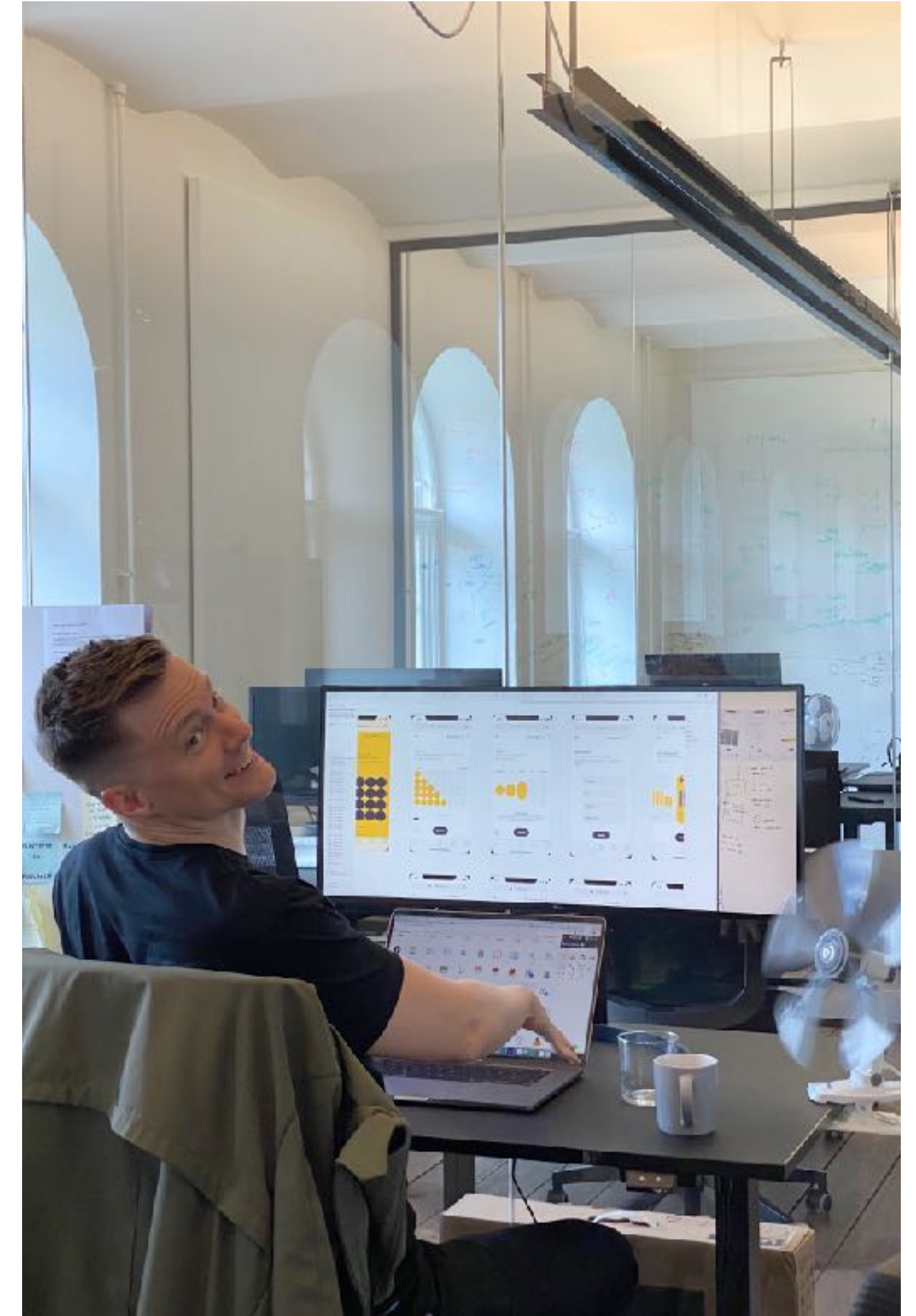


PREELY UX MEETUP

# UX AND DESIGN IN STARTUPS



# AGENDA

## PART 1

### BEING A DESIGNER IN A STARTUP

- Startup vs. Corporate vs. Agency
- Characteristics of working in a startup
- Is startup life for you?

