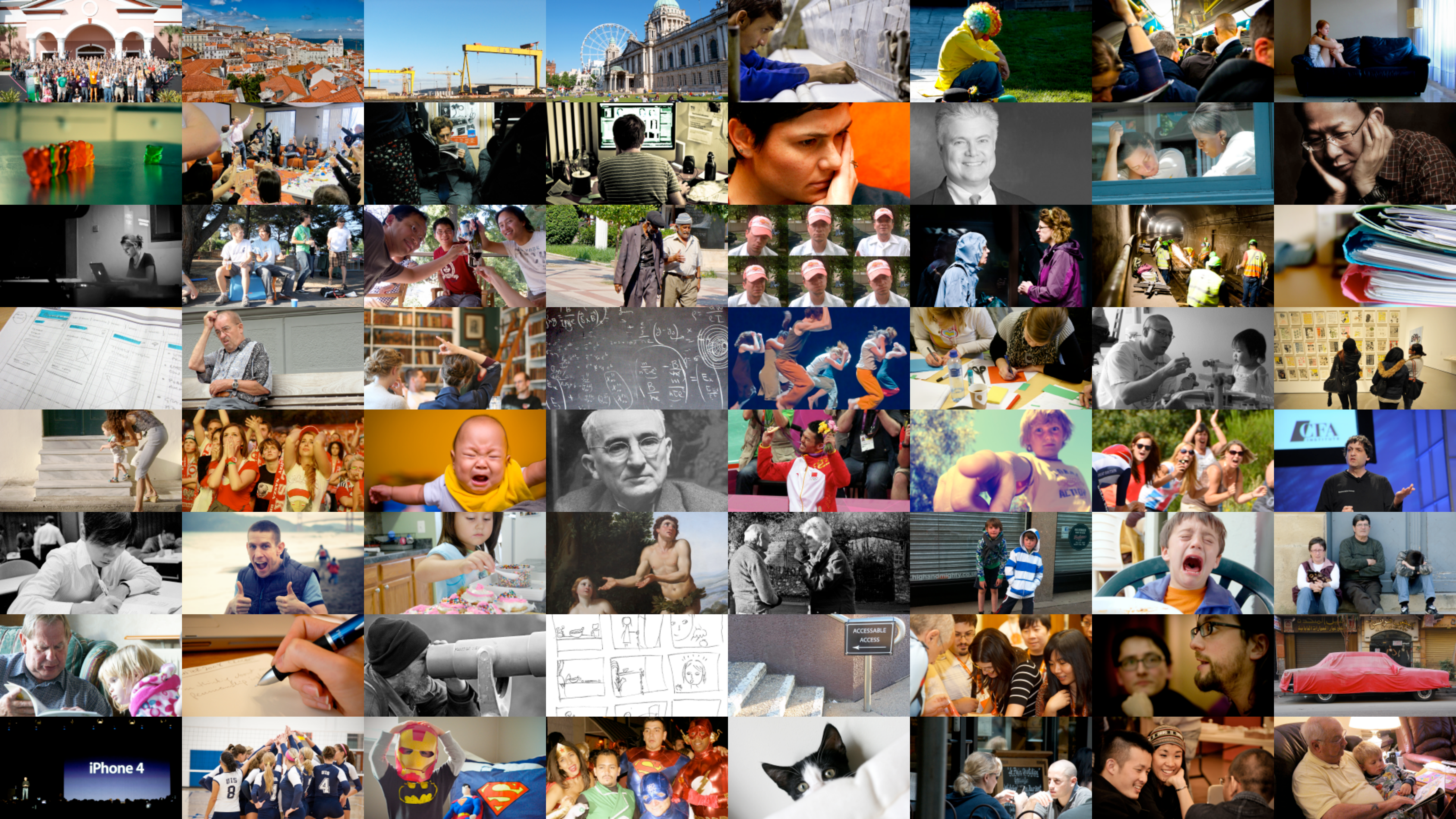


THE MOST IMPORTANT PART OF YOUR JOB

by Inayaili de León Persson

Smashing Conference, Freiburg, 2013



CANONICAL

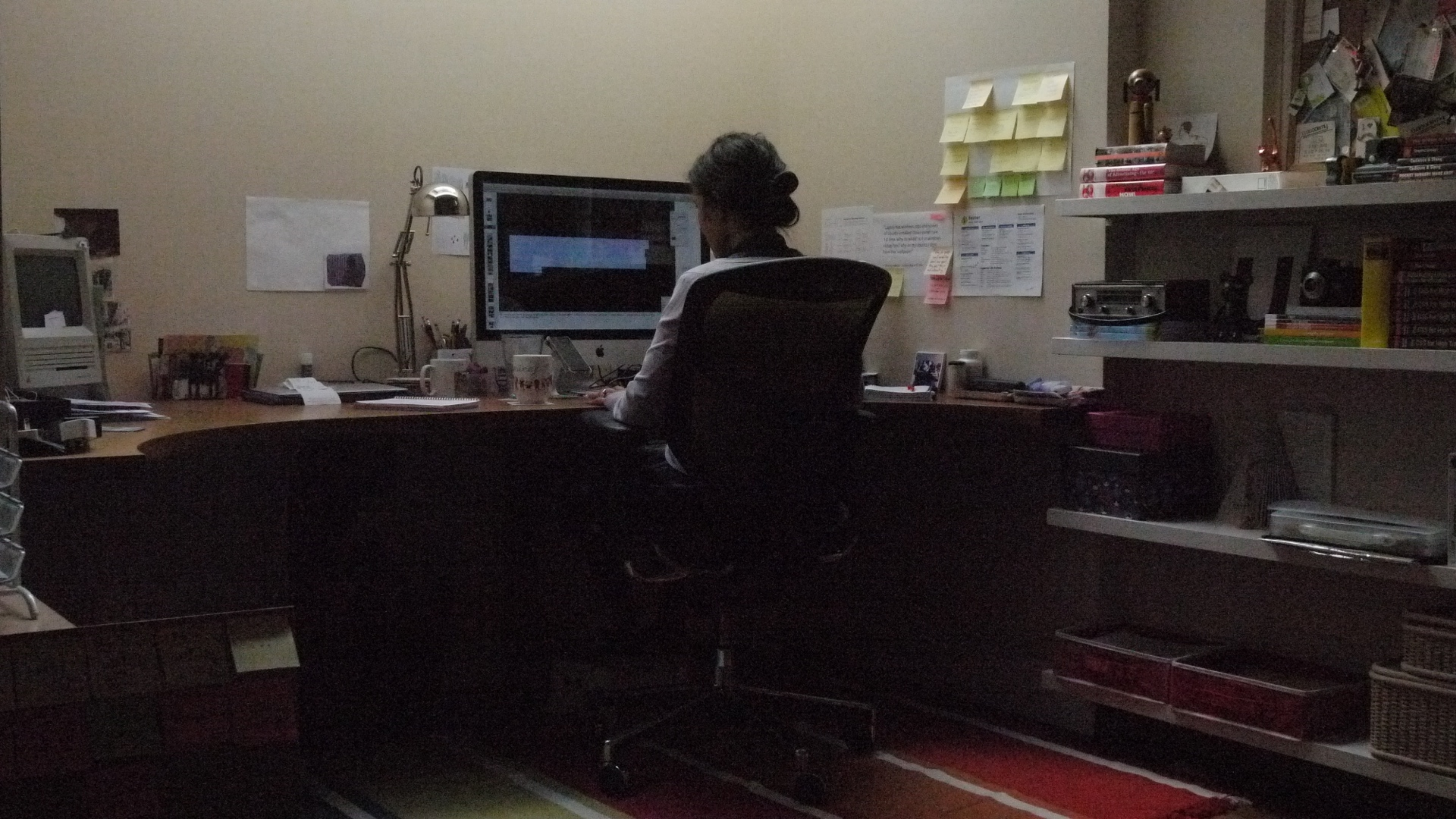
ubuntu[®]











