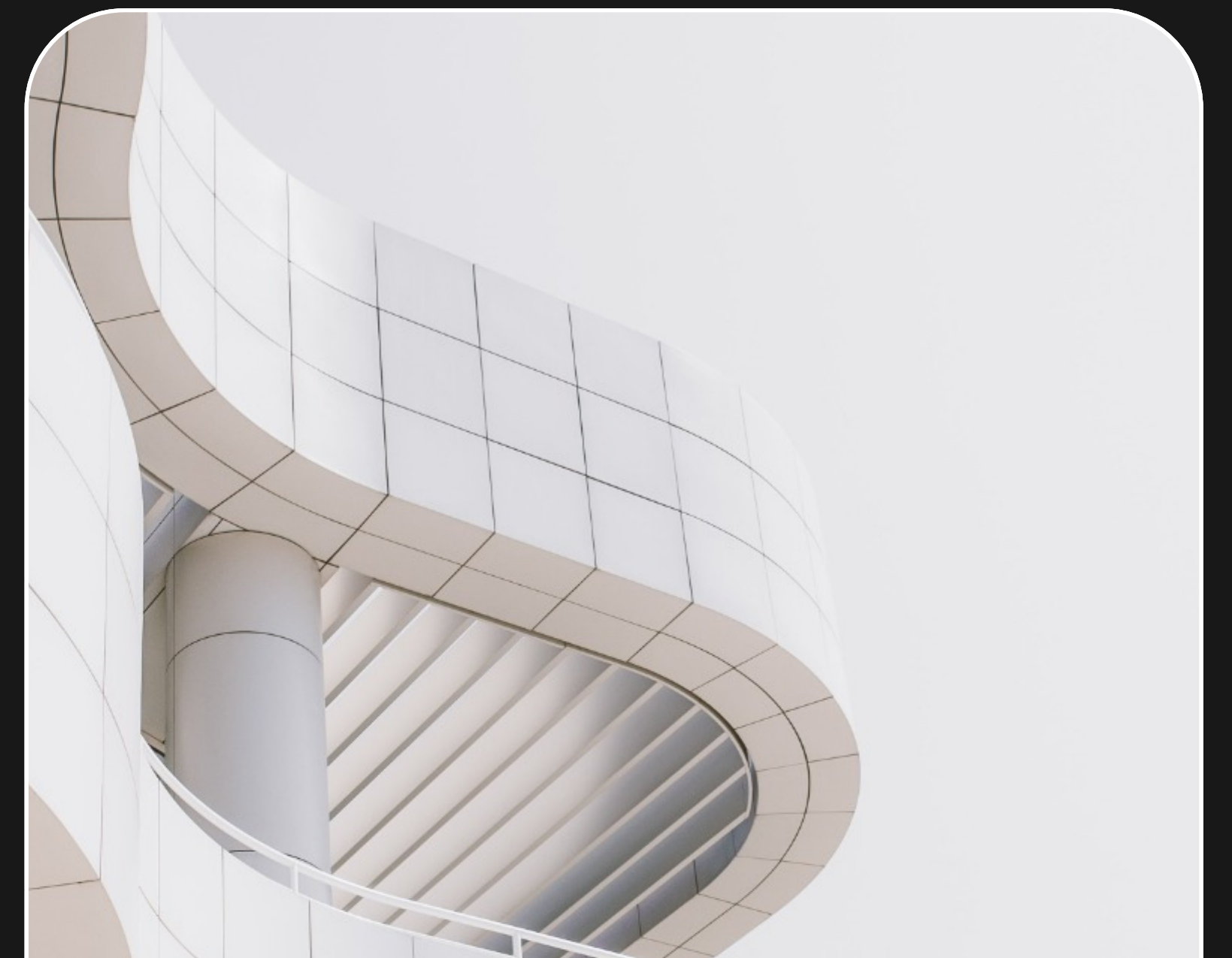


WHO IS LILI?