## PART 2

### 6 THINGS I HAVE LEARNED AS A STARTUP DESIGNER

- A bit about design
- A bit about communication
- A bit about learning
- A bit about work-life balance
- A bit about prioritization
- A bit about the team

# UX AND DESIGN IN STARTUPS

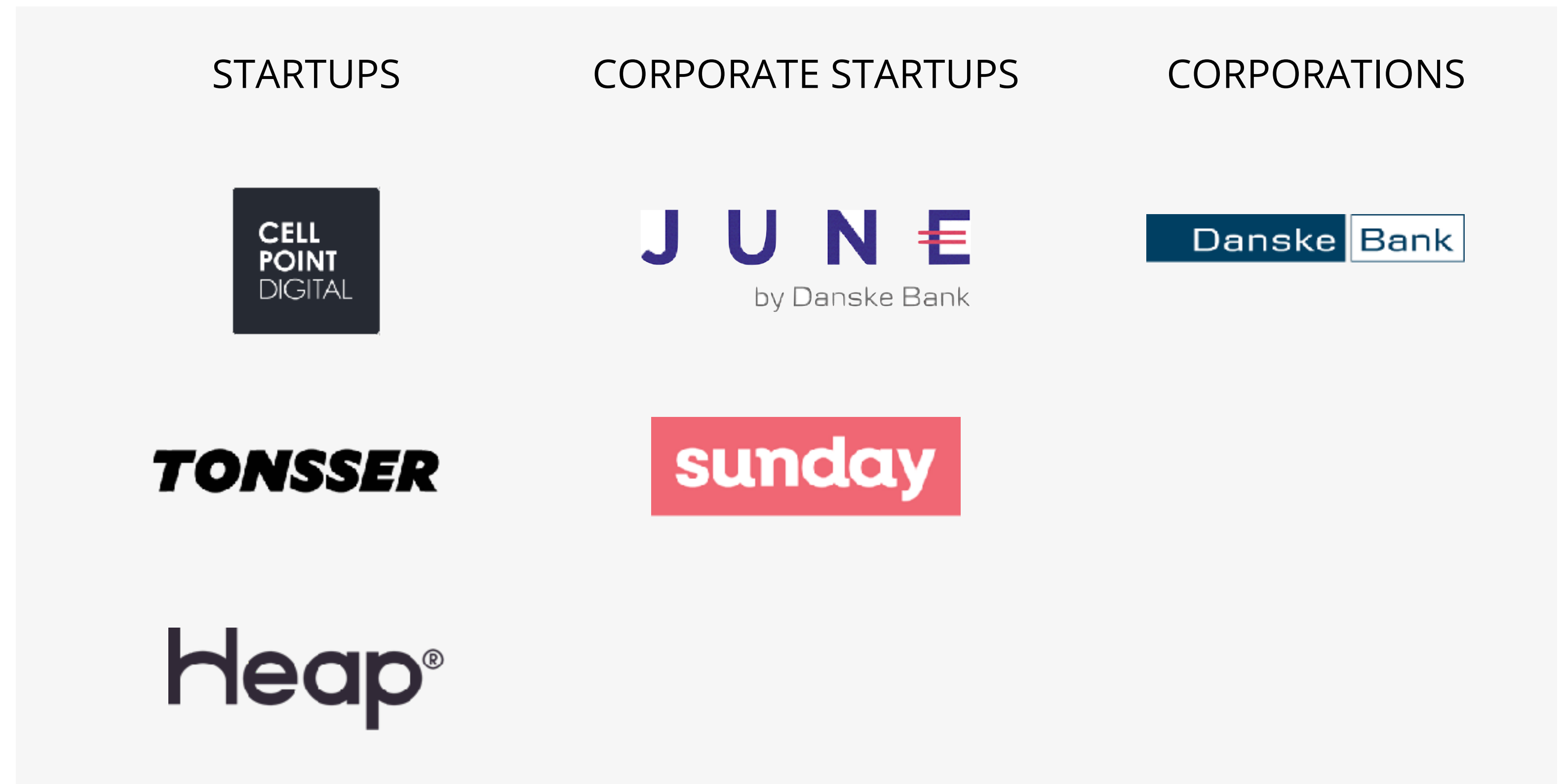
## ABOUT ME



**BJARKE DAUGAARD**  
HEAD OF DESIGN @ HEAP  
