

DEMAT  
SIGNTERS  
'23LAGOS

# The Past, Present and Future of Design Superheroes

How to Become One

BY MARVIS



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# Batman vs Superman

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# Who is a SuperHero?

A fictional character with extraordinary abilities/  
superpowers beyond those of ordinary people



# Evolution before the Digital Age



**DIGITAL AGE**

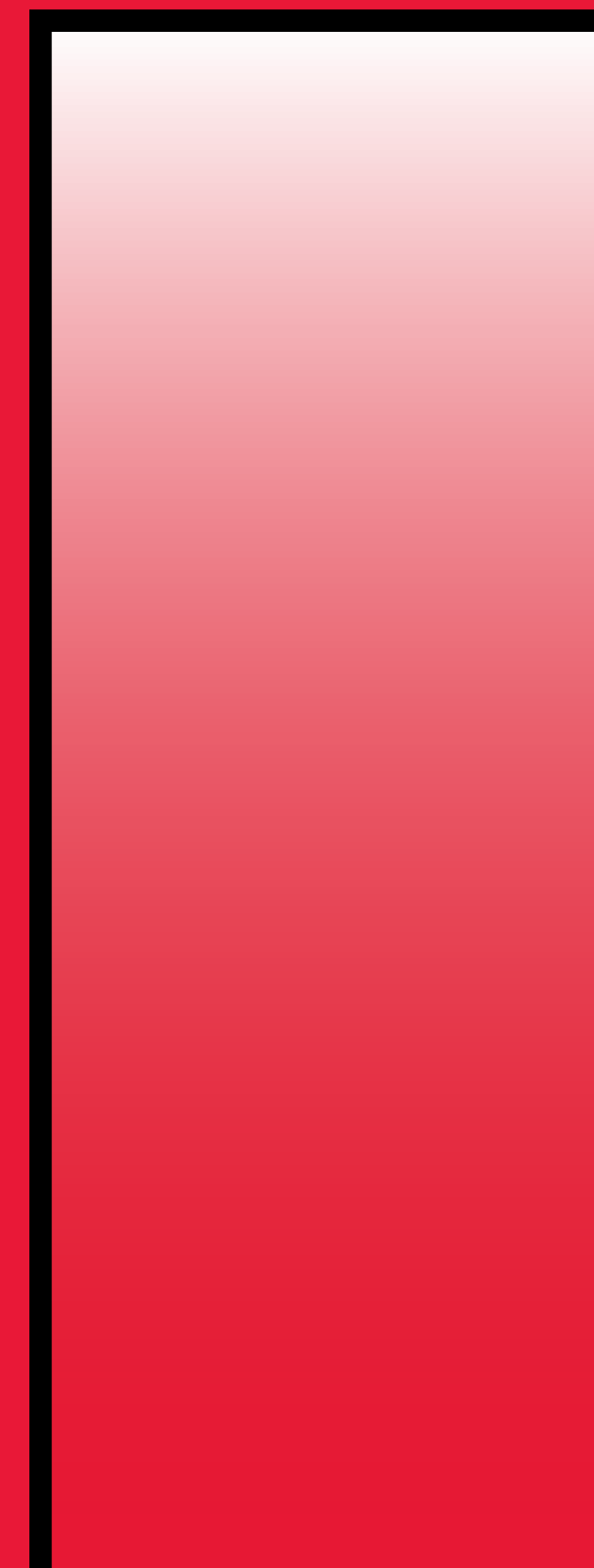
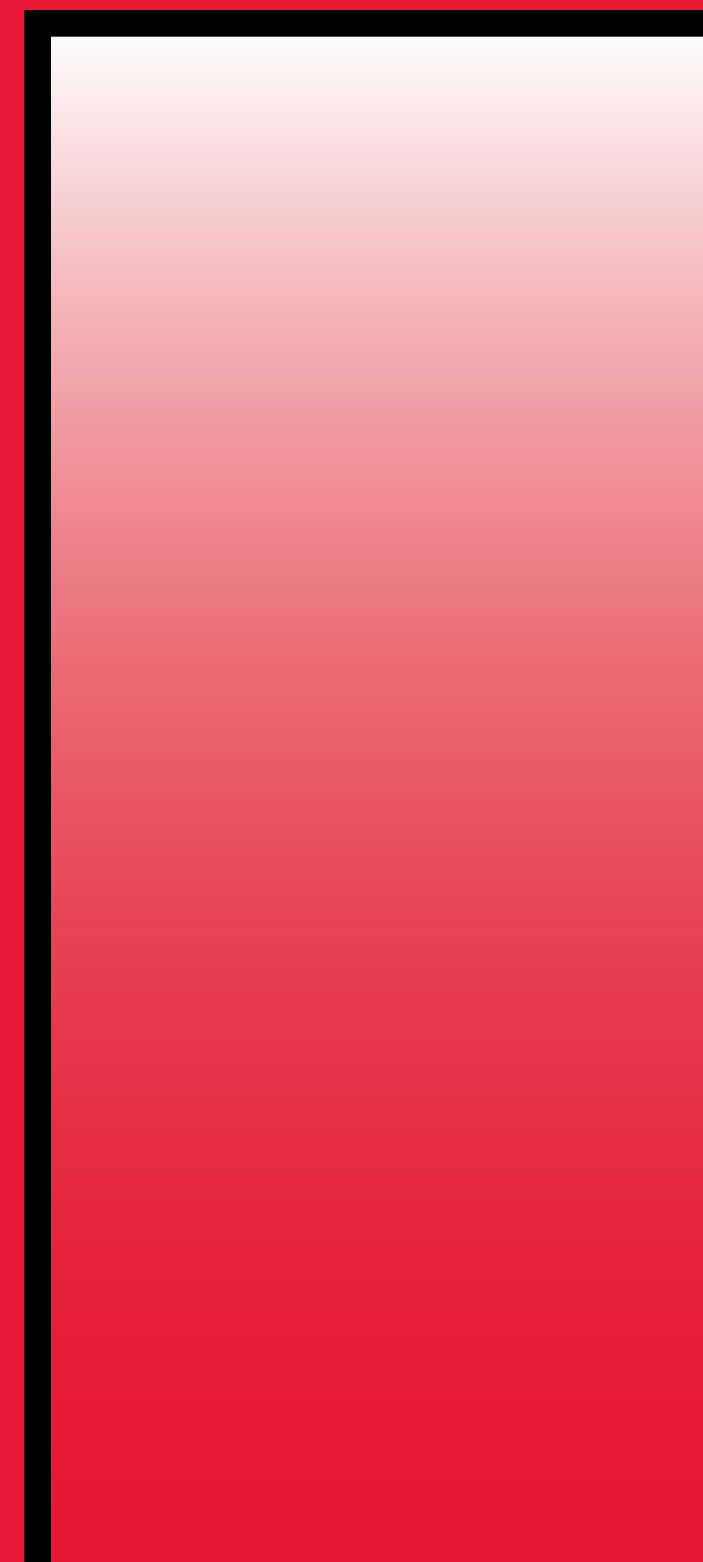
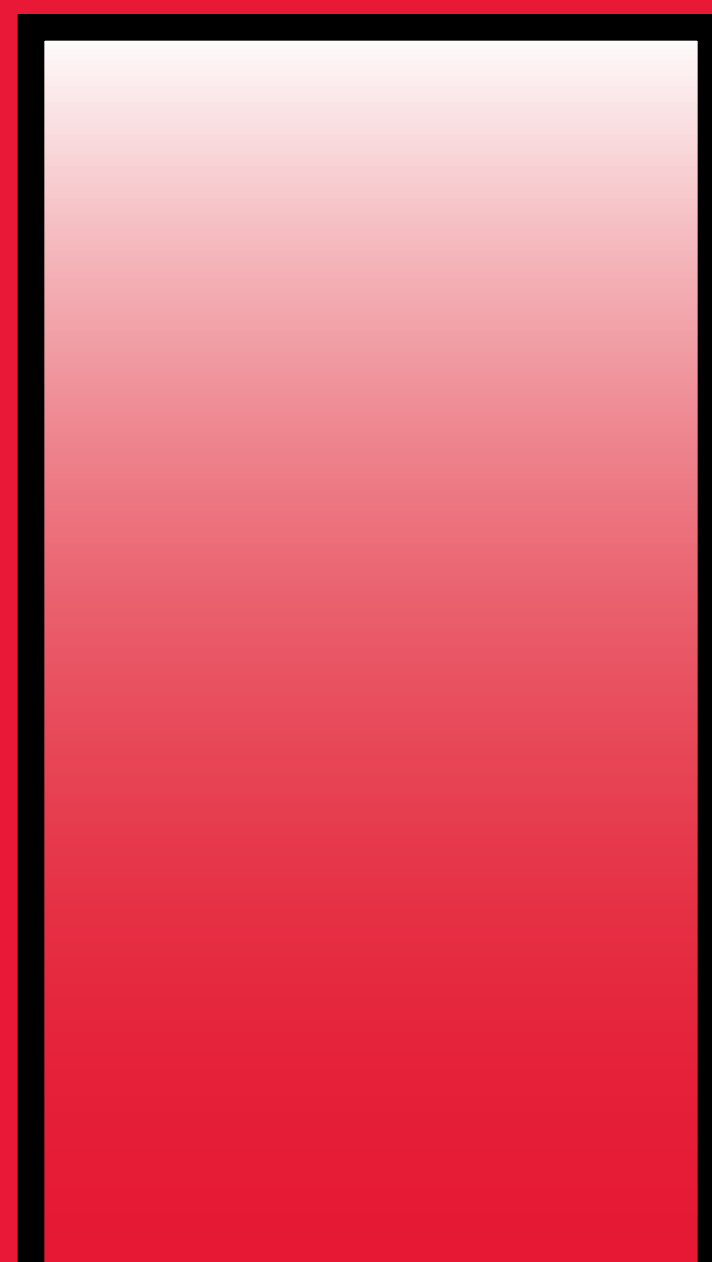
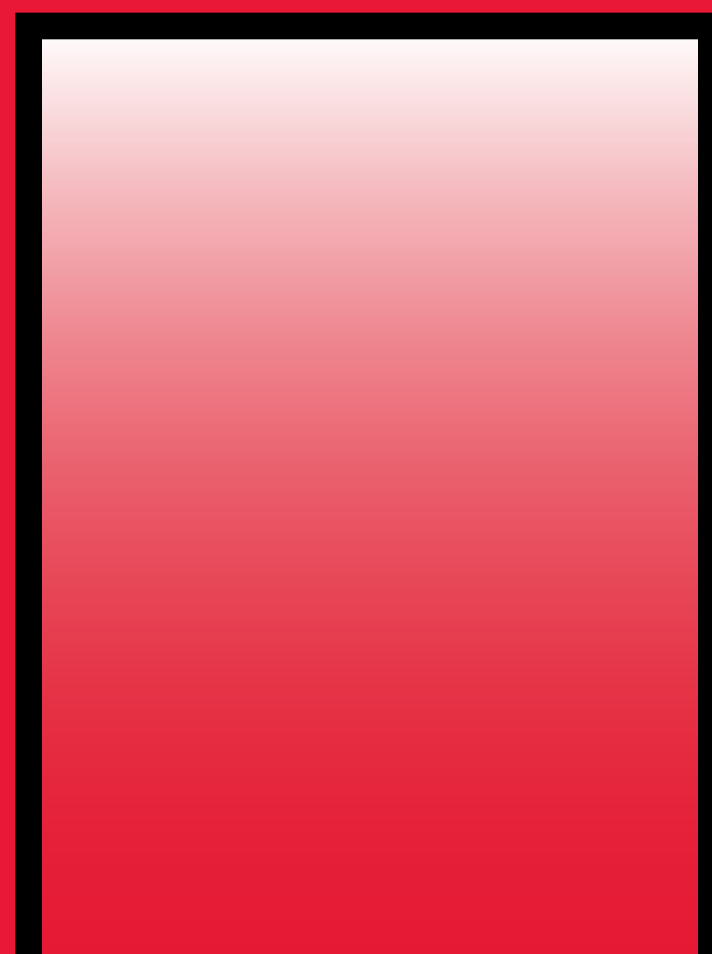
(18th century - Present)