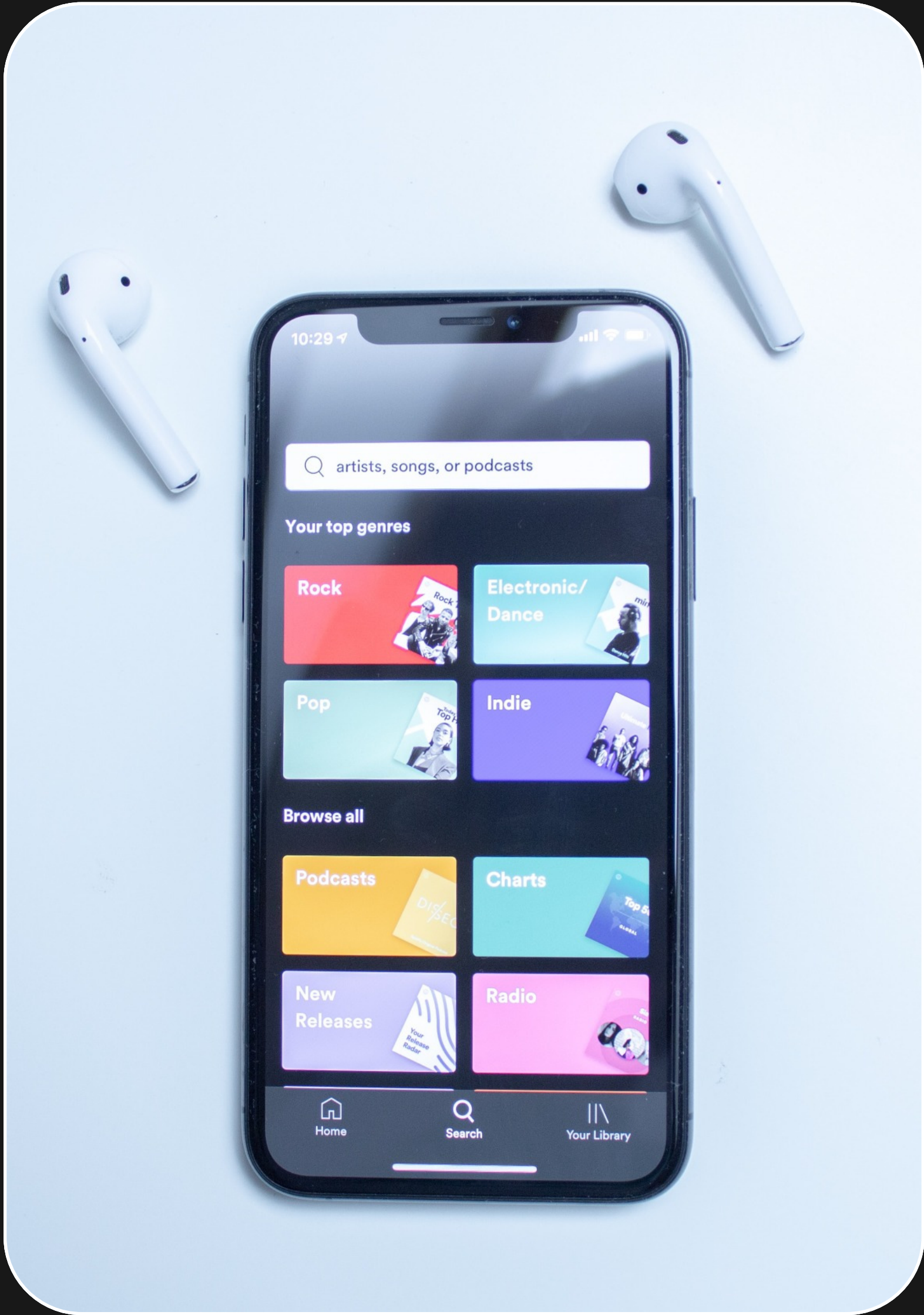
Colombian, 📍 NYC, Lead Product Designer, Founder SoulDoodles, Teaches UX/UI Memorisely

**WHAT DO YOU THINK
OF WHEN YOU HEAR
THE WORD "DESIGN"?**





There is a **misunderstanding** of design as **purely visual**.



**WHAT DO THESE
HAVE IN COMMON?**

**WHAT DO THESE
HAVE IN COMMON?**

FUNCTIONALITY

USER EXPERIENCE

SOLVE A PROBLEM

**WHAT DO THESE
HAVE IN COMMON?**

FUNCTIONALITY

USER EXPERIENCE

SOLVE A PROBLEM

**WHAT DO THESE
HAVE IN COMMON?**

FUNCTIONALITY

USER EXPERIENCE

SOLVE A PROBLEM

WHAT

WHY

WHY

We know that
Understanding the 'why'
behind designs is crucial
for effective problem-
solving.



HOW DO WE DO IT?

We designers are naturally curious, conducting research to empathize with users and identify their pain points.

WHAT

When there is diversity within a team, it fosters creativity and enables the inclusion of various perspectives in problem-solving.