SERVICE DESIGN LECTURER @ ITU

IN THE PAST:  
CHIEF SERVICE DESIGNER @ DANSKE BANK  
UX LEAD @ JUNE BY DANSKE BANK  
UX DESIGNER @ TONSSER, CPD, MOBILELIFE  
AND SUNDAY

[BJARKE@HEAP.DK](mailto:BJARKE@HEAP.DK)





Pension.

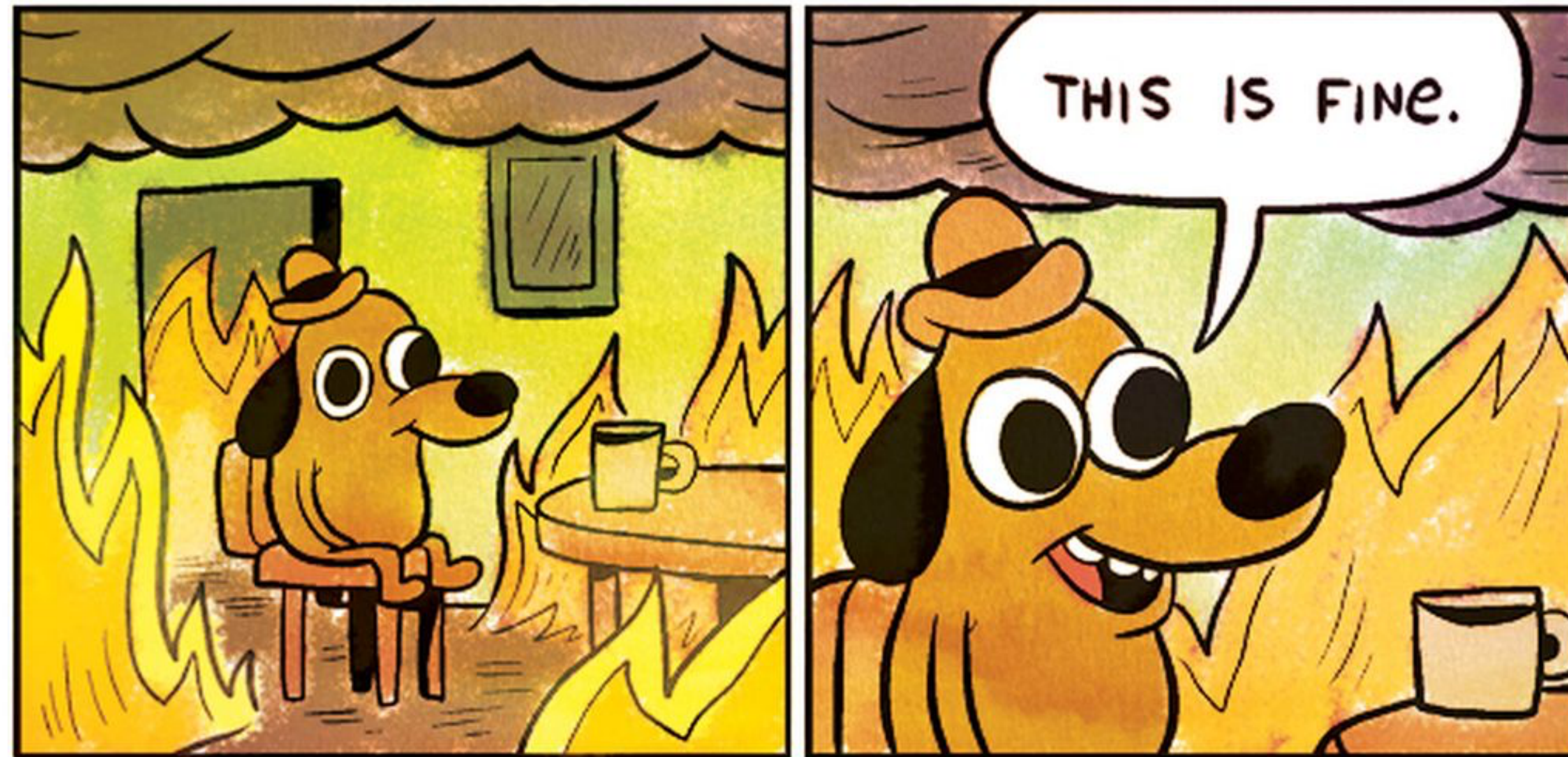
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Fund yourself



