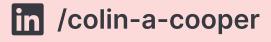


How* to work effectively with designers

*crowdsourced:)



Intuitive design is a difference maker. One key to good design? Simple: productive relationships with designers.

So, I reached out to some of my digital design contacts to understand how to get the best out of them. Here's what they said...



Design is **how it works**, not just the way that it looks.

Start new initiatives by providing designers with your goals and information on the target users, **not mock-ups.** Then we can discover solutions collaboratively.





As initiatives move forward, basically everything can be considered as a **work in progress**.

Maintain a consistent and regular feedback loop so that we can **iterate together**. This will avoid any nasty surprises as the designs mature.



Product Designer

FREELANCE



Unsurprisingly, us designers do tend to be very visual people.

Scrappy sketches are more useful than 1hr calls. Provide **feedback in visual, written or recorded audio/video form**, so that we can review it multiple times.



Senior Product Designer

SERIES C SCALE-UP



Make sure that the correct stakeholders are adequately involved at key decision points.

There is little worse than wasting time discovering, wireframing, testing and finalising a design, only to find that a key stakeholder has not bought-in and the work needs to be redone.



Lead Designer

RESEARCH/ANALYTICS MARKET LEADER

I also reached out to

experienced product and
technology individuals within
my network.

I wanted to understand how they handle this **important** relationship...



The most effective way to work with designers is to just trust in their expertise.

Provide the information that they need to succeed, give feedback and let them flourish. I see too many product folk at startups trying to design. Don't do that. Respect their craft, let them breathe!



Product Manager



We have recurring interactions with our Design team. We use this time to get early eyes on upcoming initiatives.

This works both ways: we can begin to consider how to solve problems technically, but importantly - provide feedback on feasibility.



Tech Lead SERIES A STARTUP

Key Takeaways

- Design is how it works, not just how it looks.
- Keep tight feedback loops.
- Communicate feedback in a visual manner.
- Ensure key stakeholders are kept informed.
- Trust in the expertise of your designer.
- Make sure Tech and Design interact regularly.



Thank you for reading

in /colin-a-cooper



Bonus tip...



In my whole career, I have never met a designer that is a morning person.

Coffee is our currency. A few Americanos really do go a long way to get your work done



Senior Product Designer
SERIES C SCALE-UP