

DesignOps: The API of design teams



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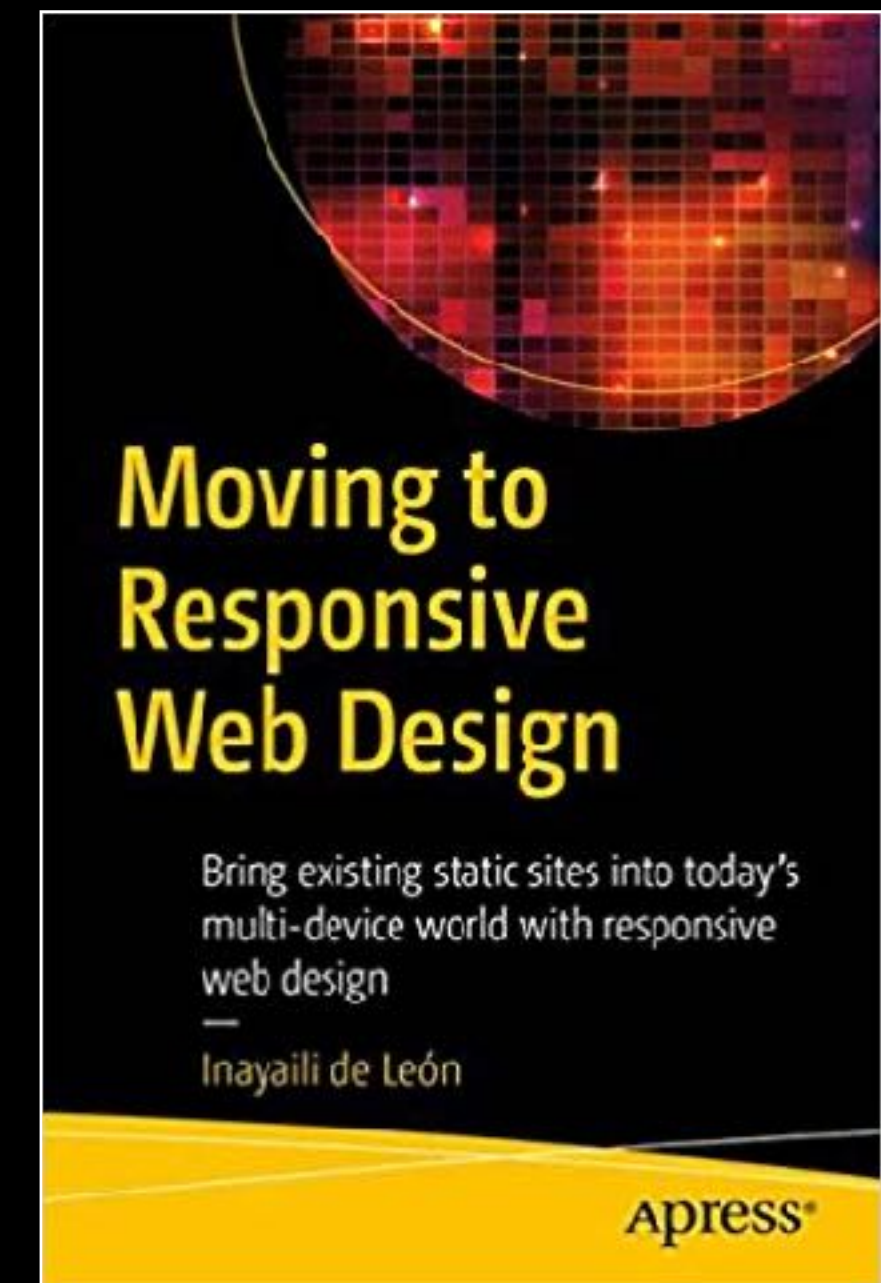
