How to work effectively with designers*

*crowdsourced 😉

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Intuitive design is a difference maker. One key to it? Simple: **productive relationships with designers.**

I reached out to some digital design contacts to understand **how to get the best out of them.**

Here's what they said...

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Design is **how it works**, not just the way that it looks.

Start new initiatives by providing designers with your goals and information on the target users, **not mock-ups.** Then we can discover solutions collaboratively.

Head of Design

SERIES A STARTUP

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As initiatives move forward, basically everything can be considered as a **work in progress**.

Maintain a consistent and regular feedback loop so that we can **iterate together**. This will avoid any nasty surprises as the designs mature.

Product Designer

FREELANCE

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Unsurprisingly, us designers do tend to be **very visual people.**

Scrappy sketches are more useful than 1hr calls. Provide **feedback in visual**, **written or recorded audio/ video form**, so that we can review it multiple times.

Senior Product Designer
SERIES C SCALE-UP

I also reached out to **experienced product and technology individuals** within my network.

I wanted to understand how they handle this **important relationship**...

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Trust in designer expertise. Provide the information that they need to succeed, give feedback and let them flourish.

I see **too many product folk at startups trying to design**. Don't do that. Respect their craft, let them breathe!

Product Manager

FAANG

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We use recurring interactions with our Design team to **get early eyes on upcoming initiatives.**

This works both ways: we can begin to consider how to solve problems technically, but - importantly - **provide feedback on feasibility.**

Tech Lead
SERIES A STARTUP

Design is how it works, not just how it looks.

Keep feedback loops tight.

Communicate feedback in a visual manner.

Ensure key stakeholders are kept informed.

Trust in the expertise of your designer.

Make sure Tech and Design interact regularly.

Hey, I'm Colin Cooper 👋🏼

With 15+ years of delivering digital products, I specialise in coaching startup product teams.

My method boosts confidence, productivity, and creates continuous improvement.

Ready to step up?

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