**MIDDLE AGE**  
(476 CE - 18th century)

**CLASICAL AGE**  
(500 BCE - 476 CE)

**IRON AGE**  
(1,200 BCE - 500 CE)

**STONE AGE**  
(2.5 million years ago - 3,000 BCE)



# History of Digital Design Superheroes

Individuals who have made significant contributions to the field of design re-shaping the way we think about and use design.

1

**Early days**

2

**Notable examples**

3

**Their impact**

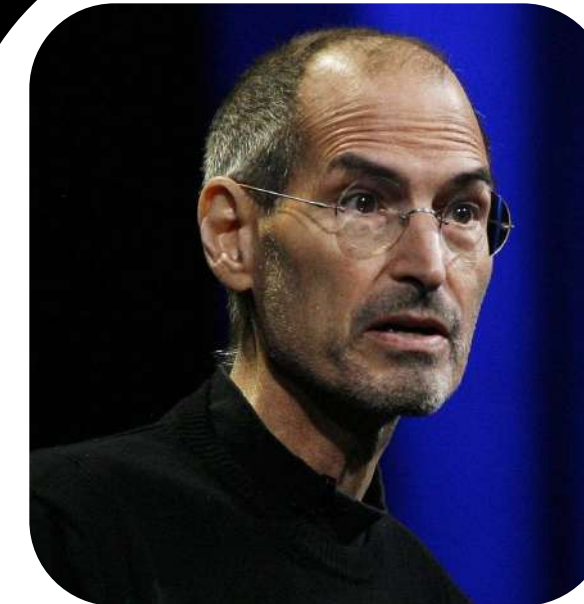


**LG**

# 1 The Past : aka pioneers of Design

When digitization was still a baby craft, the first design superheroes emerged, their powers not in physical prowess ,

but in their ability to shape the world around them through the power of design.