PART 1

# BEING A DESIGNER IN A STARTUP



BEING A DESIGNER IN A STARTUP

STARTUP ● VS. CORPORATE ● VS. AGENCY ●

	OWNERSHIP	PROGRESSION	SECURITY	MENTORSHIP	COMPLEXITY
HIGH	●	● ●	●	●	● ● ●
MEDIUM			●	●	
LOW	● ●	●	●	●	

STARTUP ● VS. CORPORATE ● VS. AGENCY ●

	OWNERSHIP	PROJECTS	MENTORSHIP	COMPLEXITY
HIGH	●	● ●	●	● ● ●
MEDIUM			●	
LOW	● ●	●	●	

STARTUPS IN SHORT:  
You will have the full responsibility of a fast moving complex design project with no guidance and no safety net 🙌🎉

BEING A DESIGNER IN A STARTUP

# ...A BIT ABOUT COMPLEXITY

TYPES OF (DESIGN) PROBLEMS ...AND HOW TO SOLVE THEM

SIMPLE	COMPLICATED	COMPLEX	CHAOTIC
Sense	Sense	Probe	Act
Categorise	Analyse	Sense	Sense
Respond	Respond	Respond	Respond

(Snowden & Boone, 2007)

# CHARACTERISTICS OF WORKING IN A STARTUP

- You have to create everything from scratch.
- Every month will be vastly different.
- Everyone will be busy at all times.
- Priorities change often.
- Everyone will wear a lot of “professional hats” and switch between them several times daily.

BEING A DESIGNER IN A STARTUP

# IS STARTUP LIFE FOR YOU?

A perfect designer for a startup:

- Is a generalist.
- Has knowledge of all the aspects of the design process or an eagerness to learn while doing.
- Is passionate about the subject area.
- Is 100% pure grit.

