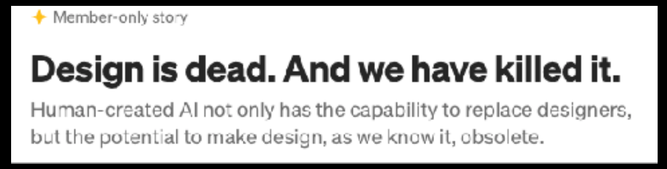
2024


Member-only story
Design is dead. And we have killed it.
Human-created AI not only has the capability to replace designers, but the potential to make design, as we know it, obsolete.

2024
04-18-2024 | PREMIUM
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2009 - 2012

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HELLO MY NAME IS

Chappell Ellison

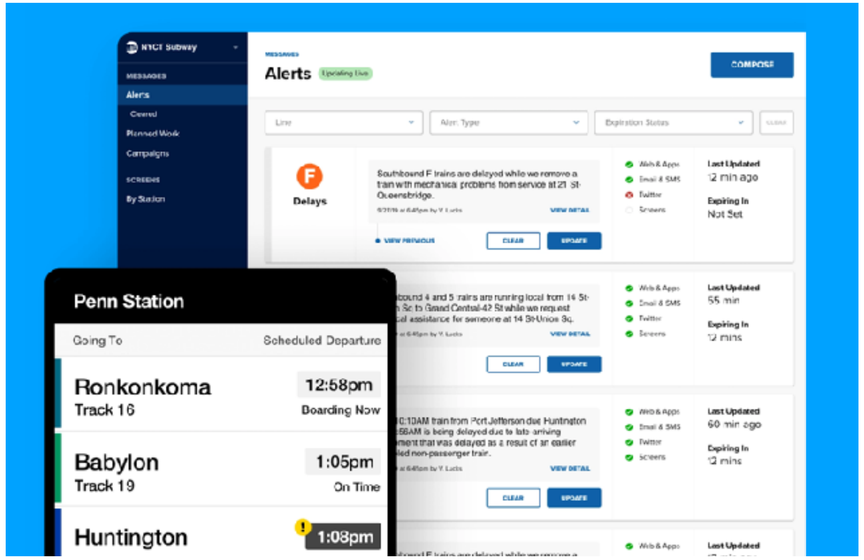
This is me

This is not me

2006 2024

Web designer → Design journalist → Copywriter → Content strategist → Strategist

RECENTLY SHIPPED



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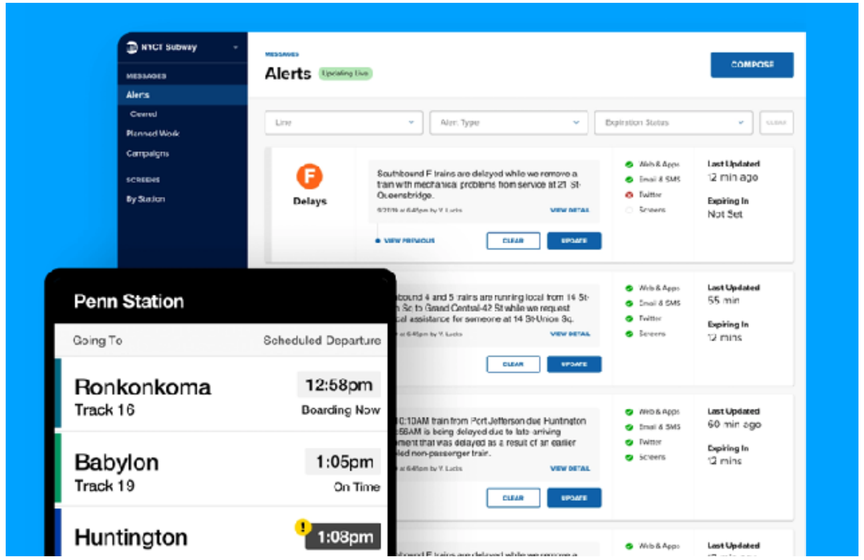

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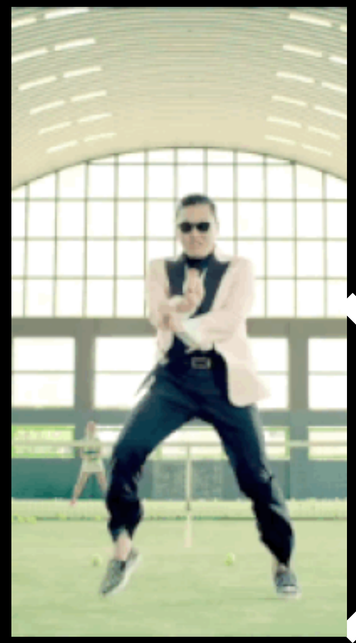
BANKS GOT BAILED OUT
WE GOT SOLD OUT

