

Building a

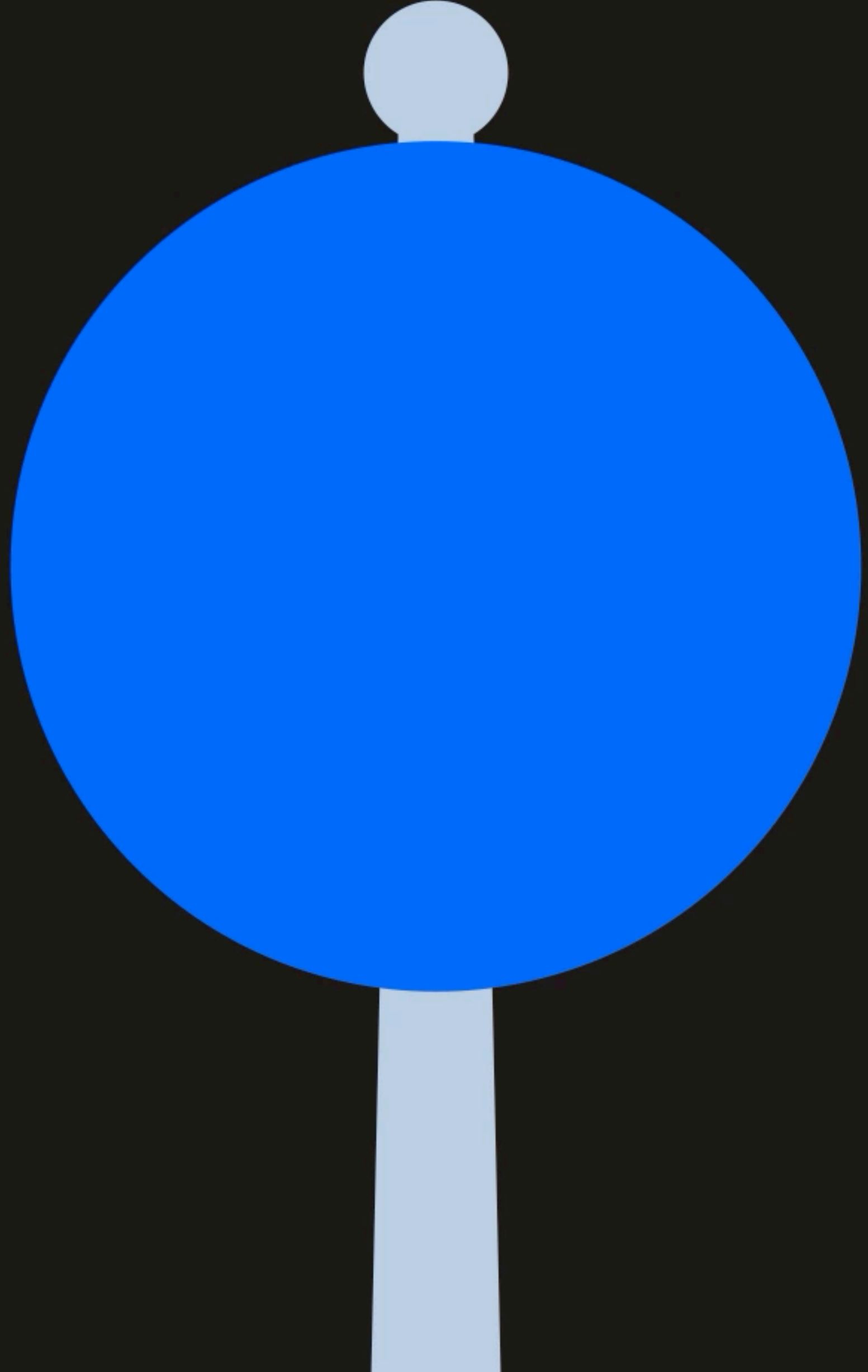
Alastair Simpson

culture

of

VP of Design @ Dropbox

Craft









Jan

01

**Why is it that our best intentions  
can so easily unravel?**

**Intentionality**



# Intentionality

**Craft**

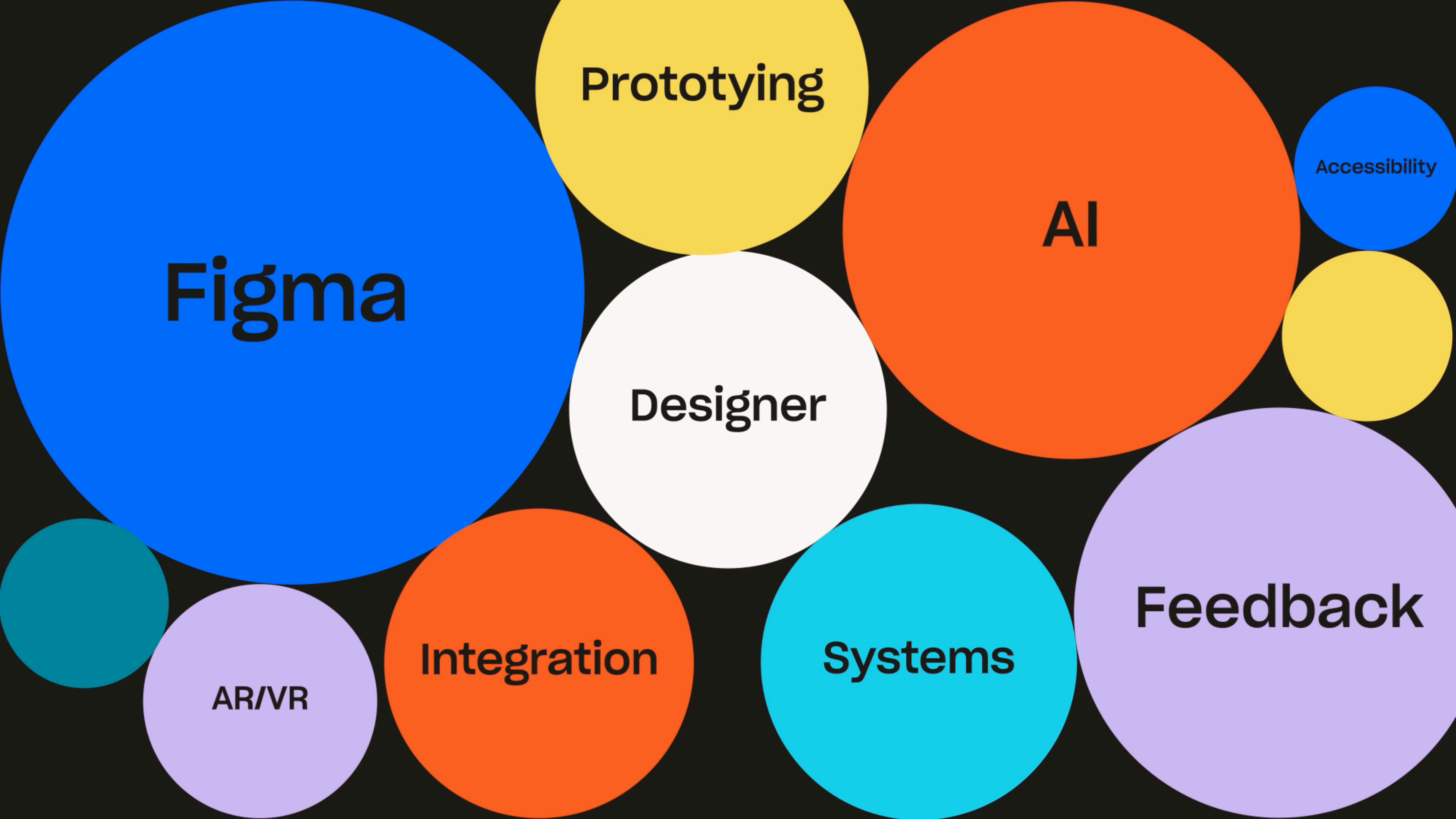
**Customers**

**Experiences**





**Designer**



**Figma**

**Prototyping**

**AI**

**Designer**

**Accessibility**

**Feedback**

**Systems**

**Integration**

**AR/VR**





In the world of design, **taste** is the missing variable in the equation.