- ✓ IRC on!
- ✓ Check email
- ✓ Update Basecamp
- ✓ Call team

- ✓ Check Onotate
- ✓ Do some designing
- ✓ Skype meeting
- ✓ Some more designing





















*It's crazy not to hire the best people just because they live far away. Especially now there's so much technology out there making it easier to **bring everyone together online.***

—37signals, "Rework"

Out of sight, out of mind











kiky anharisal

*The human moment, then, is a regulator: when you take it away, people's primitive instincts can get the better of them. Just as in the anonymity of an automobile, where stable people can behave like crazed maniacs, so too on a keyboard: **courteous people can become rude and abrupt.***

—Edward M. Hallowell, "The Human Moment at Work"







Homework

Create one human moment



Chat

Invite

Screenshare

YouTube

Google Effects

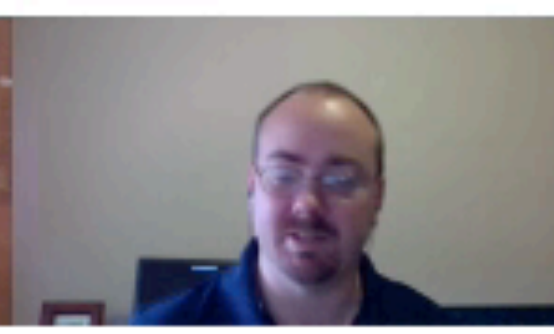
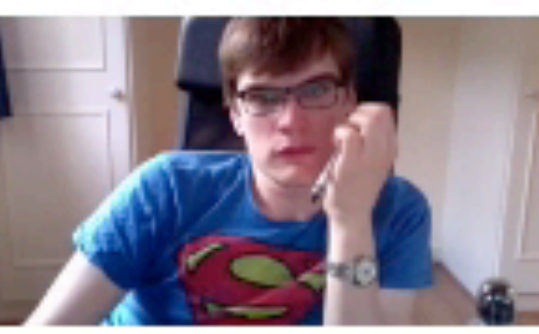
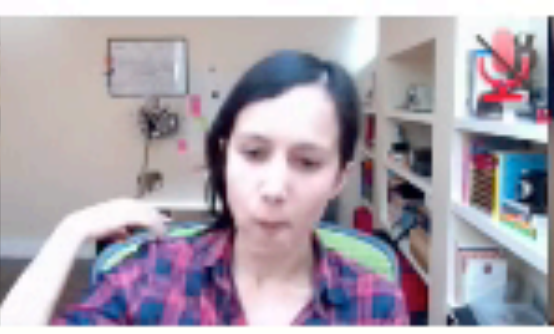
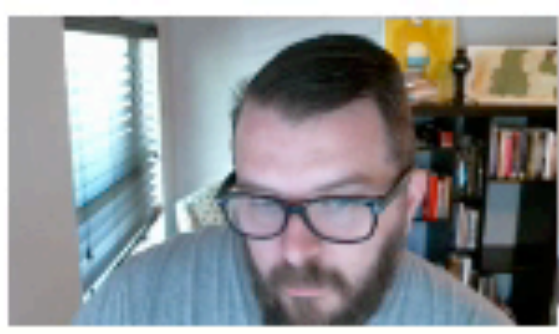
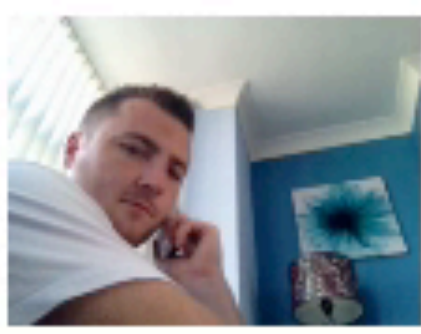
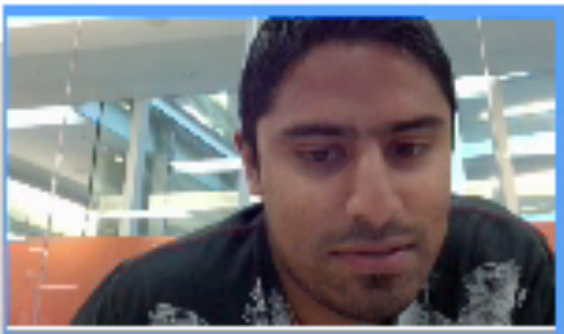
Scoot & Doodle