SUBPRIME MORTGAGES
MORTGAGE COMPANIES
LENDERS
HOME BUILDERS
MARKETS
U.S. ECONOMY
WORLD ECONOMY

Bloomberg
LESSONS LEARNED FROM LEHMAN

THE GOD DAMN TABLE

2011 - 2015



ENTREPRENEURS

What Is Behind The Rise Of The Chief Design Officer?

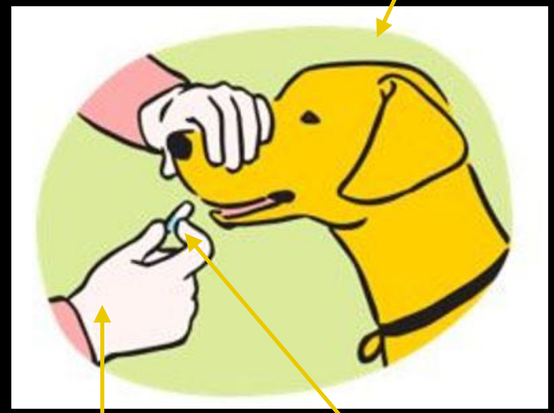
By My Say, Forbes Councils Member.
Nov 11, 2014, 09:16am EST

Job of the Future: The Rise of the DEO (Design Executive Officer)

SEP. 12, 2013 • BY ROBERT HALF

THE GOD DAMN TABLE

THE GOD DAMN TABLE



UNDERSTANDING

The Three Stages of Pioneer Semantics

STAGE 1
Heroics

ca. 2007

"Design will save the world."

New table created

STAGE 2
Craft

ca. 2015

"20 Ways to Make Your Design System a Success"

Seat at the table acquired

┬──┬ノ(° _ °ノ)

STAGE 3
Crisis

ca. 2024

"Design is dead."

Cultural/Economic shift

(╯ °□°)╯ ⁀ ┻━━┻

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PIONEER SEMANTICS: CONDITIONS

Why do we resort to heroics?

1. You offer a value that’s difficult to measure

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3. Difficult truths must be overlooked

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CONDITIONS

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“Design will save the world.”

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What's so bad about heroics?

