Design is in the middle of an enormous professional shift.
For years, design was about form giving, aesthetics, and styling.
During this period, design was a big deal – to designers.
As technology got cheaper, our world got more complicated.

Designers made things easier to use.
In Silicon Valley, designers emerge as rock stars

Fri, Apr 13 2012

By Gerry Shirn

SAN FRANCISCO (Reuters) - Five years ago, Justin Edmund arrived at Carnegie Mellon University, a floppy-haired freshman, with artistic talent and dreams of joining a venerable design firm like IDEO or Frog. But during his sophomore year, a recruiting pitch from a Facebook employee turned his head, and prompted a detour of his ambitions.

"It didn't even occur to me that working at a tech company was something I could do," Edmund said. "I switched my trajectory completely."

So, in 2010, Edmund interned on Facebook's burgeoning design team, and, after graduation, landed a job at Pinterest. There, at just 21, he has played a central role in building the virtual scrap-booking site into one of the hottest startups on the internet.

Edmund isn't alone. Inspired by the legacy of Steve Jobs and lured by the promise of the current tech boom, young designers are flooding to Silicon Valley, where they're shaking up a scene long dominated by engineers and programmers.

The new breed of "user experience" designers - part sketch artist, part programmer, with a dash of behavioral scientist thrown in - are some of the most sought-after employees in technology. Entry-level interactive designers at startups are commanding salaries easily topping $80,000, almost twice the median pay for primarily print designers of about $45,000, according to a recent survey by the American Institute of Graphic Arts.

IN-HOUSE TALENT

Top venture capital firms, from Google Ventures to Andreessen Horowitz, are hiring in-house designers to help the young startups in their portfolios. One angel investor has even established a Designer Fund to identify startups driven by design talent.

To feed demand, new digital design programs have sprung up over the past two years, at both elite engineering universities such as Stanford, and art schools like the California College of the Arts. The School of Visual Arts in New York has seen applications for its digital design program soar by 43 percent since its inception in 2009.

The flourishing of digital design reflects the Valley's evolution, entrepreneurs and investors say.

In the latest generation of innovation, heavily concentrated in applications for mobile devices and social networks, and relying on ever-cheaper cloud computing services, success depends not on whiz-bang technology, but rather, on a subtle sense of how to make features useful and engaging.

The most recent example is Instagram, the slick photo-sharing app that was snapped up by Facebook earlier this week for $1 billion. The 12-person company's founding duo includes Kevin Systrom, who majored in Management Science and Engineering at Stanford, and Mike Krieger, who describes his background as "Human-Computer Interaction and User Experience."

"There's a growing recognition that it's critical for a company's first employees to be people with great design sense," said Eric Feng, founder of Huly and Ely, an e-tail and photo-sharing company, and a former partner at venture capital firm, Kleiner Perkins Caulfield and Byers. "That's true even if you look at larger companies like Google and Facebook, who have moved in that direction."

To be sure, engineers still occupy a rarefied perch at the top of the Silicon Valley hierarchy, and are the target of the fiercest recruiting battles.

VISUAL APPEAL

But even Facebook, famous for a culture that glorifies the "hacker way," now talks of integrating "design thinking" into its products and has steadily beefed up its design studio.

From her team's brightly-colored studio in Facebook's Menlo Park offices, design chief Kate Aronowitz dispatches designers who are paired with an engineer, a product manager and sometimes a researcher to conceive new products or improve features such as user profiles or messages.

The embrace of design starts at the top with CEO Mark Zuckerberg, who has stressed the importance of building a "crack design team," Aronowitz said.

In a highly competitive recruiting climate, it's not uncommon for even Facebook to encounter top design talent playing hard to get. For the toughest cases, Aronowitz plays her trump card: She asks Zuckerberg to place a personal phone call.

"When they're not returning my email, that tends to work," said Aronowitz, who herself was poached from LinkedIn in 2009. "I'm lucky to have that in my back pocket."

