

Bruce Springsteen

taught me how to get
everybody to care about UX

Hey, I'm Vincent

Present: Lecturer / Researcher AUAS

Past: Experience Design Lead @ IBM iX,
Freelance designer/consultant, developer,
sailing instructor, meetup/conference volunteer

Future: AI prompt writer? Forester? Harbour
master?



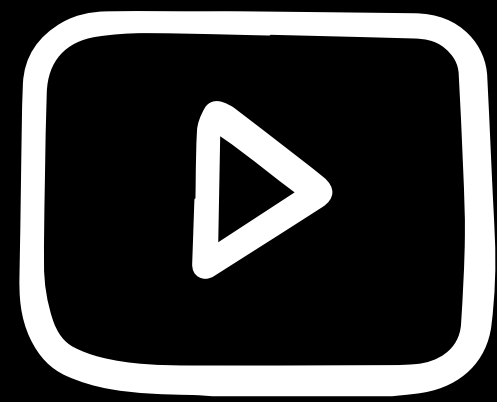
You should've been
there to see the photo :)

**Teacher at the beginning
of the school year**



**Teacher at the end of the
school year**





[Watch on YouTube](#)



Frame 2



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◀ December 2022 ▶						
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One

Two

Three

Mat Heint: Is there really no place for designers in the boardroom?

New research suggests that while businesses value the importance of design, they are less willing to involve creatives at board level. Looking at the benefits of creative decision-making, Mat Heint, CEO at global design consultancy Moving Brands, argues the case for a more diverse board.