**Curiosity**



**Curiosity**

**Exposure**



**“A focus on quality drives a way of working in which you dynamically either embrace constraints when you need to or challenge them when you see an opportunity”**

**PAUL STAMATIOU**



**Business**

**Ourselves**

**Business**



**Embrace the**  
**Unknown**





# Starting a Movement.

**Commit to  
Craft & Quality**



Define Craft

**Craft is about**

Emotion

Service

**Experience**

Attention

Skill



Assemble a  
team of **Makers**



Michael Jordan

Gatorade's *'Be Like Mike'* campaign, 1991

MAKE IT ALL  
**JUST  WORK**

MAKE IT ALL  
**JUST  WORK**

MAKE IT ALL  
**JUST  WORK**

GIVE IT  FOCUS

GIVE IT  FOCUS

GIVE IT  FOCUS

 MAKE IT

 MAKE IT

 MAKE IT

Giving it focus



# Cultivating Critique

**Critiques**  
**lost focus.**

**Tuesdays**

**Thursdays**

# Tuesdays

Share work  
Get feedback

# Thursdays



# Improve Feedback Skills

DROPBOX DESIGN WORKSHOP

# The Art of Critique



RACHEL GOGEL





**CRIT**

**Strengthen**  
Craft mastery

**Figma  
Fridays**

1

**Shift  
Nudge**

2

**Revamped  
Onboarding**

3

# Figma Fridays

1

2

3



# Shift Nudge

1

2

3

# Revamped Onboarding

1

2

3

# Evolving Our Movement

**Jan**

**01**



**Design critiques were  
stressful & unclear.**

Learn





# The Power of Craft in Design



LoveFrom, *Serif*

Optical Size: L

Weight: 400

Size: 64pt

*abcdefghijklmnopqr  
stuvwxyz  
0123456789*

*ABCDEFGHI  
JKLMNOPQR  
STUVWXYZ  
0123456789*

LoveFrom, *Serif*

Optical Size: L

Weight: 400

Size: 64pt

abcdefghijklmnopqr  
stuvwxyz  
0123456789

ABCDEFGHI  
JKLMNOPQR  
STUVWXYZ  
0123456789

LoveF

7:38



epicurious



KITCHEN INTELLIGENCE

# 5 Baking Powder Substitutes for Fluffy Cakes and Flaky Biscuits

And what's the difference between baking powder and baking soda anyway?

