

THE

SWITCH

/swɪtʃ/

noun

1. a device for making and breaking the connection in an electric circuit.
"the guard hit a switch and the gate swung open"
synonyms:button, handle, lever, key, control...
2. an act of changing to or adopting one thing in place of another.
"his friends were surprised at his switch from newspaper owner to farmer"
synonyms:change, change of direction, move, shift, transition...



SWITCH

restructuring of a design team

Before

Product

Online Marketing

Sales

Content

Design

After

Design Guild

Product
Designer

Online Marketing
Designer

Sales
Designer

Content
Designer

HOW

IT WORKS

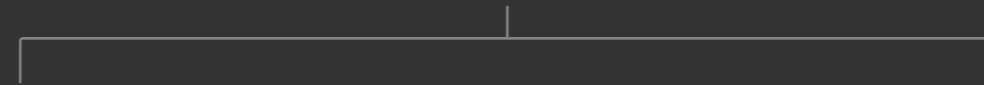
what it means when put in practice

Before

Product Online Marketing Sales Content



Person in charge



Designer Designer Designer Designer

After

Product

Online Marketing

Sales

Content



Designer

Designer

Designer

Designer

PROS & **CONS**

it's not all perfect but...

**isolation · no more authority figure · alone
against non-designers · selling the designs
might be time consuming · long process to
be taken seriously by the rest of the team ·
there might be some inconsistency accross
all the designs that are being produced**

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how to tackle these?

**using communication tools • allows / alone
forces you to own the projects • use the
guild to back you, together you are stronger •
standing your ground will prove them that you
not just a pixel pusher • increase communication,
strong guidelines, ui assets, etc. will help**

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and now to the good stuff

**you are more empowered · you have a
direct communication with stakeholders ·
you are involved from the beginning · you
are not only artworking · the process is
much much faster · allows you to be data
driven · you see the project in its entirety**

THANK

YOU

any questions?

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