



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.



Head of Design

SERIES A STARTUP



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

FAANG



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

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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



/colin-a-cooper



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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

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