BY ZOE DENENBERG

January 16, 2023





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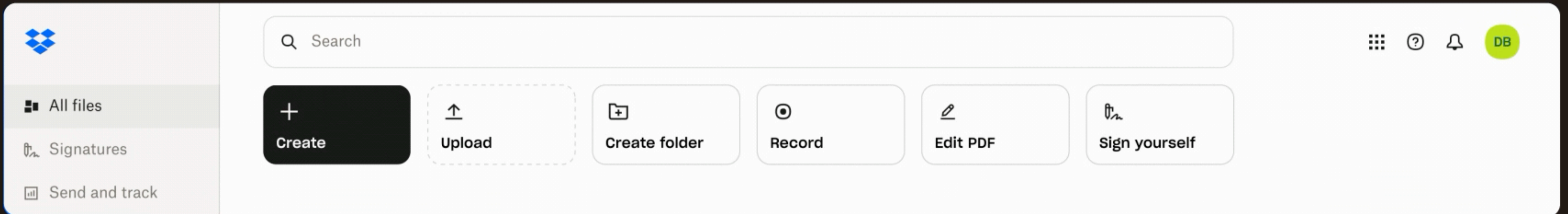
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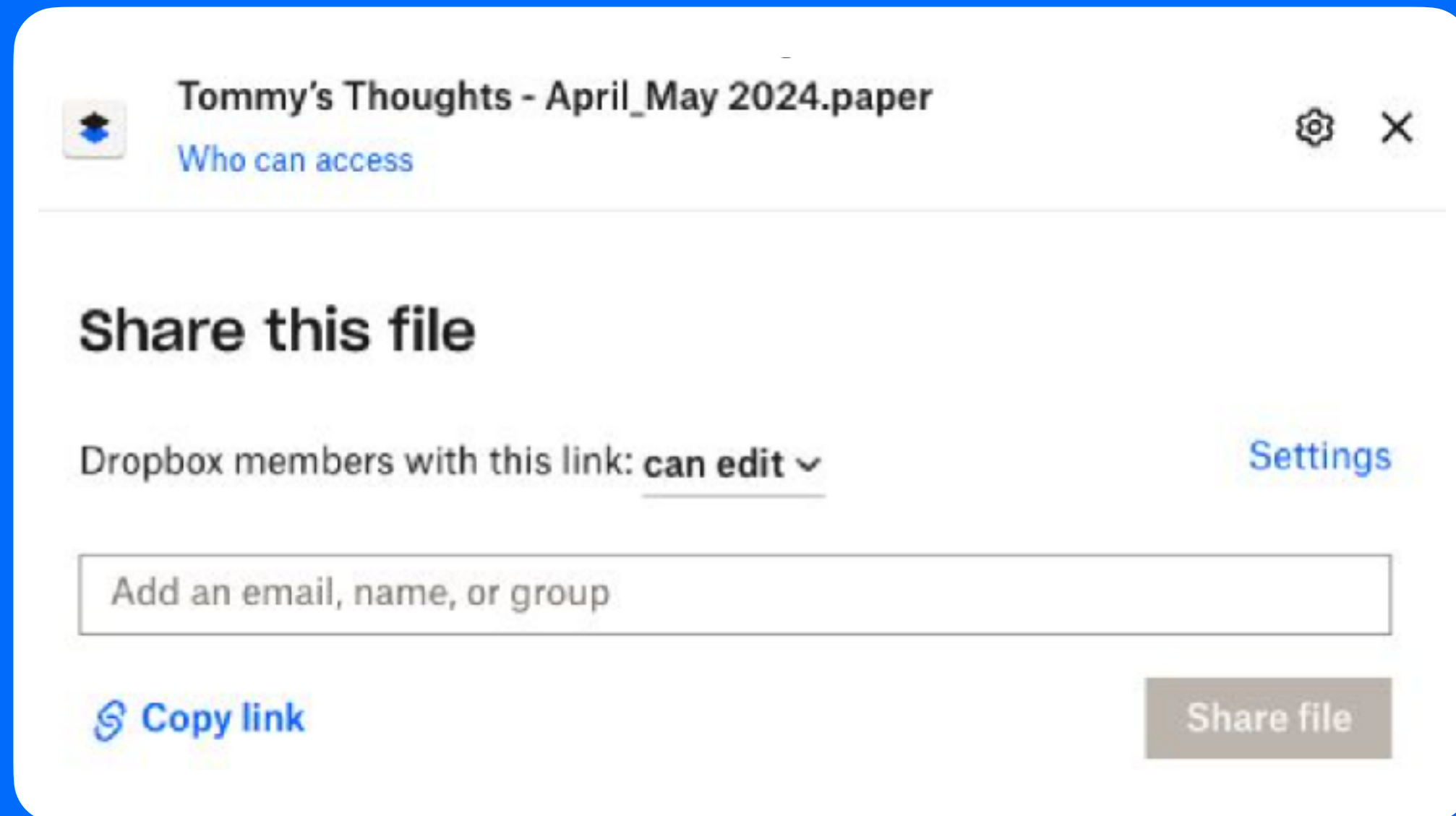