1. It aligns design with fame instead of labor

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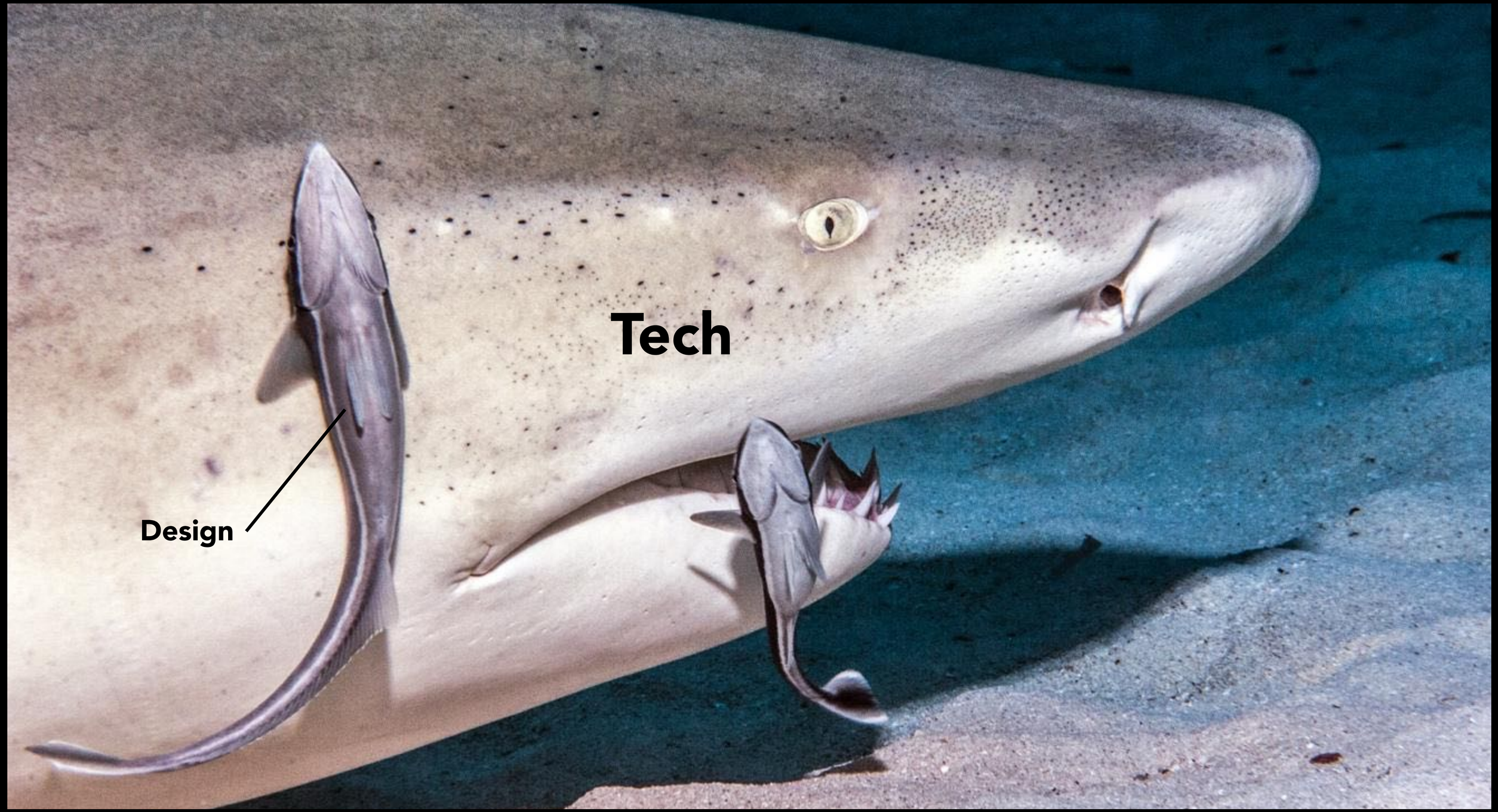
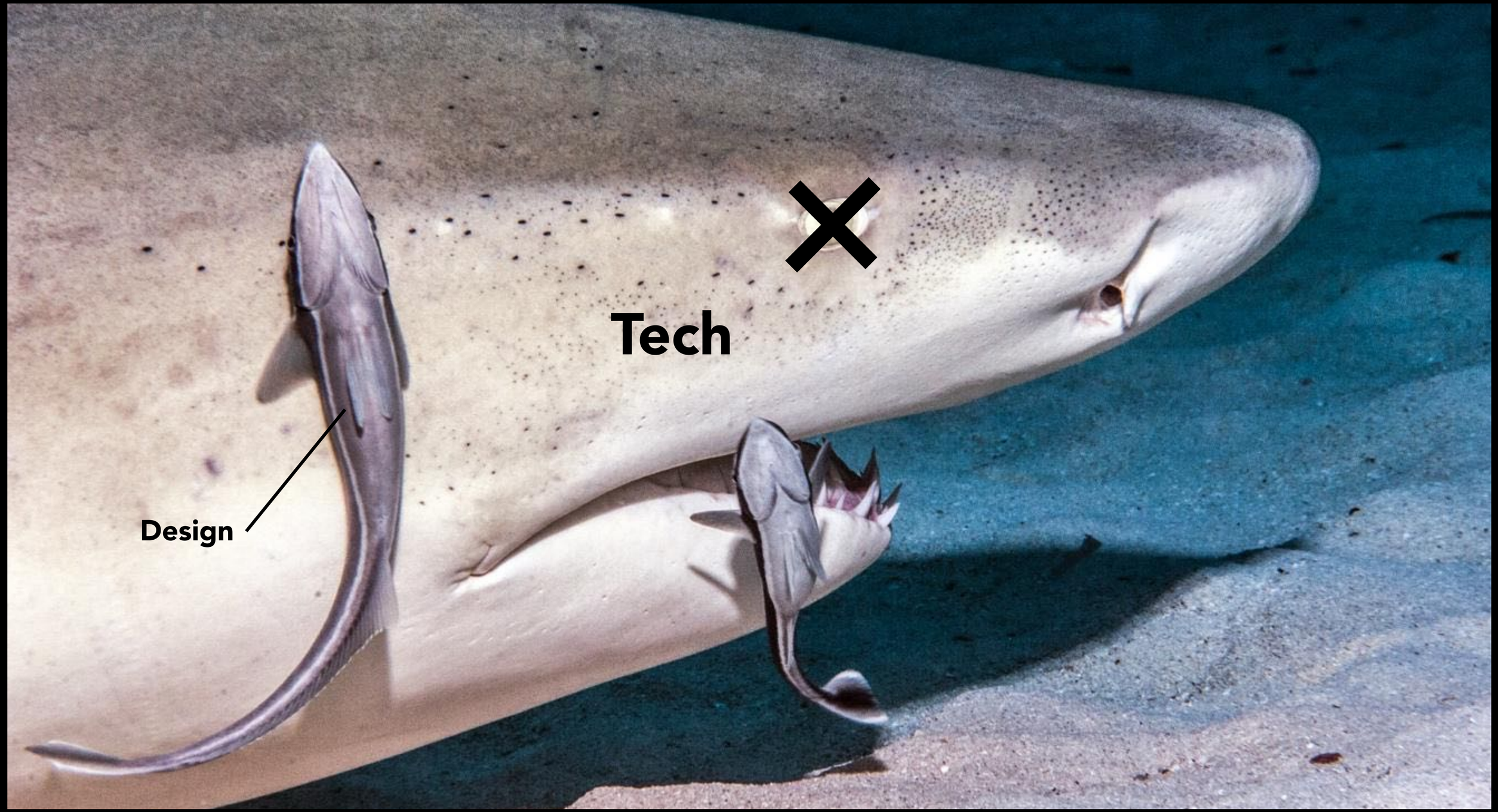
1. It aligns design with fame instead of labor
2. It's warped our educational system
3. It inflates expectations of what we can deliver
4. It leads to a discipline and personal identity crisis