By Mat Heint June 22, 2018 4:10 pm

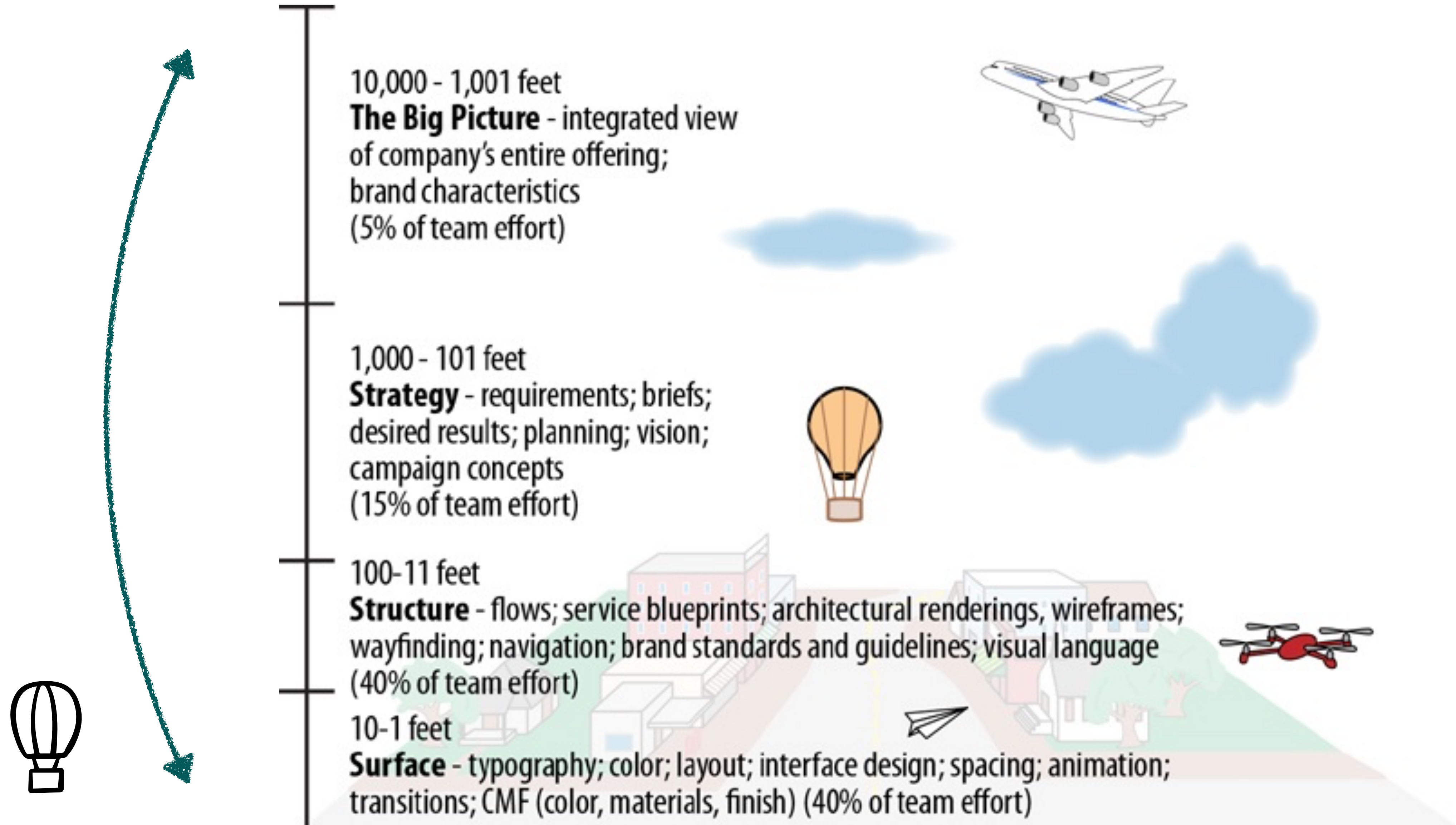


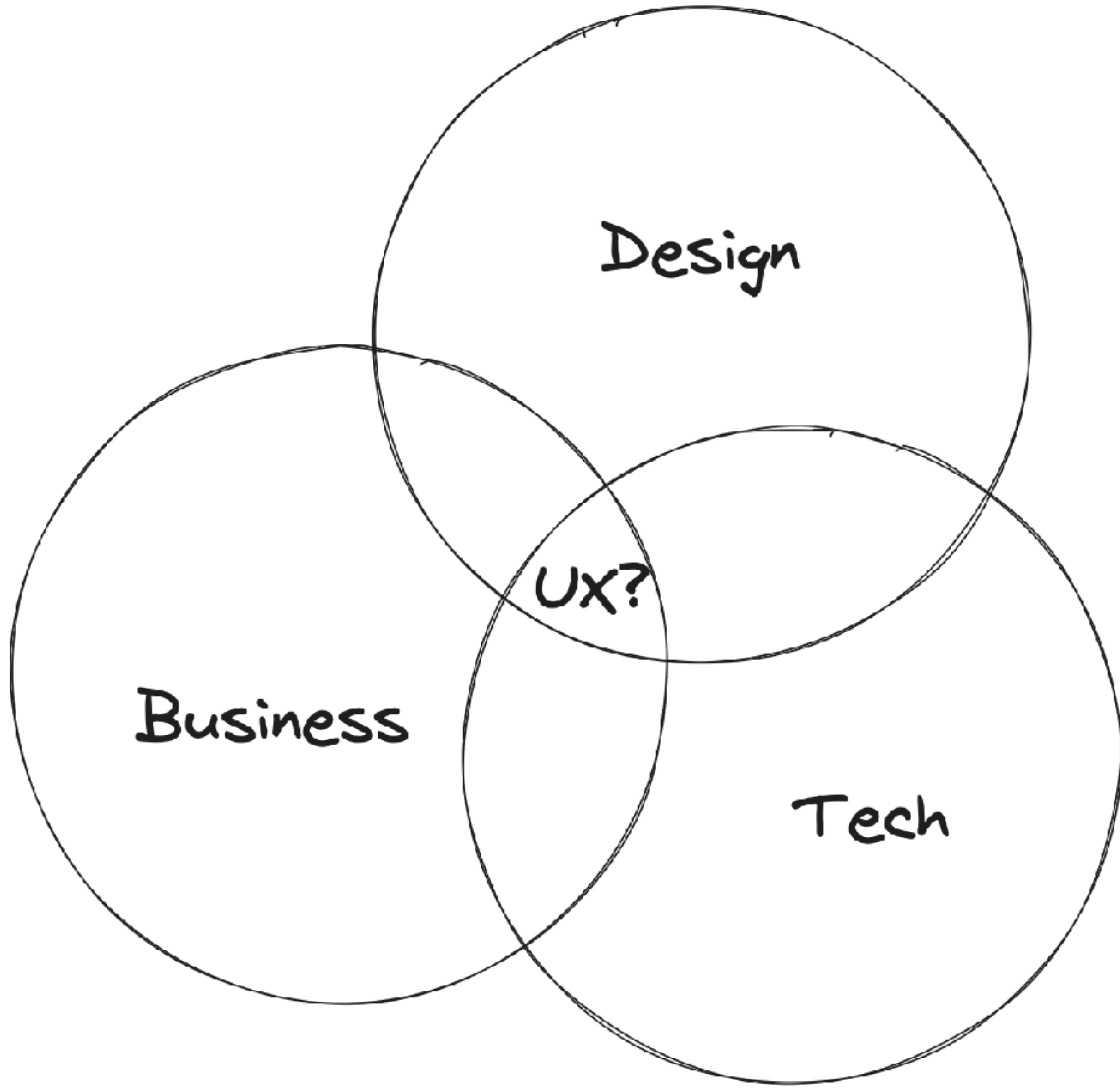
Nobody will hand you the power