+ Add app



People

Apps





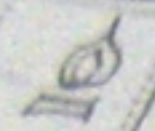




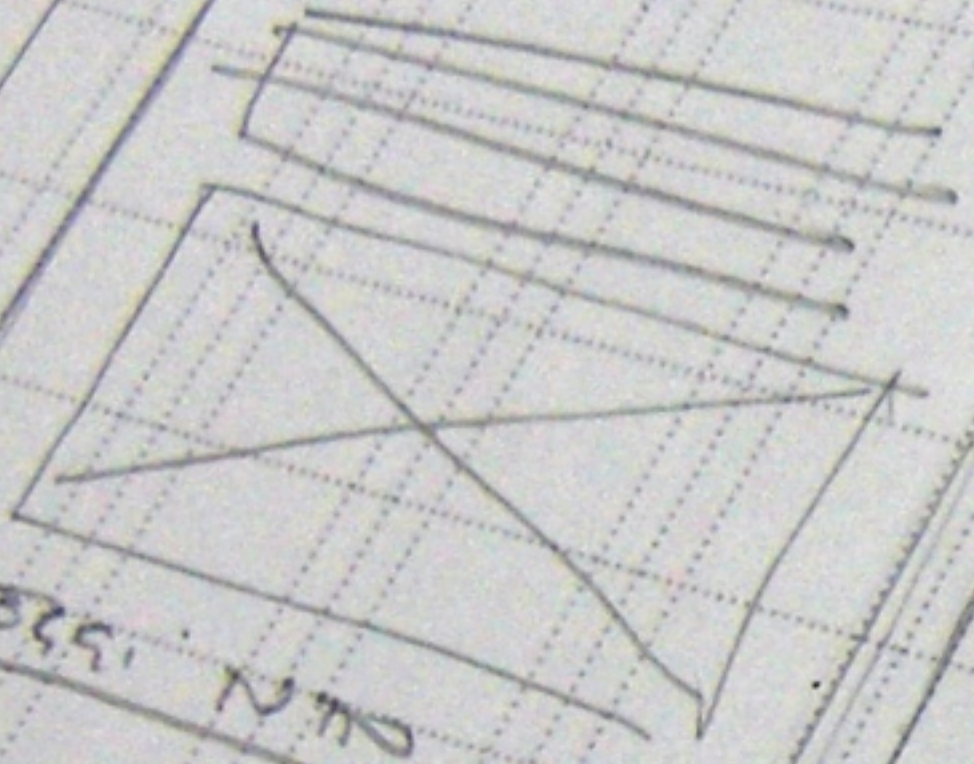
INFORME
AL TRONO?

Prometeo

GAS



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CHI SIAMO | STATUTO | VOCE | VOCE | VOCE | VOCE

ENERGIA



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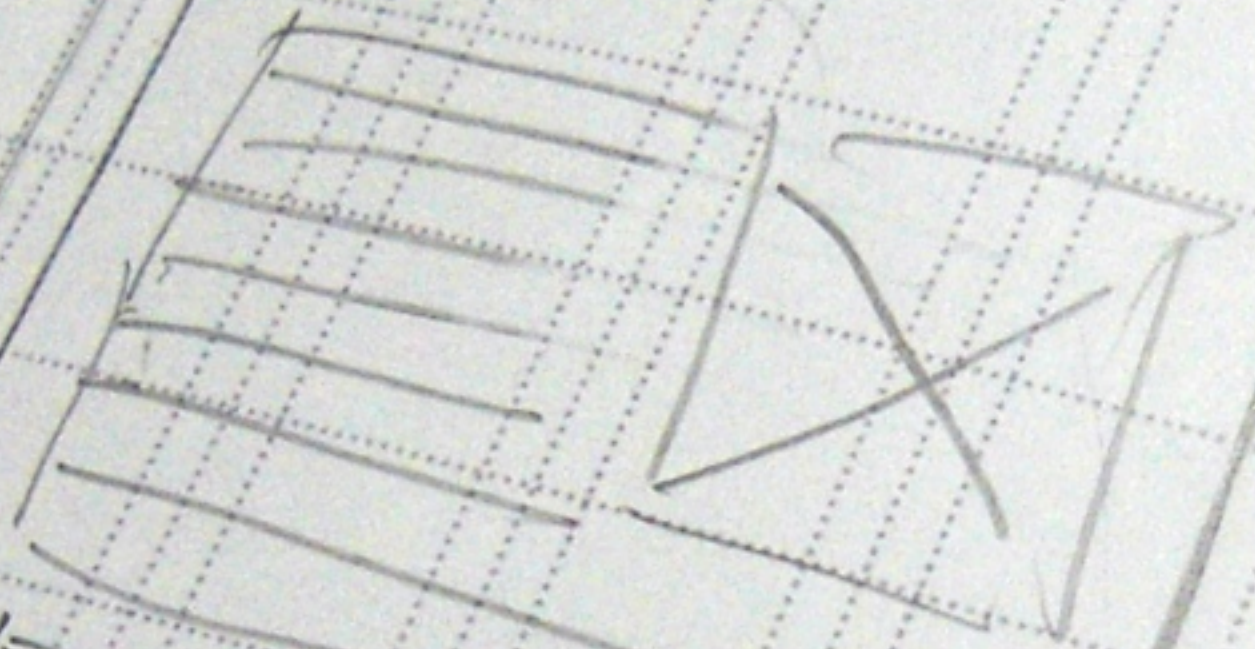


