

Welcome to Intercom!



Jonathon Colman @jcolman

Senior Design Manager

Welcome to Intercom!



And now it's time for...

Welcome to Intercom!



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YOu pAY fOr

THE pIZzA 🍕 😋

Welcome to Intercom!



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THE PIZZA 🍕 😋

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Welcome to Intercom!



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Our work gets people talking

We're Intercom's product design team. Our tools help businesses and customers talk with each other. You know, like it's actually the 21st century.

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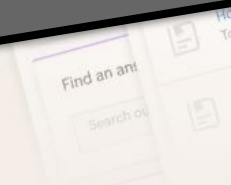
Our work gets people talking

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How we work

How designers work at Intercom is a big part of what makes our team and products different.

We're making these resources available to you with [Creative Commons](#) licensing. This means you can adapt them, re-use them with your teams, and republish them!

Our design process

Our design process helps us work in a way that's aligned with our principles.

[Learn more](#)

How designers have impact

Our framework for understanding what impact means for designers, how we measure its value, and how they can create more of it.

[Learn more](#)

Fundamentals of interaction design

These foundational ideas are deeply important, but sometimes forgotten. They set a baseline for how to critique interaction design.

[Learn more](#)

Design manager levels

See our expectations for product and content design managers and directors.

[Learn more](#)

Product and content designer levels

Take an up-close look at our expectations for all designers at each level of seniority.

[Learn more](#)



Our design process at Intercom

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Note that this process is elastic. You might need to expand or contract each stage based on the needs of your project, but you should still go through each stage. You might also need to go backwards as new insights arise.

Design stage	Goal
Intermission	Develop a sharp understanding and articulation of the problem we're trying to solve. Ensure we've asked enough questions and challenged assumptions.
Interconcept	Explore a broad range of ways to solve the problem in lowest possible fidelity that can give you sufficient confidence to decide on which direction to go.
Scope	Work with your team to figure what's the smallest coherent solution of your Interconcept that can be shipped and tested if it has solved the



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Product and content designer levels at Intercom

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Overall, all designers at Intercom are accountable for:
Creating market impact with teams by shipping high-quality design quickly

How to use this:

1. Review what we expect for your level and the one above yours
2. Consider how your practice aligns with our expectations, create a copy of this doc, and highlight the boxes that you feel best represent your work
3. Discuss with your manager to create a growth plan together
4. Assess your performance in growth areas regularly

Related resources:

- [Having impact as a designer](#)
Clarifies how designers create impact at Intercom
- See related levels docs for [product and content design managers](#) as well as [product managers](#) at Intercom



2. Execution

How you explore problems, design innovative solutions quickly, create impact in new problem spaces, and push our craft forward.

Competencies	Associate	Mid-Level <i>In addition to Associate</i>	Senior <i>In addition to Mid-Level</i>	Principal <i>In addition to Senior</i>	Senior Principal <i>In addition to Principal</i>
2.1 Defining problems	<ul style="list-style-type: none"> Understand the problem Start all design work with a problem statement, goal, and context 	State clear problems based on research and data, align the team on them	<ul style="list-style-type: none"> Practice first principles thinking to define problems Write Intermissions 	Practice first principles thinking to identify new opportunities	Apply first principles thinking to the entire problem space
2.2 Designing systems	<ul style="list-style-type: none"> Know the fundamentals of system design Talk with colleagues affected by your work 	<ul style="list-style-type: none"> Design our systems, not just elements or pages Start solving related problems in our products 	<ul style="list-style-type: none"> Evolve our products to be better and simpler Own/fix complex design and technical debt 	Improve core areas of Intercom where system design debt piles up	Define the future architecture of Intercom's products
2.3 Exploring and converging on solutions	<ul style="list-style-type: none"> Explore different ways to solve problems Identify pros & cons, questions, implications 	<ul style="list-style-type: none"> Explore concepts, narrow to the best solution Use the best formats and fidelities for your work 	<ul style="list-style-type: none"> Explore and refine quickly without losing effort Solve at low fidelity, then polish for delivery 	Deliver superior design while inspiring, teaching, and speeding up others	Overdeliver superior design, level up others, and always push the work further
2.4 Shipping design	<ul style="list-style-type: none"> Get design work shipped Own what the team ships 	<ul style="list-style-type: none"> Get great design work shipped quickly Balance perfect and done 	<ul style="list-style-type: none"> Drive how your team improves shipping Make smart trade offs 	Proactively join high-impact efforts to quickly create momentum and deliver	Evolve the collaboration between Design and Engineering at Intercom
2.5a: PD only Using our design system	<ul style="list-style-type: none"> Learn how to use our design system Design with components 	Use our design system proficiently and consistently	Know, use, and expand our design system to improve it instead of deviating from it	Build collaborations between product and the Design System team	Define, evolve, drive how R&D programs/teams work with our design system
2.5b: CD only Using our design system and content standards	<ul style="list-style-type: none"> Follow existing content standards Learn how to use our design system 	<ul style="list-style-type: none"> Help iterate on our content standards Use our design system proficiently and consistently 	<ul style="list-style-type: none"> Research and develop new content standards Expand our design system instead of deviating from it 	<ul style="list-style-type: none"> Define and own creation of new content standards Advocate for our design system and standards across R&D 	Define, evolve, drive how the company understands and works with our content standards
2.6a: PD only	<ul style="list-style-type: none"> Review About Face to 	<ul style="list-style-type: none"> Optimize for coherent 	<ul style="list-style-type: none"> Create simple, elegant 	<ul style="list-style-type: none"> Master interaction design 	<ul style="list-style-type: none"> Invent the future of

Product and content design manager levels at Intercom

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Overall, design managers at Intercom are accountable for:
Hiring, growing, retaining, and empowering designers to create market impact with teams by shipping high-quality design quickly

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3. Discuss with your director/VP to create a growth plan together
4. Assess your performance in growth areas regularly

Related resources:

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Clarifies how designers create impact at Intercom
- See related levels docs for [product and content designers](#) as well as [product managers](#) at Intercom



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Join our team

With designers among its founders, Intercom has always been a vision-first product company. So as a designer here, you'll directly influence our strategy, shape our systems, and have meaningful product ownership.