The spotlight fell squarely on the design team last November, when Facebook named Nicholas Felton, one of its data-visualization experts, with conceiving the Timeline interface which has become one of Facebook's most significant overtures in recent years.

For fledgling startups, it's even more critical to understand how design affects user behavior, said Dave McClure, an angel investor who cited the example of Mint, an online tool for managing personal finances acquired by Intuit in 2009.

Jason Putorti, the startup's designer founder, lent the Mint Interface "much more warmth," which was crucial for a startup that dealt with sensitive information, McClure said. Design, he added, "made the app feel trustworthy, comforting, functional."

Last year, McClure put down money to create the Designer Fund, a program that identifies entrepreneurs with strong design backgrounds and offers seed money and mentoring from experienced founders like Putorti and Chad Hurley of Youtube.

The fund, headed by Enrique Allen, a 25-year-old graduate of Stanford's design school, has partnered with more established venture investment firms like Khosla Ventures, Andreessen Horowitz and Kleiner Perkins.

"We're reshaping a lot of how you build a company," McClure said. But, he added, "there's still a resource and talent shortage" for interaction designers.

SCOUTING FOR ARTISTS

Finding exceptional design talent, though, is not a simple matter. Last year, Kelvin Wang, the co-founder of Ridejoy, a service that arranges carpool, said he spent several "incredibly hard" months recruiting an interaction designer.

Dinko Rivera of Rivets Partners, a Silicon Valley headhunting firm, said startups have trouble finding a design "unicorn" - the rare designer with the interactive digital skills that many app startups require.

"It's literally the toughest position to fill right now," Cleveland said. "There's a food supply and demand is out of balance. Engineering education has progressed, and startups have learned to do more with limited resources, but I don't think that's the case for design."

Even though he sifted through 150 resumes, Wang said, "There are so many startups and so many tech companies that are snapping them up. It's slightly ridiculous."

Ridejoy interviewed candidates from Toronto, New York and the Midwest, and ultimately hired a Parsons School of Design graduate living in Omaha.
The new breed of ‘user experience’ designers – part sketch artist, part programmer, with a dash of behavioral scientist thrown in – are some of the most sought-after employees in technology.
Design was also at the heart of the “innovation” conversation.
Innovation gave us a seat at the big-kids table.
Design infiltrates the boardroom with the emergence of the 'CDO'

This is a guest post by Mark Curtis, Chief Client Officer at service design agency Fjord

Design is finally having its day. For the past few decades, design was seen as an afterthought, lumped together with marketing. Yet this is about to change. Just as the 1970s brought on the advent of the role of Chief Marketing Officer, the Chief Design Officer is an emerging role that is gaining quick entry into the C-suite.

The Chief Marketing Officer (CMO) role was introduced as a response to the public’s positive reactions to branding, advertising, and (therefore) marketing. I believe we are witnessing a similar shift now, as a generation that has always been immersed in powerful marketing moves to social media and a greater appreciation for aesthetics and design.
Design infiltrates the boardroom with the emergence of the CDO.

"The CDO is vital in helping companies take the lead to understand customers, define products and services, and to help build marketing and innovation into services..."

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Now, design-as-innovation is recognized as a driver of economic growth and policy success.
A Strategy for American Innovation: Securing Our Economic Growth and Prosperity

Comment on the American Strategy for Innovation.

America's future economic growth and international competitiveness depend on our capacity to innovate. We can create the jobs and industries of the future by doing what America does best – investing in the creativity and imagination of our people. To win the future, we must out-innovate, out-educate, and out-build the rest of the world. We also must take responsibility for our deficit, by investing in what makes America stronger, cutting what doesn't, and Reforming how our government operates so it focuses on promoting our economic growth and preparing for the challenges of a new century.

President Obama's Strategy for American Innovation seeks to harness the inherent ingenuity of the American people to ensure that our economic growth is rapid, broad-based, and sustained. Innovation-based economic growth will bring greater income, higher quality jobs, and improved health and quality of life to all U.S. citizens. The Strategy for American Innovation provides a multifaceted, commonsense, and sustained approach to ensuring America's future prosperity.