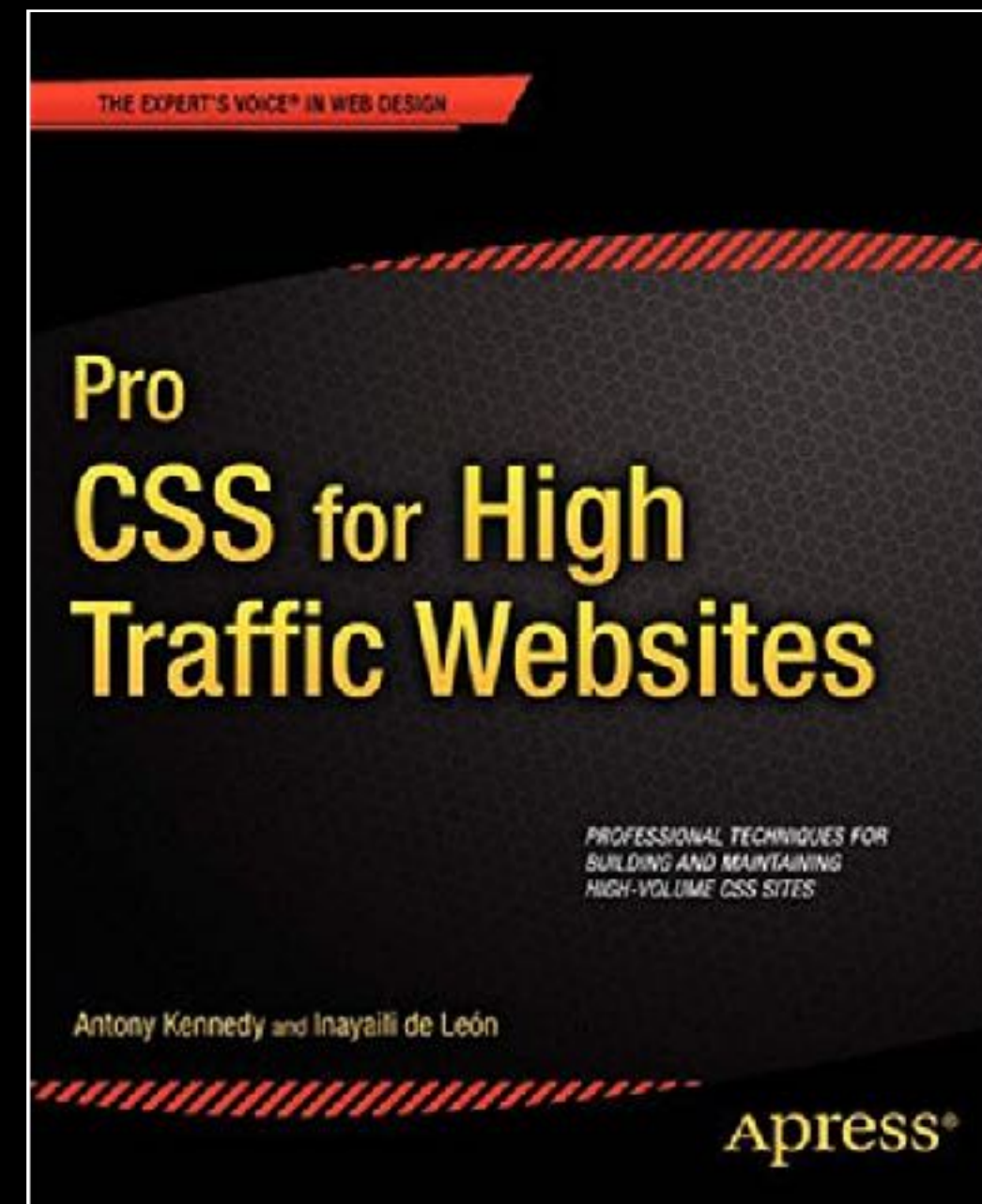
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Writing and sharing