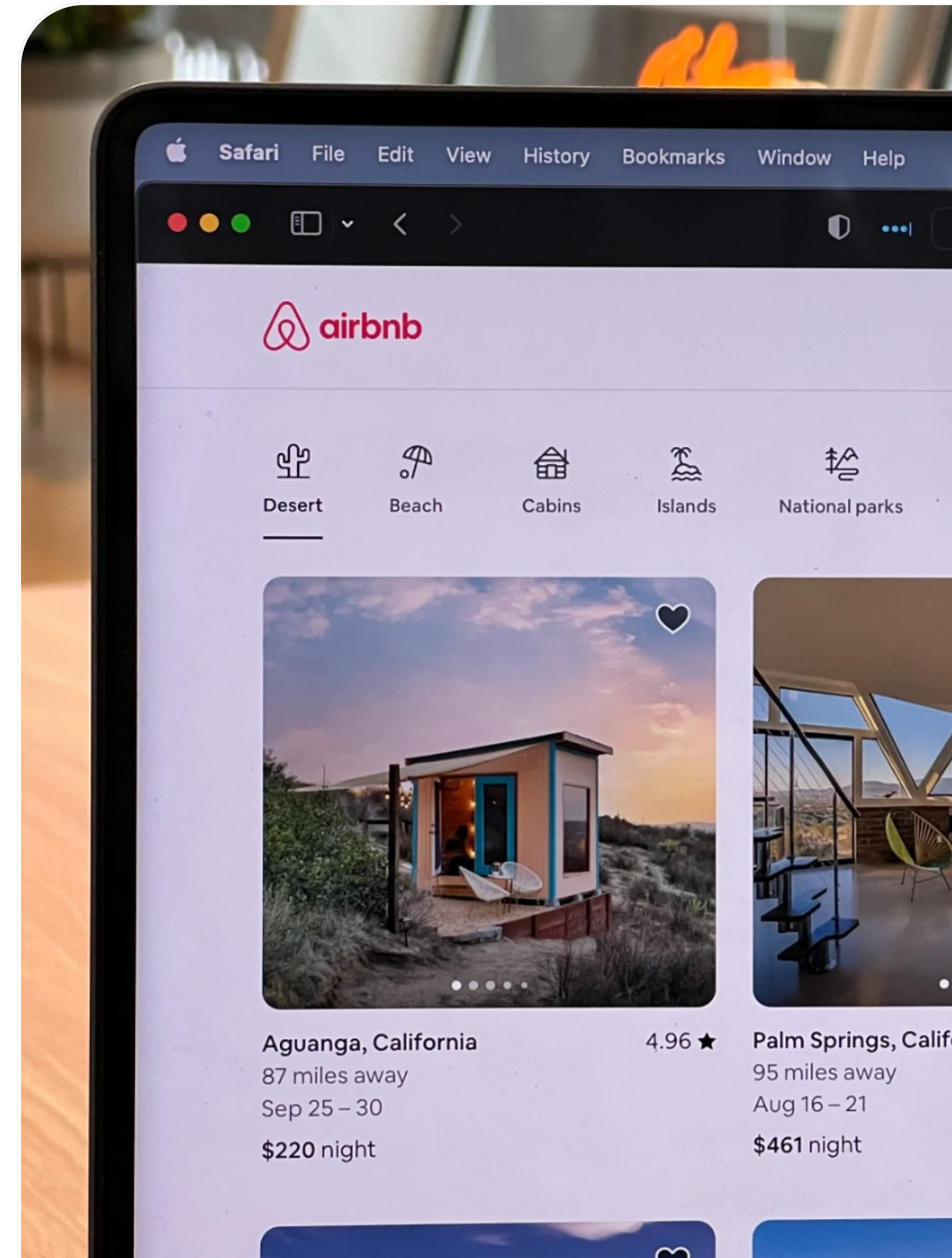
Diversity = innovation + inclusivity



Designers from different backgrounds can better empathize with a wider range of users.

CASE STUDY

*disclaimer: gentrification = colonization





CHALLENGE

Expanding its global user base while addressing cultural and accessibility differences.



APPROACH

Airbnb recognized that to address these challenges effectively, they needed design teams that **reflected the diversity of their user base.** they actively recruited designers from various backgrounds and cultures to join their teams.



THE IMPACT

Diverse design teams at Airbnb introduced **multilingual interfaces, culturally sensitive features, and accessibility improvements.**



BUSINESS SUCCESS

The company's revenue **continued to grow**, and they expanded **their global footprint**, in part due to their ability to **attract and serve a broader audience**.

**SO, WHAT ARE YOU TRYING
TO TELL ME?**



**even tho sometimes
the imposter syndrome
comes and attack us**

**with our backgrounds we
bring so much to the table**



REMEMBER YOUR VALUE

- **Unique Perspectives**
- **Interdisciplinary Skills**
- **Empathy**
- **Cross-Cultural**
- **Innovation**
- **Problem-Solving**
- **Adaptability**
- **Strong Communication**
- **Ability To Facilitate Collaboration**

**"In diversity, there is beauty,
and there is strength."**

- Maya Angelou

DESIGNER+DEVELOPER



YOU ARE A UNICORN

imgflip.com

Gracias!