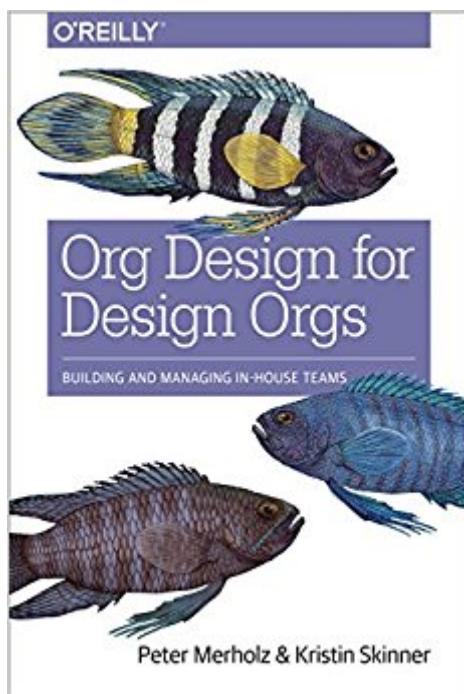The book was found

Org Design For Design Orgs: Building And Managing In-House Design Teams

Synopsis

Design has become the key link between users and today¢â ¬â„¢s complex and rapidly evolving digital experiences, and designers are starting to be included in strategic conversations about the products and services that enterprises ultimately deliver. This has led to companies building in-house digital/experience design teams at unprecedented rates, but many of them don⢠¬â„¢t understand how to get the most out of their investment. This practical guide provides guidelines for creating and leading design teams within your organization, and explores ways to use design as part of broader strategic planning.You⢠¬â„¢ll discover:Why design¢â ¬â„¢s role has evolved in the digital ageHow to infuse design into every product and service experienceThe 12 qualities of effective design organizationsHow to structure your design team through a Centralized PartnershipDesign team roles and evolutionThe process of recruiting and hiring designersHow to manage your design team and promote professional growth

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Customer Reviews

A thorough and readable treatise on the importance of design to today's organizations as well as a practical, actionable guide to implementation. Case for change plus change plan. What else do you need? Nothing but action!

Most business books contain a nugget or two of knowledge surrounded by two-three hundred pages of fluff. This is not one of those books. Peter provides a strong high-level argument for making design the center of your organization, then dives into exactly how to do so, covering everything from team organization to reporting structure, to day-to-day management advice. Whether you're in the weeds as a design practitioner or team leader or an executive at an organization that wants to be design-centric, you'll find value in this book.

Unexpectedly helpful and solid book.

An insightful and prescriptive guide to building a design org and growing it over time.

Good

The minute I started reading Org Design for Design Orgs, I couldn't tear my eyes from it. It was almost 2am when I found myself in the middle of chapter 7, and had to talk myself into getting some sleep.This book was so rich with personable, practical advice on how build design culture that I felt like I was in a cozy fireside chat with a design mentor. It was like listening to stories from someone who has lived through it all. Someone who could relate and empathize deeply with the issues I'm facing with my design organization, and give smart, actionable advice on how to proceed forward.IÃƒÂ¢Ã â ¬Ã â„¢m a designer and researcher at a startup that has been through many ups and downs in the past 2 years. Our design team has struggled with getting design recognition and getting research to be valued and integrated. We've had designers hit career ruts and stunted growth, and have had friction with aligning with leadership. This book covered all these issues in well organized manner, supported by clear diagrams and real world stories. If you work on or with an in-house design team, this book is an ABSOLUTE must-read.This truly is the book I wish I had since the beginning of my design journey. ItÃƒÂ¢Ã â ¬Ã â„¢s the book I would reference with, write proposals and plans with, wallow in sorrow with, get uplifted with hope with. It confronts the reality of being an in-house designer straight on. I always have it with me at work, showing highlighted sections to my design manager, to product managers and

engineers.ItÃƒÂ¢Ã â¬Ã â„¢s not only a book that I know will be useful throughout my career in design, itÃƒÂ¢Ã â¬Ã â„¢s the greatest design mentor I could ever ask for, always in my back pocket.

I received this from 's Vine Program for my independent review. I've been a system engineer and analyst for more years than I like to think and part of my job has been design of systems and also document process flow. What's great about this book is the writers have presented a good means for front end design of products, and not just for software products. While engineering principles aren't directly talked about the writers do a good job promoting how organizations need to interoperate to promote good designs. While this doesn't solve all of your design problems it does enable efforts that design to find a structure to promote good designs.

A refreshing look at how to effectively assemble and manage design teams within an organization. For years, I have been a part of the production side of marketing on media teams. Org Design for Design Orgs: Building and Managing In-House Design Teams by Merholz and Skinner is a book that I wish was around years ago. Far too often organizations that focus on products, web design and the like don't consider the importance of user interface design. Too often how the teams that develop applications are managed in a far less collaborative atmosphere.To that very point, I quote the authors on page 61 of the book.; "The hierarchical, command-and-control organizational model that served business so well in the 19th and 20th centuries is proving ill-suited to the concerns of a connected-software-and-services economy".Companies that ignore the fact that design teams put out better project results when they are managed in a more collabortive rather than using outdated approaches inevitably end up with very poor User Interface (UI) design and experiences. Instead, what is needed is what the authors refer to as a Centralized Partnership that provide a centralized focus and each department focuses on their spoke on the wheel of that partnership. The authors focus most intently on the potentials of design and the value of delivery of a better user experience rather than aiming for perfection.This thin volume (185 pages) packs a great deal of punch and is definitely a must-read for production and project managers, team leads and their artists and designers to take a look at and try to incorporate into their own organizations. Even as someone twho is familiar with both project and production management, it was a dense read.

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