“Ask for forgiveness, not permission”

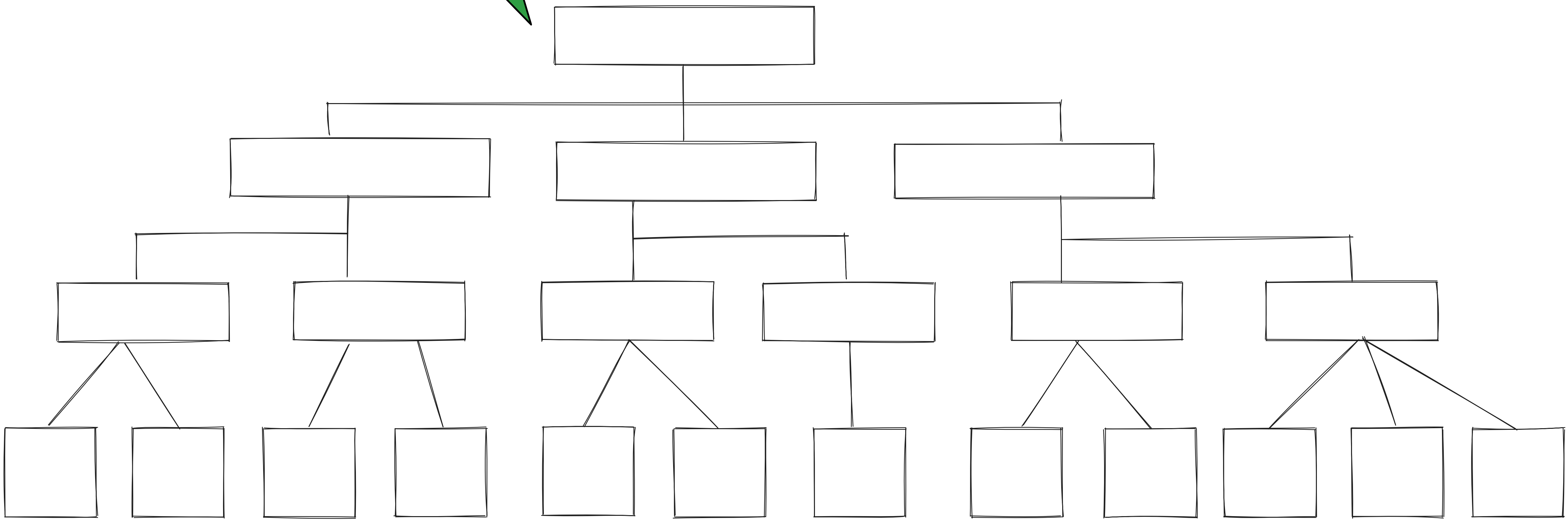
Grace Hopper and many others

+The even bigger picture: where's the sector/industry moving towards?