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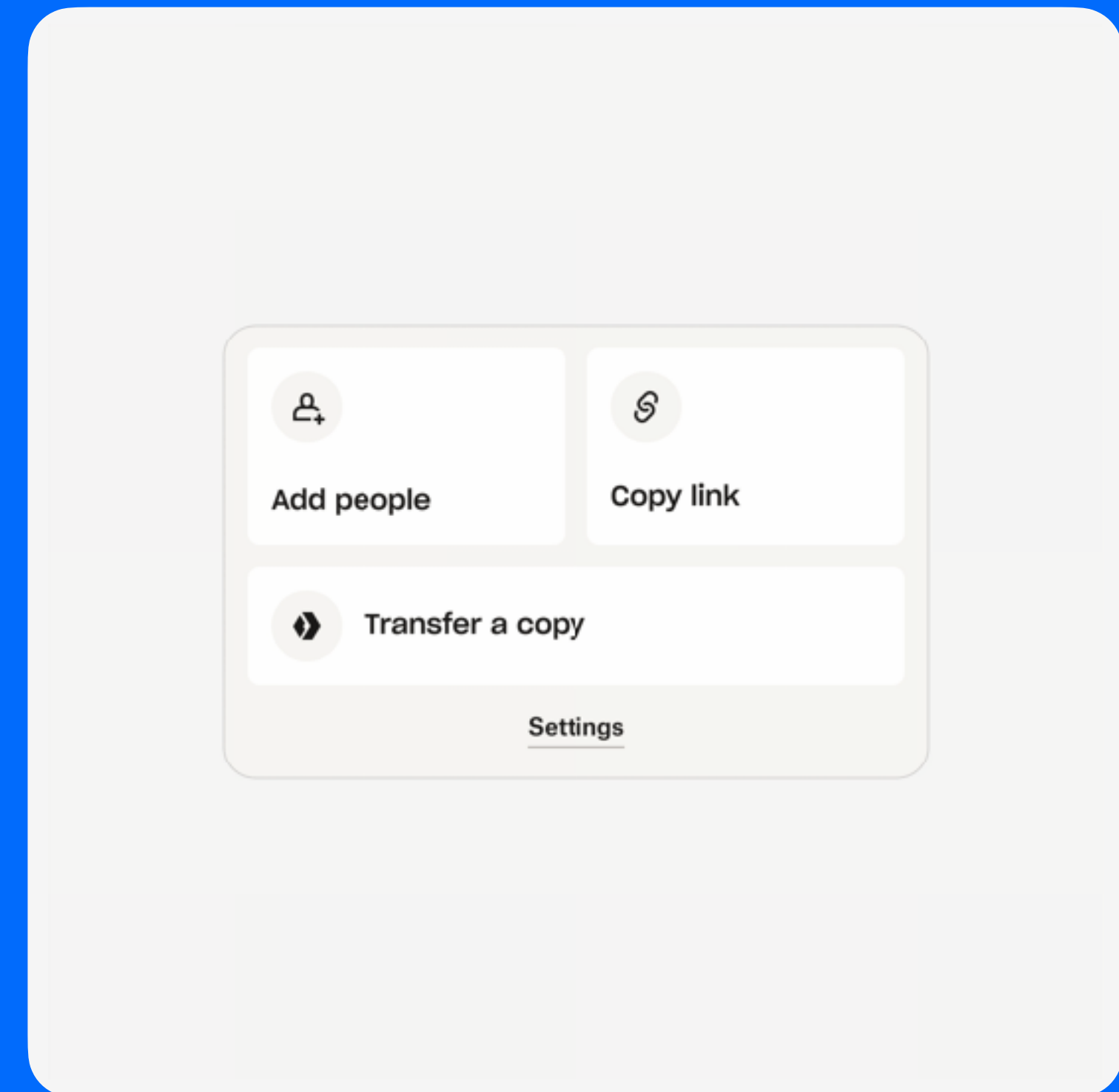
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BEFORE



BEFORE



AFTER

# Iterating on Foundations





Success isn't  
one-size-fits-all





**Thank you**