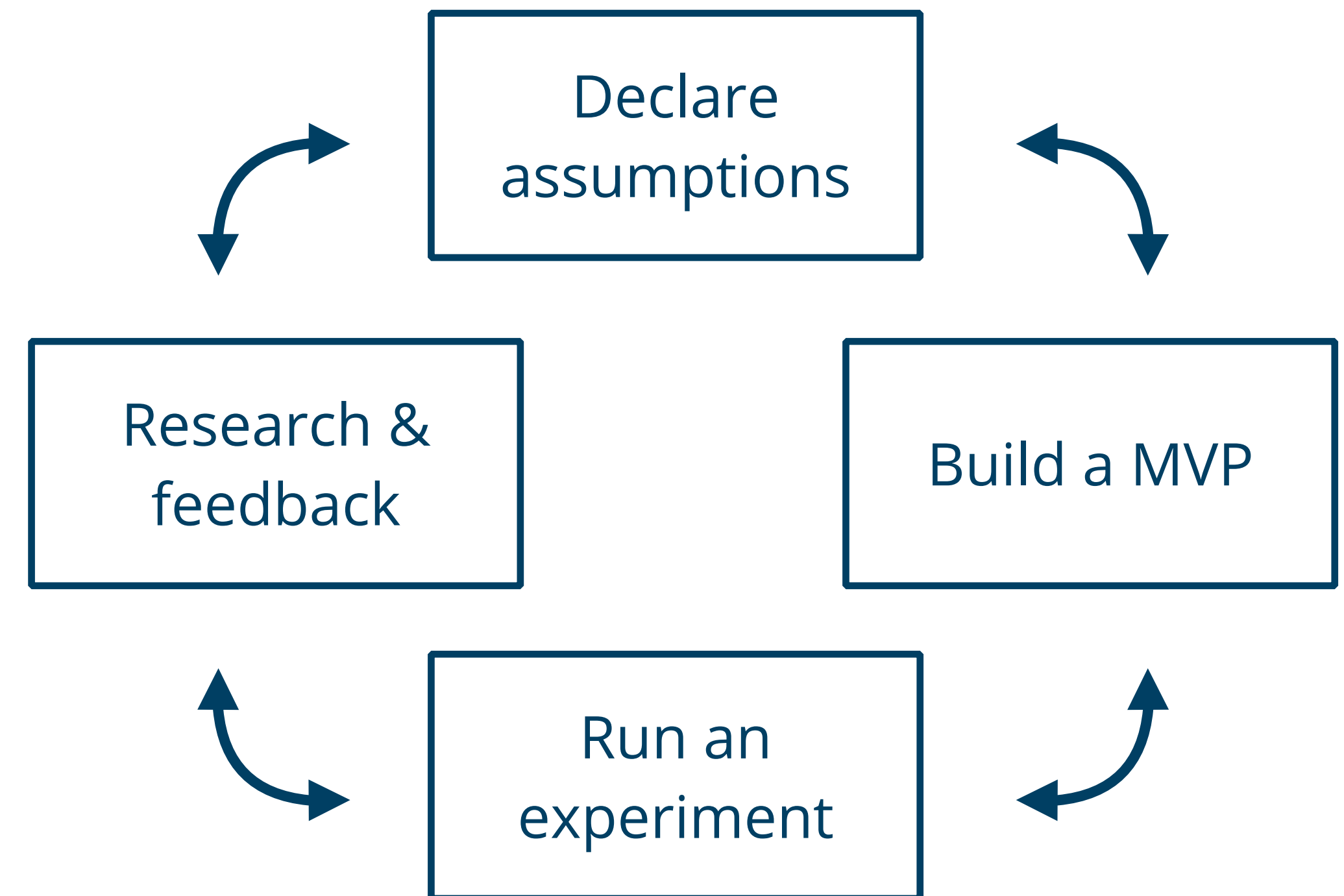
PART 2

# 6 THINGS I HAVE LEARNED AS A STARTUP DESIGNER



# 1. VALIDATE NOW, MAKE PERFECT LATER

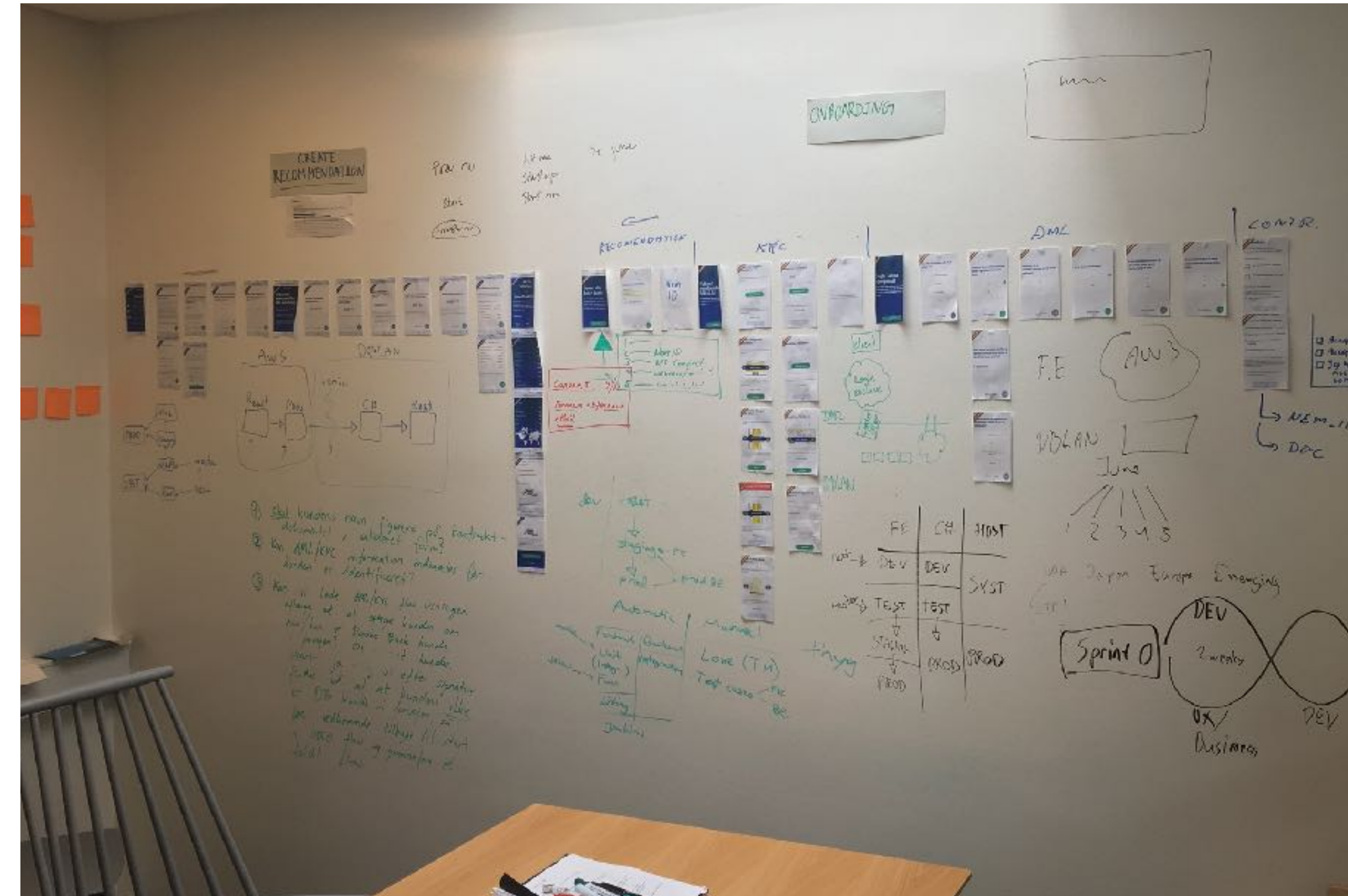
- Functionality > Pixel perfect design.
- Postpone, but do not forget.
- Traditional analyse -> define -> design -> test methods can be replaced with hypothesis based methods such as Lean UX.
- 2 phases: Validate, rebuild after



6 THINGS I HAVE LEARNED AS A STARTUP DESIGNER

## 2. COMMUNICATION IS EVERYTHING

- Share your work and display it for everyone to see.
- Visualize UX and design related areas such as user journeys, feedback and flows.
- Place yourself physically close to developers, product managers etc.



## 3. KEEP LEARNING

- Find a mentor if possible.
- Create or find an existing network of other designers.
- Attend meetups and events.
- Use the opportunity to learn from other roles in the team.
- Remember: You will not be a UX Team of One forever.



## 4. KEEP A HEALTHY WORK-LIFE BALANCE

- Know the early signs of exhaustion.
- There will always be more work no matter how much of it you complete.
- Set realistic goals and expectations
- Only focus on the most important things on the backlog.