I'm ashamed to call myself a designer.

I started my design journey inspired to make this world a more beautiful place. I believed that I could help visionaries build products that would allow us to realize the best version of themselves and utilize their full creative potential. Instead, I succumbed to becoming a cog in the tyrannical apathetic tech culture of engineering and bureaucracy.


Tech
Design


Tech
Design

MARKETING

Designers: earn your seat at the table

7 min read

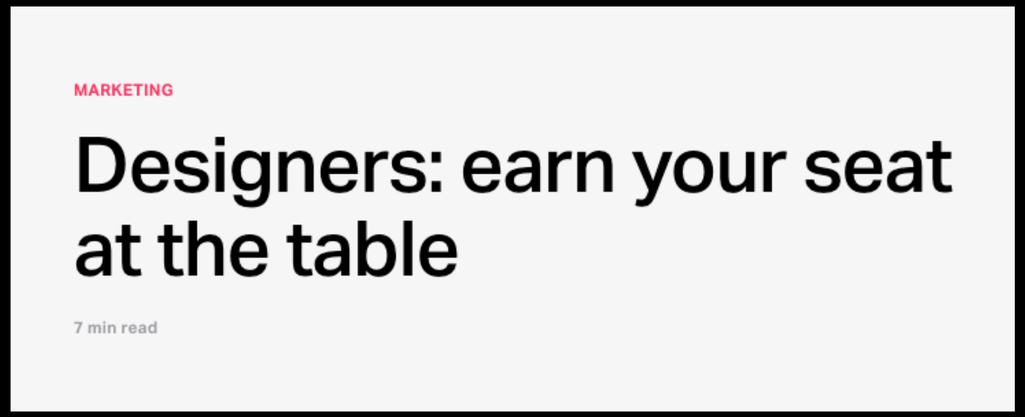
[redacted] 2nd

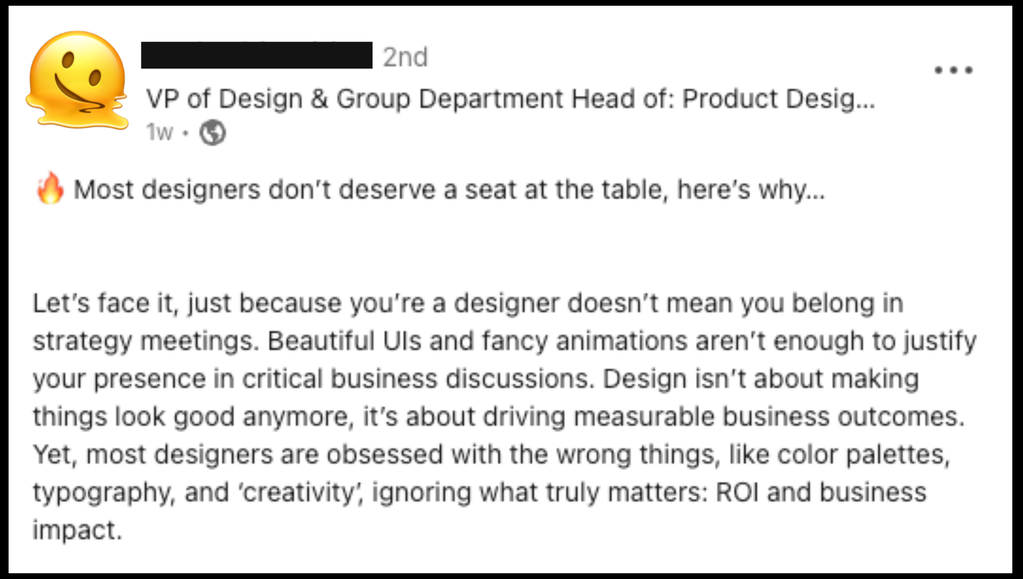
VP of Design & Group Department Head of: Product Desig...