FOTO VOLUBILI



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TITOLO



IL

• CUTE
• PRU
• CUTE
• BEN
• SUBB
• MAM
• STAT





$\oint \vec{x} \cdot \vec{g} = \frac{1}{c} \oint (\vec{v} \times \vec{B}) \cdot d\vec{r}$

$$+ \frac{e}{y} (y - y_0) \rightarrow \frac{x}{z}$$

$$f \in {}^a b = \frac{-a}{\epsilon} \in b$$

$$K_{\mu} \epsilon^{ab} = \bar{E}^a \gamma_{\mu} \epsilon^b$$

$$\sigma_{\mu\nu} \frac{1}{J^{\mu\nu}} = \bar{\epsilon}^a \gamma_{[\mu} \gamma_{\nu]} \epsilon^b$$

$$AdS_2 \times S^2 \rightarrow AdS_3 \times S^2 = \left(T_{\mu\nu}^{22} \right)_{\mu\nu}$$

$$1 + 8 \cdot 12 = 102$$

$$\frac{m}{nT e^2}$$

$$\frac{B}{\text{be}}$$

B
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m
nter

11/11/11



*It's your job as a designer, and a communication professional, to find the right language to communicate with your client. When you say a client doesn't "get it" you might as well be saying, "I couldn't figure out how to get my point across. I am a lazy designer. **Please take all my clients from me.**"*

—Mike Monteiro, "Design is a Job"







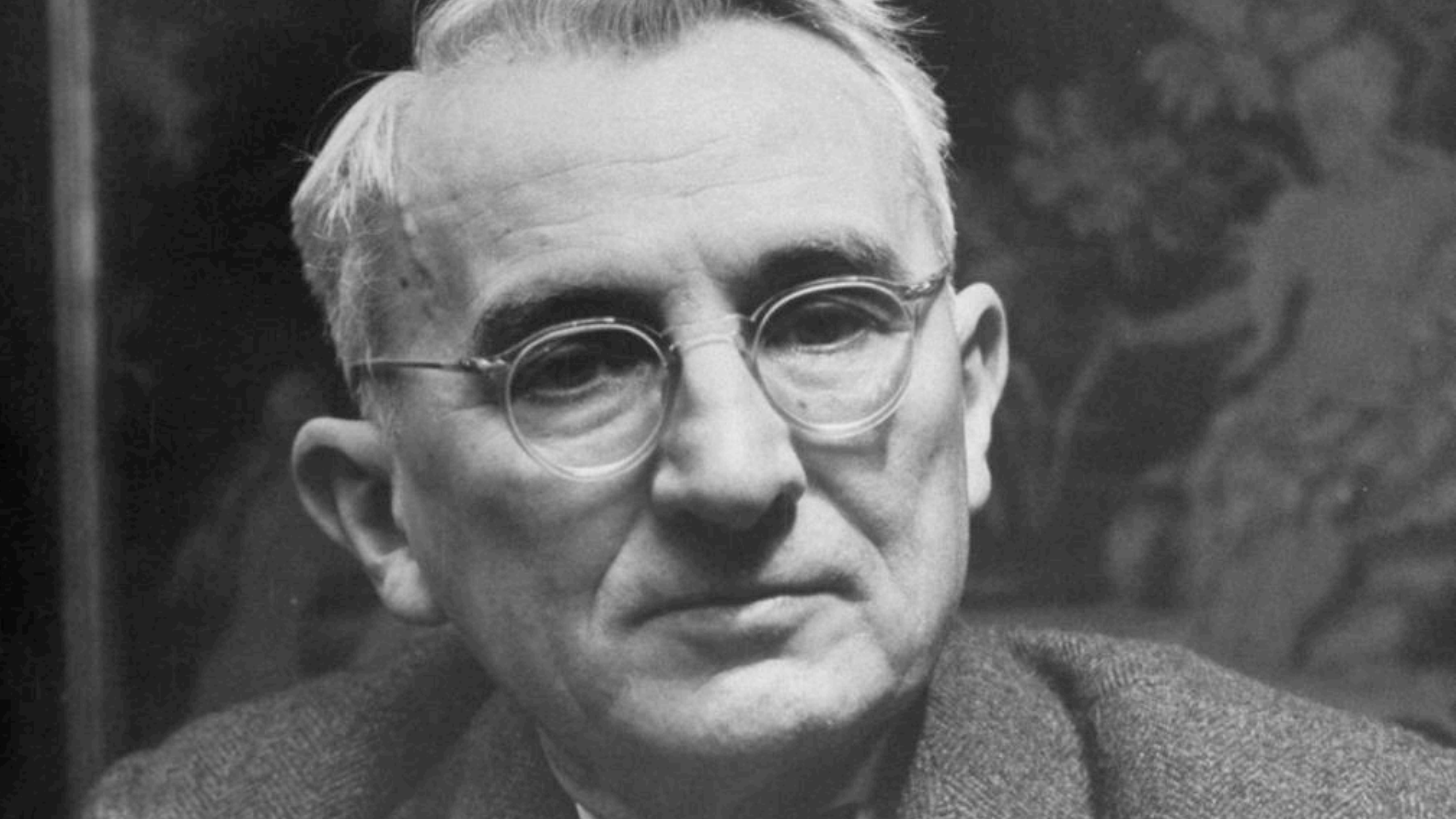
Homework

Get your point across









*When dealing with people, remember you are not dealing with creatures of logic, but with creatures bristling with **prejudice and motivated by pride and vanity.***

—Dale Carnegie, “How to Win Friends and Influence People”









Festival della Scienza









*I have spent the best years of my life giving people the lighter pleasures, helping them have a good time, and **all I get is abuse**, the existence of a hunted man.*

—Al Capone



*Perhaps most importantly, professionalism means,
in every situation, wilfully **gathering responsibility**
rather than avoiding it.*

—Andy Rutledge, “Design Professionalism”

Homework

Listen to the justifications

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BIG BRANDS
MANY IN SIZES
Exclusive
TO US
TALL: LT - 4XLT
MIGHTY: 1XL - 5XL



