

Always Designing

From Designer to Design Leader

WORLD IA DAY 2019
LOCAL CONNECTIONS. GLOBAL IMPACT.

Andy Vitale
 @andyvitale

Group Vice President,

User Experience Director,

Wholesale Banking

Titles don't mean shit.



Qualities of a Leader

Empathy

Ability to Drive Discussions

Communicate Effectively

Collaborate

Empower Others

Be Engaged

Trust

Have a Vision

Be a leader, not a needer.

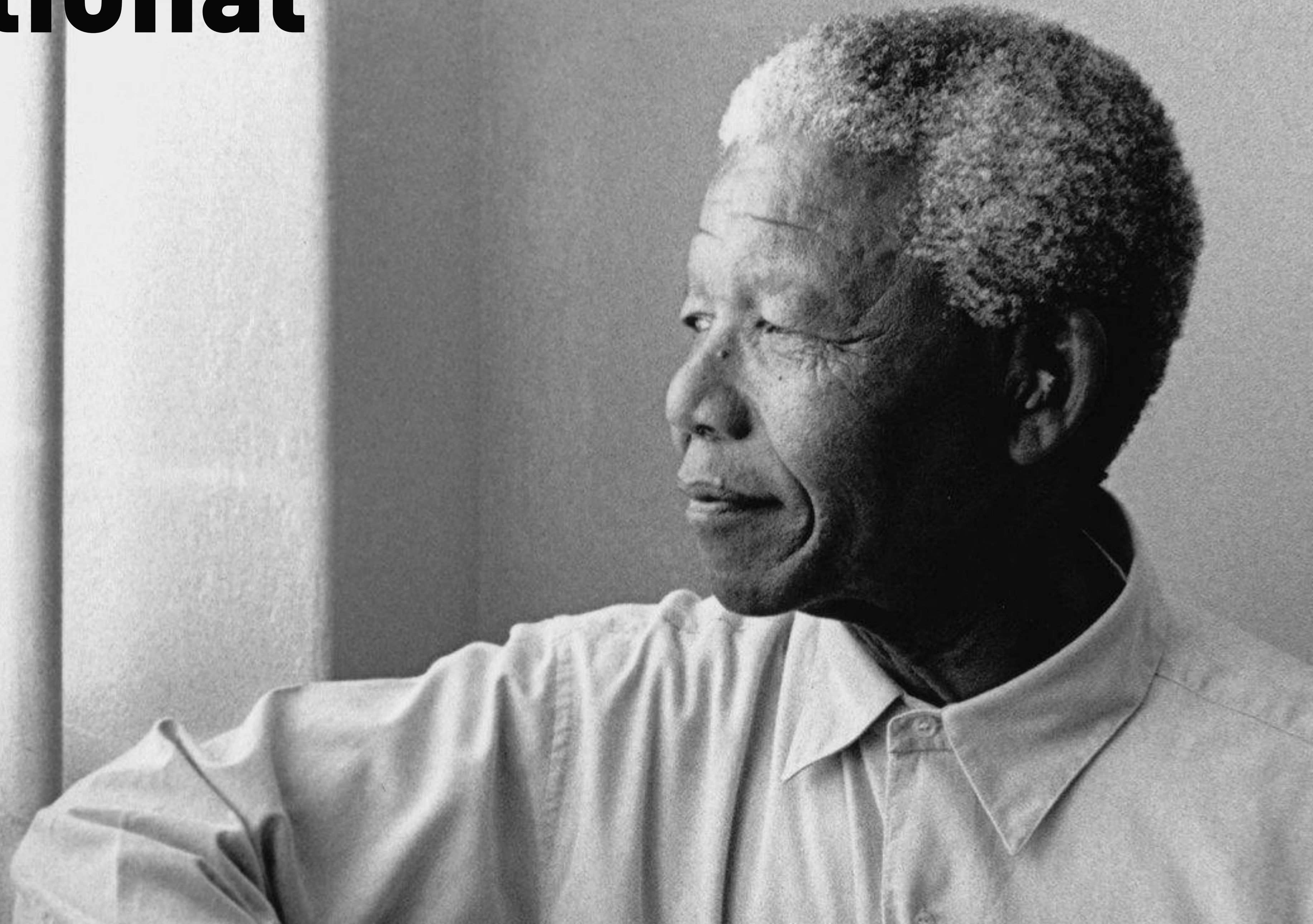
-Steve Portigal, Author/Researcher

Types of Leaders



Motivational

Inspirational



Transformational



Indomitable



If you're looking to grow as a leader, don't wait for someone to promote you into that position. Uncover the areas you can lead and just start doing it.

-Andrew Lucas-Walsh, Facebook

Leading on Different Levels

First Time People Leaders

Leading Managers

Leading Large Teams

Voices of a Leader

Voice of Character

Voice of Context

Voice of Clarity

Voice of Curiosity

Voice of Connection

**Although the problems differ
and complexities change,
design leaders never stop
designing solutions.**

The struggle is real



Letting Go

Ego

Imposter Syndrome

Uncomfortable Situations

You can be a leader

Emerging Designers

Mid to Senior Level

Leadership

My first job



- **Use actions over words**
- **Lead by example**
- **Have good intentions**
- **Be comfortable in uncomfortable situations**

- **Collaborate**
- **Be inclusive**
- **Embrace diverse perspectives**

Don't be a Dick

Thanks.