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“

**Forget Coding:
Writing is Design's
'Unicorn Skill'**

fastcompany.com/3068938



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From design to design ops



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Process

Design systems

Workflows

Onboarding

Playbooks

Hiring

Project management

Documentation

Capacity planning

Community relations

Stakeholder influence

Strategy

Templates

Scale

Metrics

Planning

OKRs

Bootcamps

Learning

Meetings

Workshops

Dashboards

Asset management

Etc.

Design Ops? 🤔



Design Ops! 💡



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Are you the design ops? 🤔



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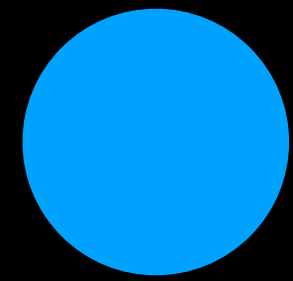
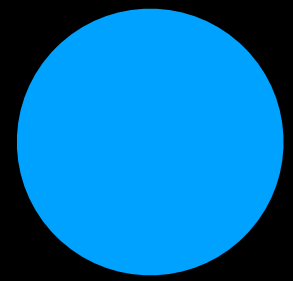
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What is DesignOps? 🤨



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- ★ **Connects endpoints**
- ★ **A system where different things can interact**
- ★ **Hides complexity**
- ★ **Makes connections with purpose**



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**DesignOps is like glue:
you notice it's not there when
things start falling apart.**



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DesignOps
DesignOps
DesignOps
DesignOps
DesignOps



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**DesignOps fills in
the team's gaps.
Every team is
different.**



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People



Practices



Tools



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DesignOps themes

People

Hiring
Onboarding
Learning and
development
Career ladders
Building
community

Practices

Planning and
tracking work
Budgets
Playbooks
Capacity planning
Meetings

Tools

Access to
software
Plugins
Documentation
Design systems
Asset
management



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now-3 months

3-6 months

6-12 months

- Budget considerations

- Hiring

- Career development



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DesignOps brings strategic vision to how a design team operates.



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DesignOps at GitHub



**How can design deliver value
and not be a bottleneck?**



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Some things we tried...

Design onboarding projects

The screenshot shows the GitHub interface for the repository 'github/my-team'. The main content is an 'Onboarding template' with several project cards:

- Overview** (2 cards):
 - Welcome to Design Infrastructure, \$\$USERNAME!**: A welcome message for new team members.
- Useful info** (4 cards):
 - Who are we?**: Information about the Design Infrastructure team.
- Your first week** (11 cards):
 - Your first week at GitHub**: A checklist for the first week, including meeting with a buddy and completing a checklist.
- Your first 30 days** (10 cards):
 - Meet your team**: Instructions on how to meet with team members.
- Your first 60 days** (4 cards):
 - Get organized!**: Advice on navigating the GitHub interface and notifications.
- Your first 90 days** (2 cards):
 - Design: Ship a rock-sized issue**: A task card for creating a new issue.
- In progress** (0 cards):

The interface includes a search bar, navigation links (Code, Issues, Pull requests, Discussions, Actions, Projects, Wiki, Security, Insights, Settings), and repository statistics (Unwatch, Fork, Star).



**Seek and foster feedback:
good and bad**



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Working with other teams



Photo by [airfocus](#) on [Unsplash](#)

**Define systems and processes
that don't need you to function.**



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Sharing work in progress



Photo by [Compare Fibre](#) on [Unsplash](#)

**DesignOps needs to balance
the team's need for change
with the human need for
stability.**



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Looking ahead



Photo by [Desola Lanre-Ologun](#) on [Unsplash](#)

**DesignOps' focus changes as
the team and company grow.**



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DesignOps never starts from scratch. Start by amplifying the good.



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**DesignOps connects with
existing systems.**



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**Who's doing your DesignOps
work right now? 🤨**



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These folks may be doing DesignOps...

**Project
managers**

**Product
managers**

You?

**Design
managers**

Designers

Engineers

**Eng
managers**



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Is the work being celebrated? 🎉



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Thank you!



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