We value kindness, so you'll be able to be yourself, do your best work, and help grow our design culture. You'll learn faster here than anywhere else.





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Content Designer

Dublin, Ireland

Communication has changed for people. It's changed for businesses, too.

Intercom is the only suite of customer messaging products that drives growth at every stage of the customer lifecycle—across acquisition, engagement, and support. Today more than 30,000 businesses use Intercom to connect with a billion people worldwide.

Join the company helping businesses grow revenue through live chat, and so much more.

What's the opportunity? 🤔



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Product Designer

Dublin, Ireland

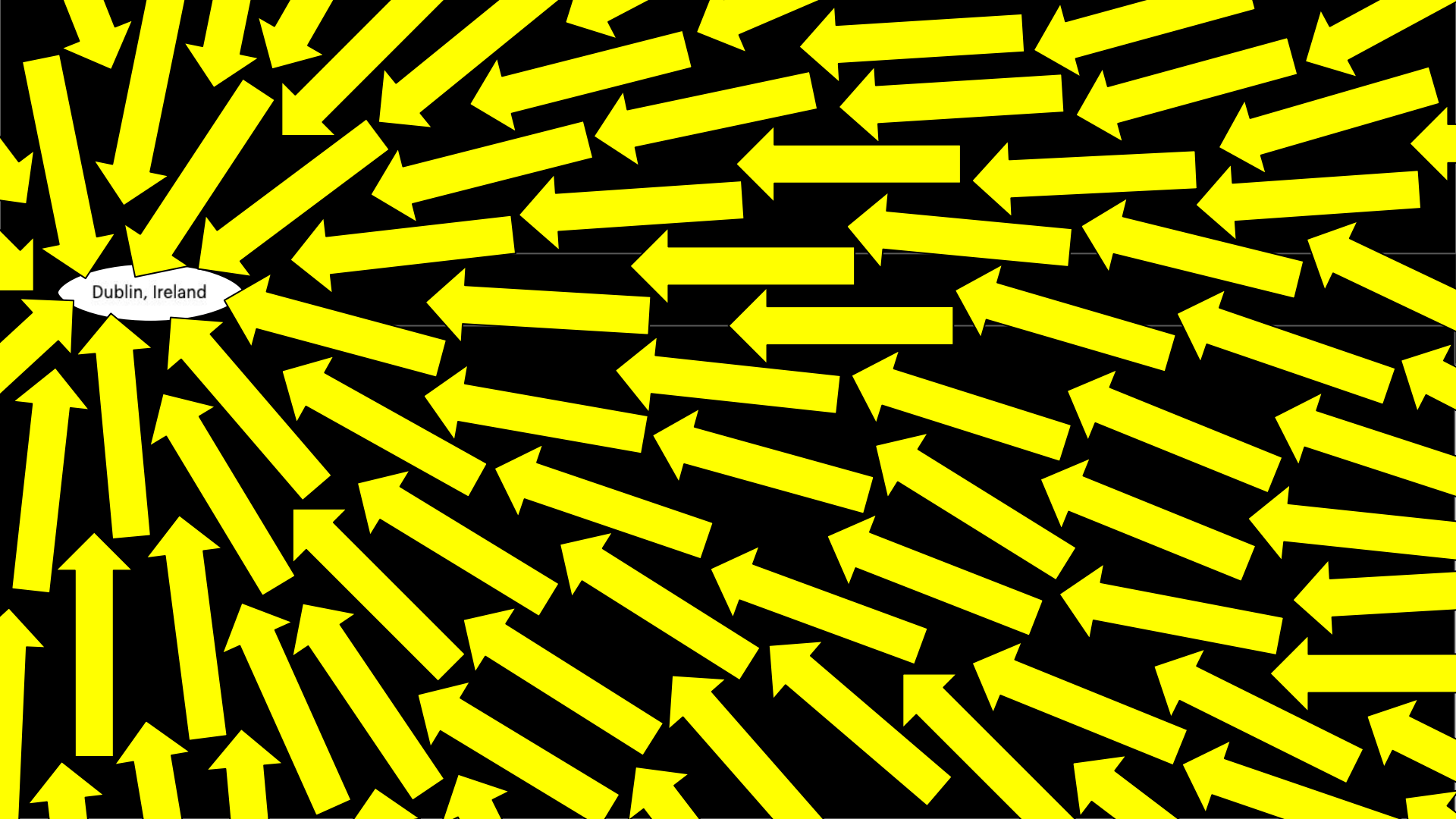
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Join the company helping businesses grow revenue through live chat, and so much more.

What's the opportunity? 🤔

Dublin, Ireland

A diagram illustrating a central point of convergence. A white oval on the left side contains the text "Dublin, Ireland". The rest of the image is filled with a dense, chaotic pattern of yellow arrows of varying lengths and orientations, all pointing towards the central oval. The background is black.



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Product Designer

Dublin, Ireland

Company

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What's the opportunity? 🤔

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We make internet business



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