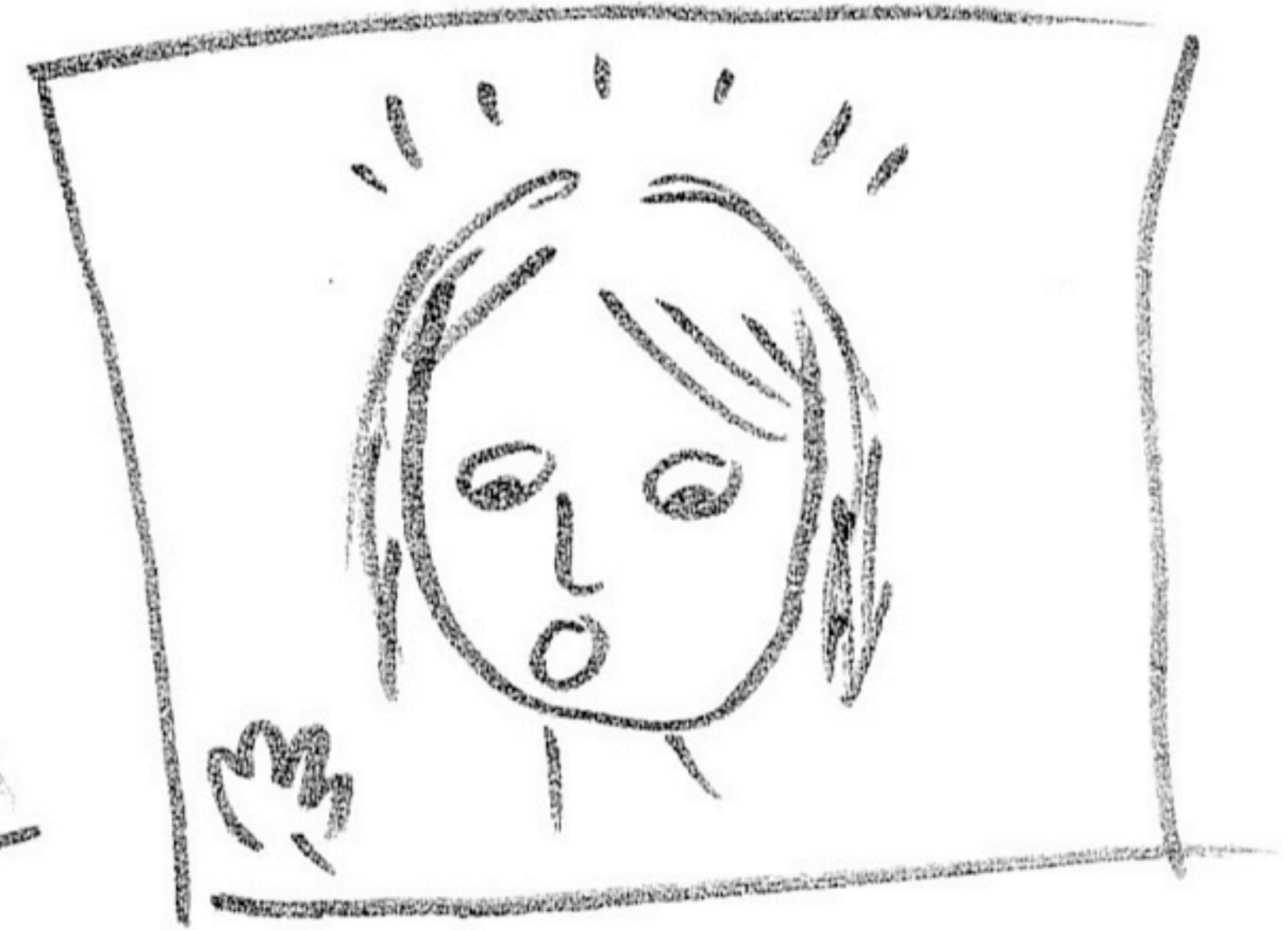
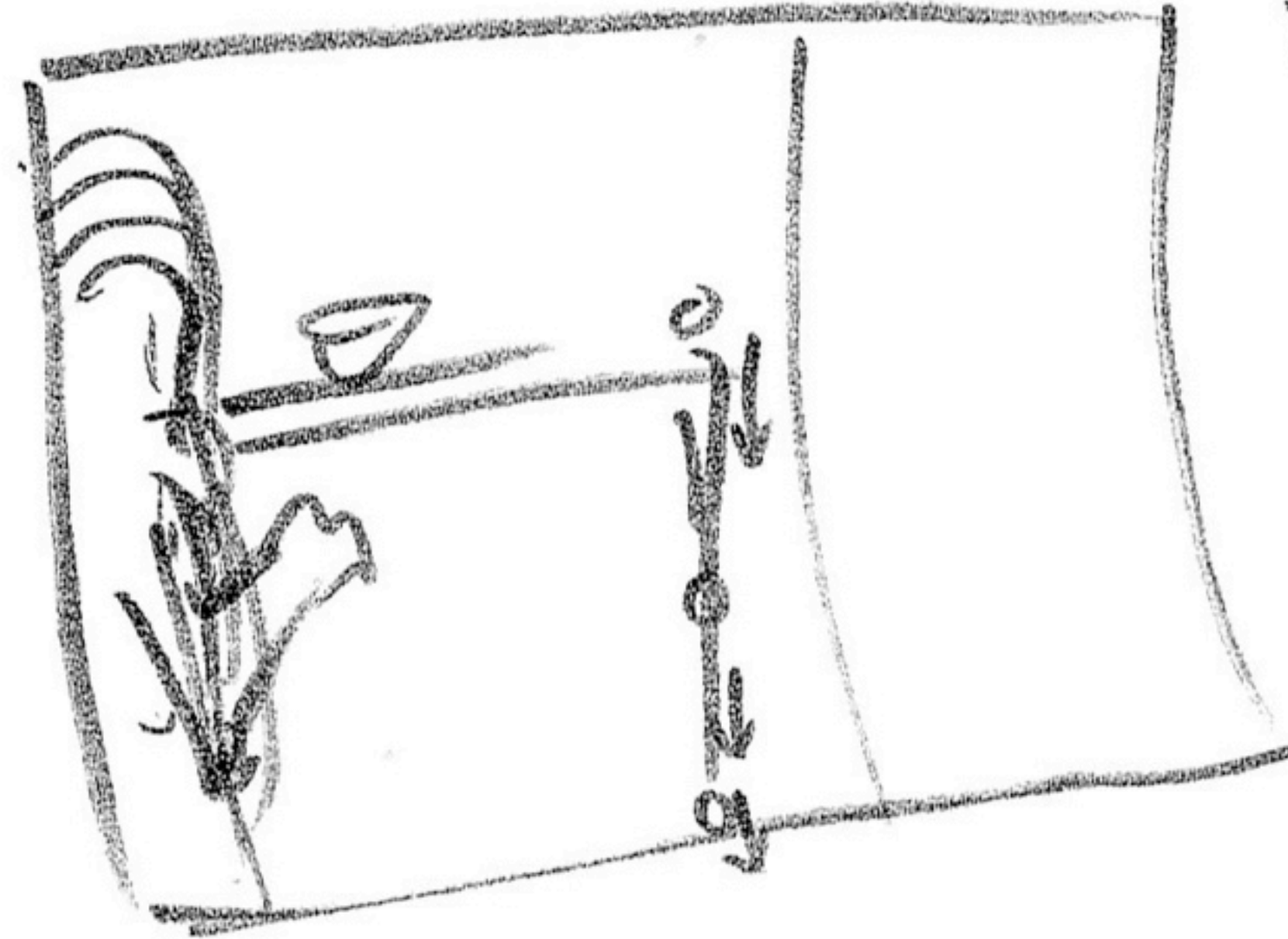