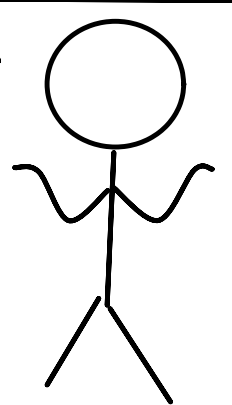


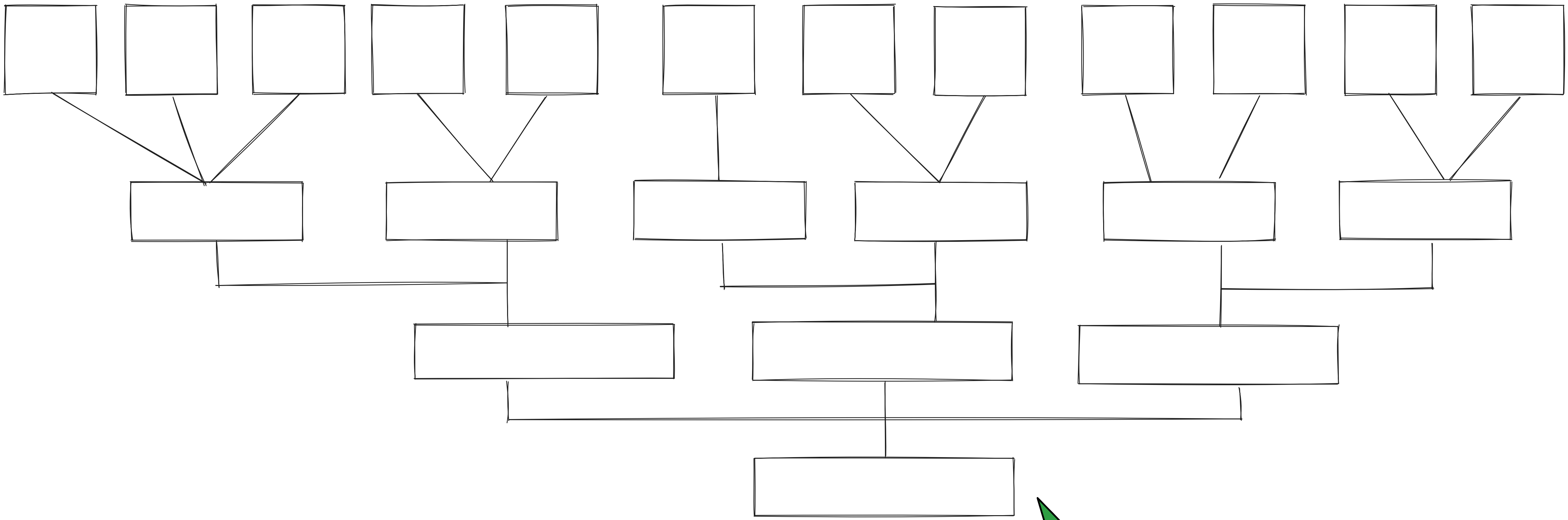
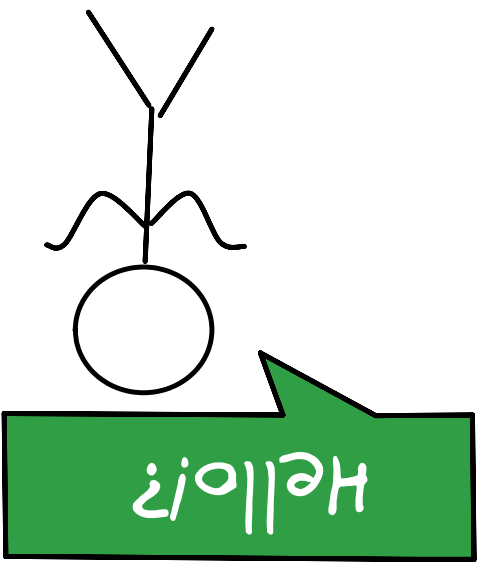


We really care about our customers



Hello!?





We really care about our customers

Expand your network: empathise!

Act like local & learn the language

You already have the tools but you need to point them in a new direction

- Stakeholder maps
 - Empathy maps
 - Jobs to be done
 - Hopes & fears
 - Lean canvas
- etc.



Secret consulting tricks that don't require a suit

1. Think • Prepare • Rehearse
2. Connect on a personal level
3. Discover allies
4. Turn allies into change agents
5. Have common goals
6. Ruthless prioritisation



“Growth and comfort do not co-exist”

Ginni Rometty former CEO, IBM

Now You!

1. How user-centric is your organisation?
2. What's holding you back from improving that?
3. Who could help you unblock?
4. When will you have a coffee with this person?



Don't be a stranger!

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