This document updates the Innovation Strategy issued in September 2009, detailing how the Administration, the American people, and American businesses can work together to strengthen our long-run economic growth. It begins by explaining the essential role of innovation in our past and future prosperity, the central importance of the United States' position as the world's leading innovator, and the importance of increasing our innovation-based economic growth to ensure our economic prosperity, security, and national leadership.
“To win the future, we must out-innovate, out-educate, and out-build the rest of the world.”
"Technology and Innovation driven" Industrial Development Policy

In response to the rise of the knowledge economy, the MOEA will devote its efforts to the promotion of a technology and innovation driven industrial development policy to secure Taiwan's competitive position in the new century and lay a stable foundation for the country's industrial growth.

1. Taiwan's world-leading position in technology and innovation.
   In its most recent report, the World Economic Forum (WEF) ranked Taiwan fourth globally in terms of growth competitiveness, second on the technology index and the innovation index, underscoring the strength of Taiwan's innovative R&D.

2. Taiwan spends 3% of GDP on R&D, providing a strong support for industrial growth.
   In order to develop Taiwan as the most attractive base for innovative R&D in Asia, the government aims to increase R&D spending to 3% of GDP by 2006, putting Taiwan on par with developed countries. In 2004, the government implemented the Advanced Technology Programs with an aim to boost R&D spending by nearly 11% over the 2003 level, thereby helping Taiwan to strengthen innovative and forward-looking R&D and industrial results.

3. The "Two-Trillion and Twin-Star Industries" solidify Taiwan's leading position in hi-tech industry.
   The MOEA designates semiconductor industry and color-image display industry as the "Two-Trillion" industries; digital content industry, biotechnology industry and medical industry as the "Twin-Star" industries. It looks forward to the industry development to lead the wave of the new century and gain more competitive advantages in the global market.

Visitors: 0000964079
Update: 2013-10-24
"The MOEA will devote its efforts to the promotion of a technology and innovation driven industrial development policy..."
But...
Chapter 4

SPEAKING WITH ALL due respect, I must confess that nothing could have prepared me for these cutthroat...
IDSA2011 Best In Show!
"The leading social network for people with wavy, curly, and kinky hair..."
NYC-based Kohort raised $3M seed funding for its social media startup.

"Kohort allows for hierarchical groups, so groups can have as many subgroups as a user would like."

The round was led by IA Ventures, and backed others investors including High Peaks Venture Partners, Contour Venture Partners, and angel group Anduin Ventures.

IA Venture is famous for investments in early-stage companies that focus in developing high-tech tools and technologies for data mining and data cleansing. It has invested in many such companies; PlaceIQ, ThinkNear, SavingStar, and MetaMarkets, to mention a few.
Color Looks To Reinvent Social Interaction With Its Mobile Photo App

“Broadcast live from your phone to Facebook.”

That’s how much a brand new startup called Color has to work with. Your eyebrows should already be raised, and here’s something to keep them fixed there: this is the most money Sequoia has ever invested in a pre-launch startup. Or, as the Color team put it, “That’s more than they gave Google.”

But the founding team goes a long way toward making it all worth it. Bill Nussey was also the founding CEO of E*Trade, and subsequent projects have helped make him a legend in the world of venture capital. And the team is also backed by Silicon Valley Bank. Pre-launch.
We’re really good at designing products. We’re really bad at picking what to design.
Sometimes when nature calls, you may not be in the most convenient place to answer.

With Have2P, you can use your iPhone, iPod touch, or Android phone to quickly find listings of nearby spots that have restrooms. And Version 2 makes it easier than ever!