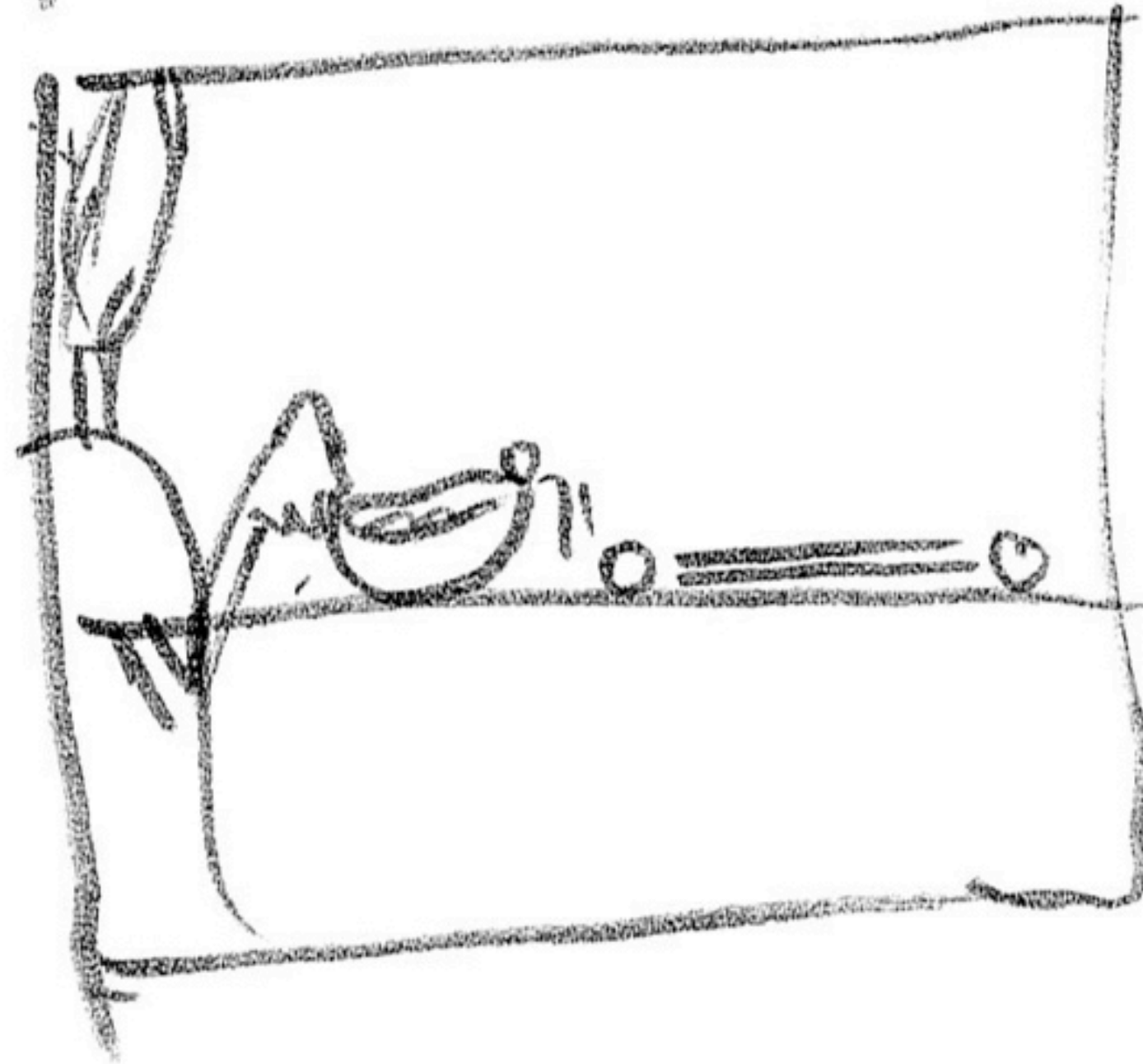