## Steve Jobs

Co-Founder, Apple Inc,  
Inventor and Industrial  
designer



## Dieter Rams

Designer at Braun,  
German and  
Minimalist designer



## Leonardo da Vinci

Painter, draughtsman, engineer,  
scientist, theorist, sculptor and  
architect \_

# 2 The Present superheroes: (Designers in action.)

Present design superheroes are characterized by their ability to navigate complex digital environments expanding their reach to encompass a broader range of design disciplines



**Namnso Ukpanah**

Chief Product Officer, Kimoyo Insights



**Diana Mounter**

Head of Design, Github



**Brian Chesky**

CEO & Co-Founder  
Airbnb



# The Future Superheroes (Designers in an AI-Powered World)



The background is a stylized comic book panel. It features a large red rectangular area in the center, surrounded by a white border. The corners of the panel are decorated with yellow and orange lightning bolts. The sides of the panel are filled with a green halftone dot pattern. The text is centered within the red area.

**How to  
become a  
Superhero?**

**1** Master Your  
Craft

**2** Stay  
consistent

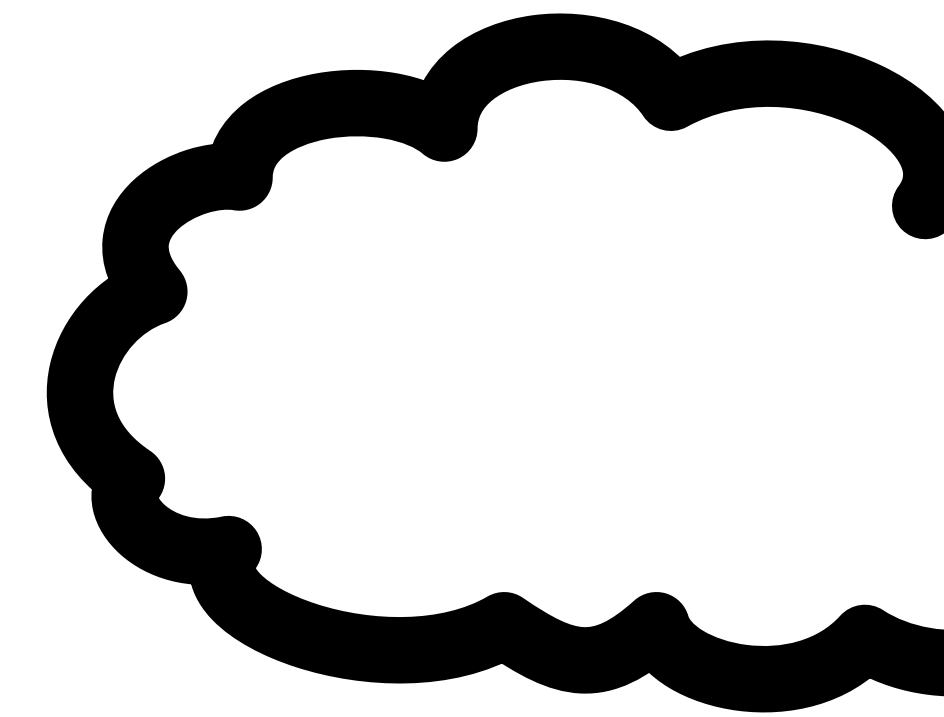
**3** Solve a  
problem

**4** Put users  
First.

**5** Always  
Evolve

# Your role in the future of Design as a **Superhero**

Need to adapt to the increasing integration of AI, AR, VR into design processes and tools as they are the future in revolutionizing our design process and user experience



## **Artificial intelligence**

can be used to automate tasks, and generate new design ideas.

## **Augmented Reality**

AR can be used to preview designs in real time.

## **Virtual Reality**

VR can be used to create immersive experiences.

**THANK YOU  
DM23 LAGOS**

**Let's connect**

 **@marvisdosa**