- Automatically detects your current location to find restrooms in the local area
- Scan helpful tips noted by others, like whether the restroom is for patrons only, if it has a changing table, and how clean it is
- An urgency detector senses when you (and the phone) are shaking and starts a fresh search for nearby restrooms
- Use restroom ratings for when you actually have a choice
- See restrooms on a map
- Add new restrooms to share with others
- Find other places nearby with expanded search capabilities
- Avoid businesses that have been flagged for having no public restrooms — saving you precious time

See what people are saying about Have2P:

- Selected as New York Times APP OF THE WEEK
- Featured on Gizmodo
- Reviewed by BuyMeAniPhone.com
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*indicates an app designed for both iPhone and iPad*
We work on some really stupid stuff.
Design lives in a context of traditional, outdated business ideas:

market-driven vision
Design lives in a context of traditional, outdated business ideas:

responsive “competitive” roadmaps
Design lives in a context of traditional, outdated business ideas:

requirements
We need a new way to think about designing products.
debt
“Even in school I never took a class on how to balance a checkbook. They never taught us any of that. Because learning the history of the Alamo was more important for the 8 billionth time... A real adult knows how to handle your money, knows how to be on your own, and be responsible for your money and how to budget things... which I know nothing.”

Paige
“I hate budgeting, it's really hard reigning myself in and keeping myself on some sort of track... I'd like to pay off my credit cards as soon as possible because it is a cloud, it is something hanging over my head... [But] in the moment of choosing to buy something or not, it's really easy to make that decision—yeah fuck it, I don’t care—I want this now...”

Carl
Observation

*Immediate gratification, delayed anxiety.*
Insight

There is no satisfaction in future benefits. We need to feel immediate value to be satisfied.
SUMMIT
Pay it down while you live it up.

Checking  Credit Card  Day-to-day Life  Notification
Summit // 9:30 AM

Enjoying your morning java? Buy your future self a latte! Put $5 towards your debt.

Yes!  No
7 PEOPLE, 4 WEEKS, 124 MESSAGES

INTERVIEW

MESSAGES

INTERVIEW
<p>| | |</p>
<table>
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Phillip, 34

2 years faster and save **$1,925** in interest.
Value

We will reduce the anxiety caused by debt in the lives of young adults, and empower them to change their behavior and achieve a better financial future.
aging
I'm kind of secretive. I have gone to the hospital and I don't tell my sons because I want to take care of myself. Why should I worry them?

Annette
She's going to look at me like I'm insane; “What do you mean I can't drive that car?’ Um, I think as long as she can talk she thinks she can drive.”

Martha
Observation

A conflict of interests over aging.
Insight

Elderly individuals fear asking for help because taking others’ time and resources will result in being robbed of their own independence.
TRUE STORY
Tell me about a time you tried making friends with an animal.
Tell me about a time you were pulled over by the police.
Value

We will create a safe space for open discussion of aging-related topics.
decision making
I used to be a psych major, they have one of the best psych programs. But I wasn’t liking it that much. I switched majors my junior year, you have to have a major that makes money, so I knew I wasn’t a business person, and I wanted to be a therapist, because girls like to talk about their problems, and I thought I would be a good therapist, and then I get into college and was like this isn’t what I signed up for...

Shanae
I started off in engineering, but it was too difficult, I kind of searched around sophomore year for another major and took a class in economics and I liked it, so I switched. So I'll graduate, and hopefully find a job and then probably keep that job for like 2 or 3 years. I've got a friend of my mom who has been mentoring me. He's like an entrepreneurial dude—he helps me figure out how to go about doing stuff, in like searching for a job.

Jacob
After graduation, I'll get a job or get into graduate school. If I want to stick with psychology, I'll get a masters degree in it so I can become a certified psychologist, or I might stick to the original plan and go to law school. After I make the decision, pretty much the rest of life happens after that. You know, be a lawyer, finish school and make sure you make enough money to support yourself and do fun things. And then you just get old.

Desiree
Observation

*Students don’t know.*
Insight

Students feel that college determines the “rest of your life,” and describe pressure and an urgency to constantly push forward.
Upcoming

Alert: Registration
Fall 2014 registration open
Course of Study: not yet selected

Event: Orientation Party
Tonight! Student Center
Come for food, games, and give-aways to kick off the new school year! 6-9 pm.