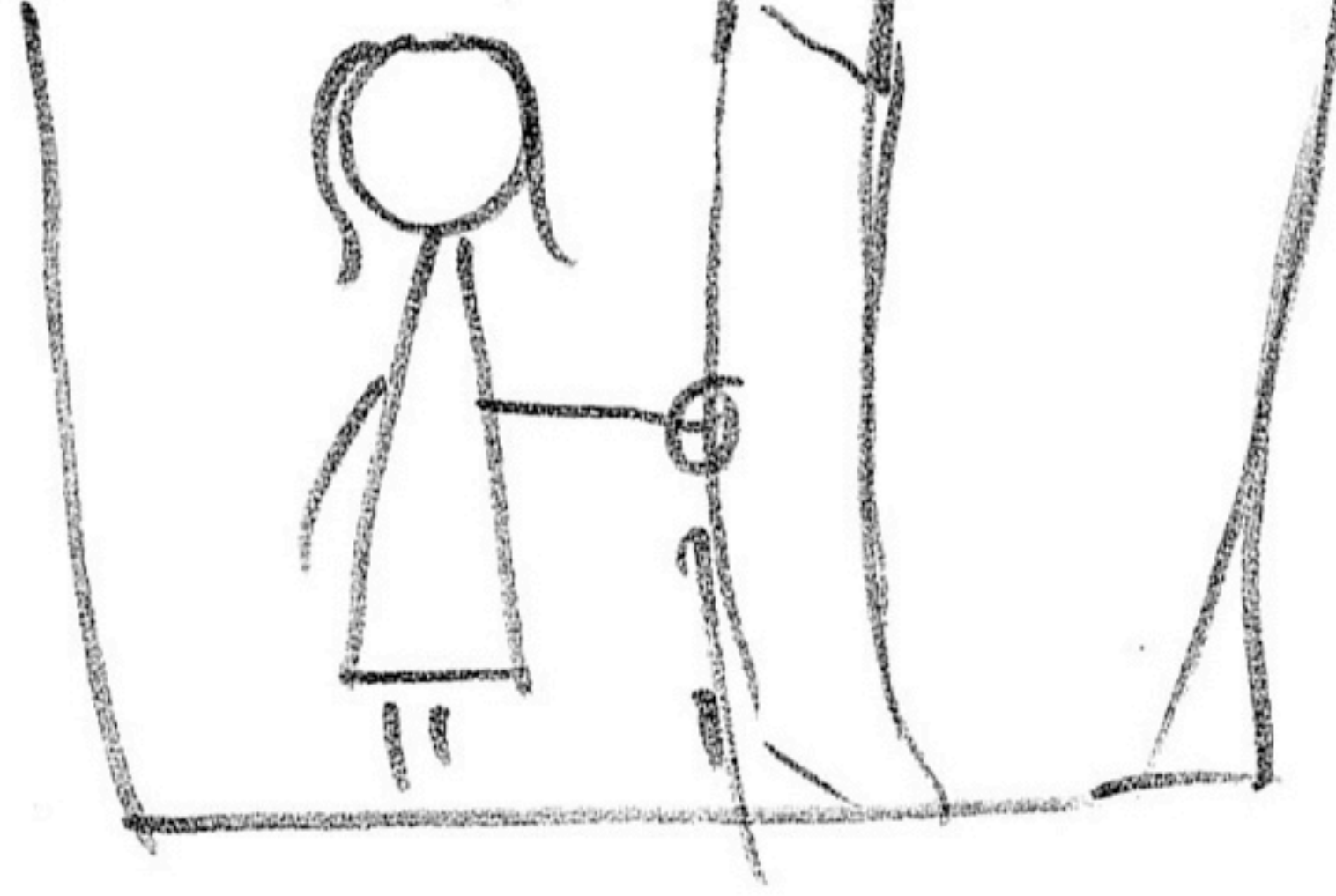
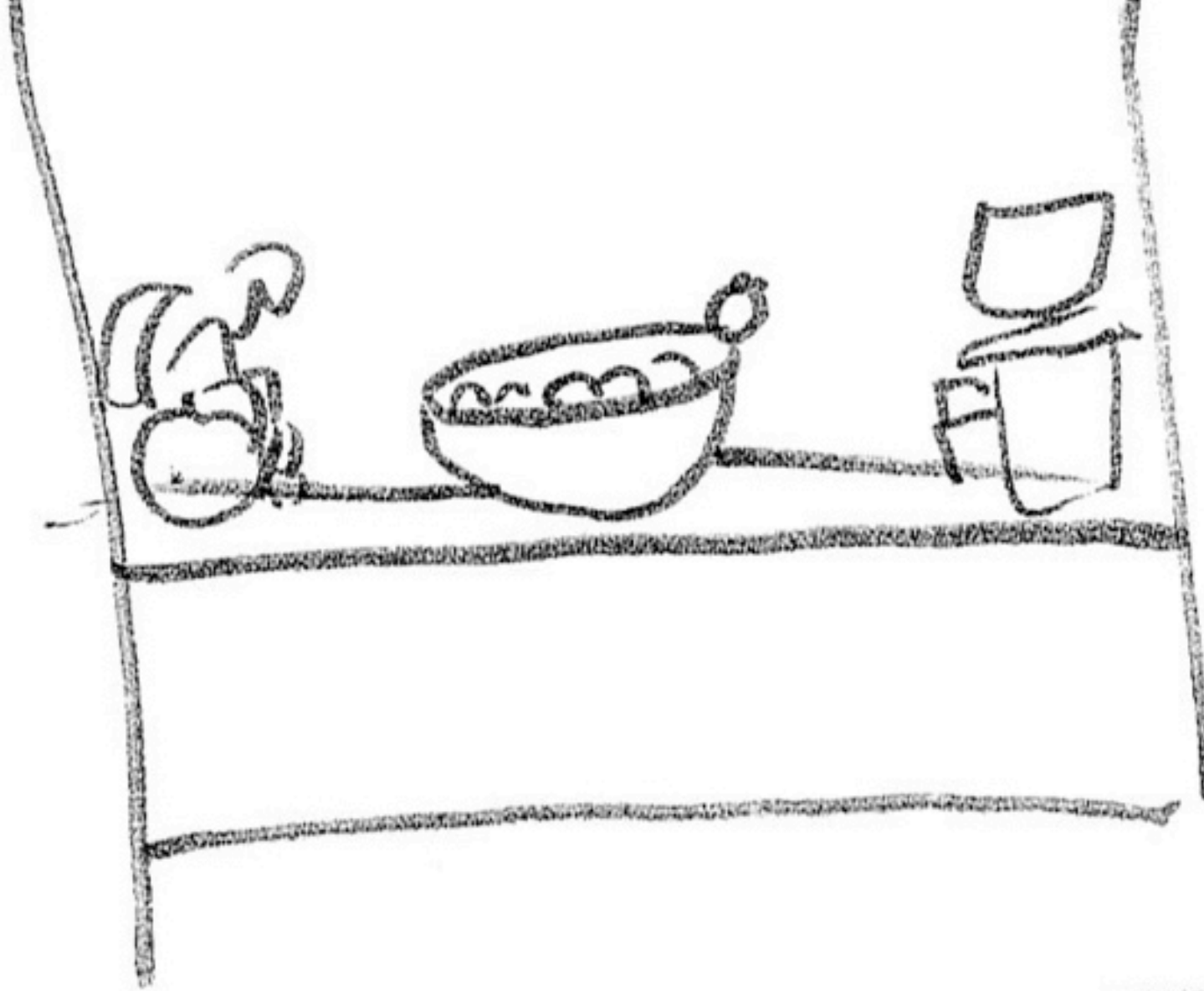