6 THINGS I HAVE LEARNED AS A STARTUP DESIGNER

## 5. PRIORITISE, PRIORITISE AND PRIORITISE

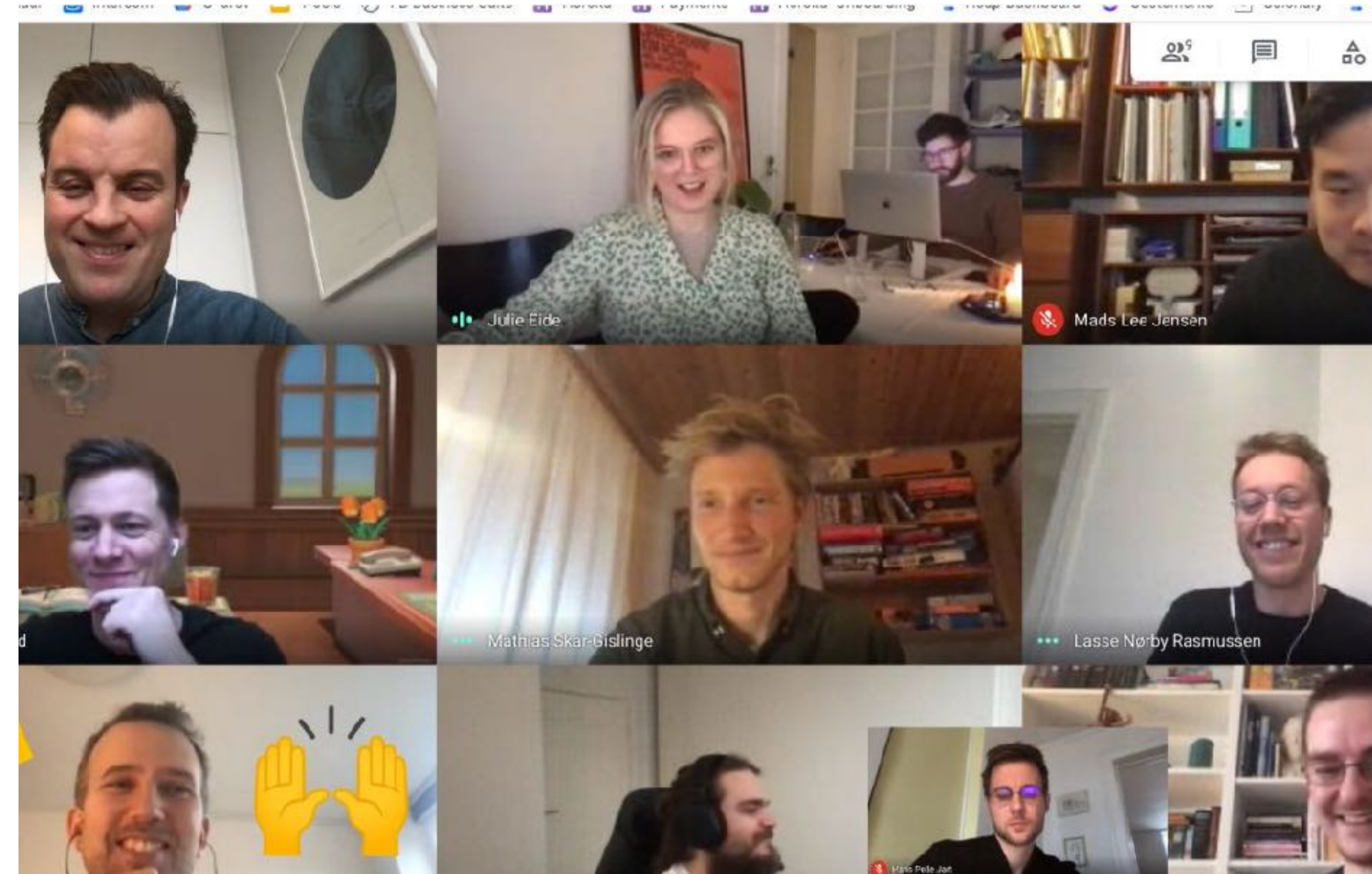
- Structure your design backlog and let everyone have access to it
- Use data to validate and discover priority of tasks.
- When new urgent tasks pop up have a team discussion about changes and new priorities.



6 THINGS I HAVE LEARNED AS A STARTUP DESIGNER

## 6. IN A STARTUP THE TEAM IS EVERYTHING

- Remember to take a break and celebrate together.
- Spend time with everyone on the team.
- Be open and transparent about everything. Both the good and the bad.
- Don't stay if you're not getting along with the rest of the team.



THANK YOU