1w •

🔥 Most designers don't deserve a seat at the table, here's why...

Let's face it, just because you're a designer doesn't mean you belong in strategy meetings. Beautiful UIs and fancy animations aren't enough to justify your presence in critical business discussions. Design isn't about making things look good anymore, it's about driving measurable business outcomes. Yet, most designers are obsessed with the wrong things, like color palettes, typography, and 'creativity', ignoring what truly matters: ROI and business impact.





AUTHOR

Ursula Le Guin

"For we each of us deserve everything, every luxury that was ever piled in the tombs of the dead kings, and we each of us deserve nothing, not a mouthful of bread in hunger.

...Free your mind of the idea of deserving, the idea of earning, and you will begin to be able to think."

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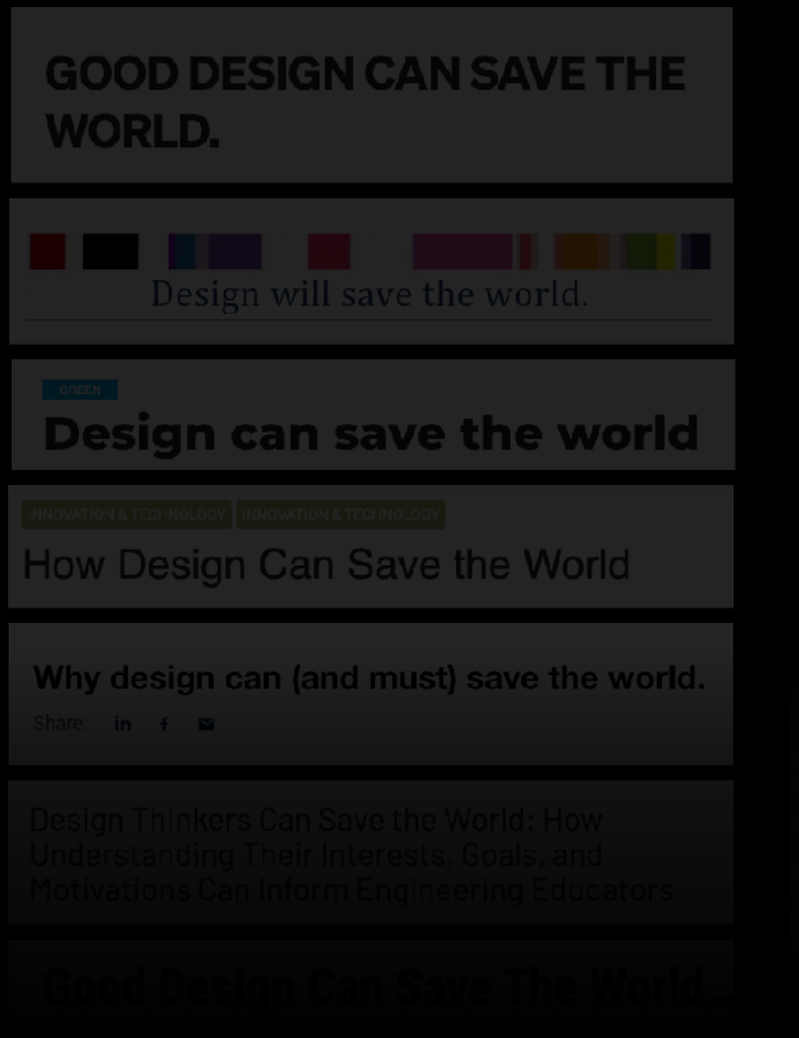

2024

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INTEREST RATES

2008

2024

Design is Dead

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Design is Dead

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RIP DESIGN

RIP DESIGN