*If there is any **one secret of success**, it lies in the ability to get the other person's point of view and see things from that person's angle as well as from your own.*

—Henry Ford



ACCESSABLE
ACCESS







قناع غبار السيارات

TOYOTA
لاند كروز

المقطع غيار السيارات اليابانية

شيفروليه

جميع الملابس الداخلية للسيدات

٧٩٤٨١٩٧

سنة ١٤٢٩

سنة ١٤٢٩

تخفيضات
هائلة بالداخل

مواهب العنيد
من الساعة ١٠ صباحاً
من الساعة ١٠ مساءً



iPhone 4



Homework

Invite participation











Listen.



'Le Pain Quotidien'

Specials:

Whole Grain Rye Beer



Understand emotions.



Find a shared vocabulary.

Winter 2004

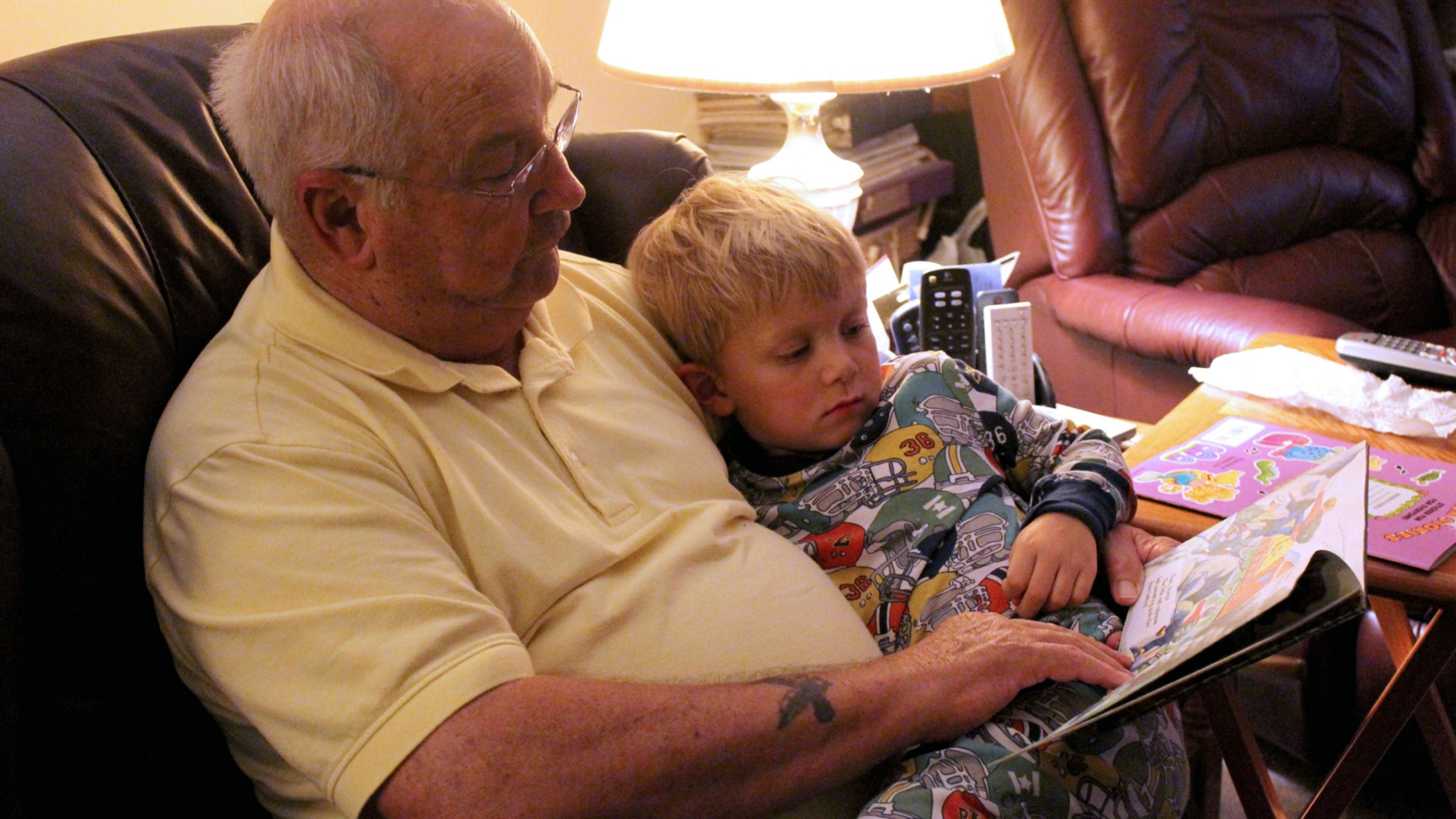
on thinking about
penmanship



*The man who does not read **has no advantage**
over the man who cannot read.*

—Mark Twain

Build a narrative.



*People fail to get along because they fear each other,
they fear each other because they don't know each other;
they don't know each other because they have not
communicated with each other.*

—Martin Luther King, Jr.

The end.

Thanks for listening,
Inayaili de León Persson
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