Today

Orientation: Discussion Thread
Alex Wang replied
Re: The most recent reply is listed in this space. If it is long, it will cut off after three lines...

Orientation
Added - Fall 2014 Calendar
See PDF

Orientation
Added - NWTC Clubs
Get involved in more than your classes! NWTC offers a variety of clubs and intramurals for you to join.

Yesterday

Orientation: Discussion Thread
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Aidan Webber
Course of Study: Not Yet Selected

Did you know that over 20% of our students are undeclared too?
Not everyone has a plan; we can help you explore different career paths and courses at NWTC.

I have no clue where to start.
Help me explore a range of options.

I have ideas, but I'm unsure.
Help me narrow my choices.

I know what I want to do.
Help me make a plan to get there.

MY TOP CAREER PATHWAYS
Aidan Webber
Course of Study: Not Yet Selected

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MY TOP CAREER PATHWAYS
EXPLORE PATHWAYS

Aidan Webber
Course of Study: Not Yet Selected

I have no clue where to start.
I have ideas, but I'm unsure.
I know what I want to do.

STEP 1: CHOOSE A FOUNDATION
What lights you up at your core?
It doesn't matter what I'm doing, as long as I'm...

HELPING PEOPLE
LEARNING
PHYSICALLY ACTIVE
PROBLEM SOLVING
BEING CREATIVE

MY TOP CAREER PATHWAYS

Need more help? Talk to an NWTC advisor.
Explore Pathways

Aidan Webber
Course of Study: Not Yet Selected

STEP 1: CHOOSE A FOUNDATION

What lights you up at your core?
It doesn't matter what I'm doing, as long as I'm...

- Helping People
- Learning
- Physically Active
- Problem Solving
- Being Creative

MY TOP CAREER PATHWAYS

Need more help? Talk to an NWT advisor.
Aidan Webber
Course of Study: Not Yet Selected

STEP 1: CHOOSE A FOUNDATION

What lights you up at your core?
It doesn't matter what I'm doing, as long as I'm...

STEP 2: SELECT YOUR INTERESTS

What interests you the most?
I lose track of time when I'm learning about...

Mix it up!
What interests you the most?
I lose track of time when I'm learning about...

Drawing
Non-Profit Organizations
Business

MY TOP CAREER PATHWAYS

Finance
General Studies (Management & Administration)
Business
STEM (Science, Technology, Engineering, & Maths)
Explore Pathways

What interests you the most?
I lose track of time when I'm learning about...

- Numbers
- Non-Profit Organizations
- Business

MY TOP CAREER PATHWAYS

- Finance
- General Studies
- Business
- STEM (Science, Technology, Engineering, & Maths)
Pathways in Finance

Leaders with similar interests

Learn more about careers in Finance. Powered by Roadtrip Nation.

NWTC's Finance & Accounting Programs

Every business needs someone with accounting skills to prepare reports and communicate finances to management, clients or other organizations.

NWTC’s accounting programs offer a “how to” approach from the basics to hands-on applications. The programs, designed and taught by professionals, provide the training needed to begin a career in accounting.

Accounting

ASSOCIATE DEGREE
Program Code: 101011

Make it mine

Accounting Assistant

TECHNICAL DIPLOMA
Program Code: 311011

Make it mine

Small Business Bookkeeping

CERTIFICATE
Program Code: 901011

Make it mine
Value

We minimize anxiety around the academic experience, and help students identify their hidden passions and interests.
We need a new way to think about designing products.
What is Design Thinking & Design Strategy?

- Ethnography
- Synthesis
- Prototyping
Ethnography
Immersion in the cultural and human context of a problem

Synthesis
Making meaning through inference and reframing

Prototyping
Hypothesis validation through generative, form-giving activities

Non-Linear
The Output: Design Strategy

Ethnography | Synthesis | Prototyping

Design strategy
Jon Kolko
Professor, Austin Center for Design

jkolko@ac4d.com
@jkolko