Carter

Shaping a DesignedUp Organisation

The Journey to Design Maturity



83,80 €
83,80 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

“Emma Carter reveals how organizations can shift from tech-centric to design-led, creating meaningful experiences. Through case studies and practical frameworks, she demonstrates how scaling design isn’t about adding more designers but transforming how organizations think and operate. This essential guide helps leaders embed design thinking at every level, turning transformation into a continuous evolution. In Shaping a DesignedUp Organisation Emma Carter distills the essence of digital transformation: true progress lies in simplifying through design thinking, not adding complexity. Like a conductor harmonizing an orchestra, she shows how tech and design can work together to serve human needs. More than a book on shaping and scaling design, this is a vision for a more powerful, humane digital future—essential for those bridging technology and human experience.”—John Maeda, VP Engineering, Head of Computational Design / AI Platform, Microsoft The learnings gained from Shaping a DesignedUp Organisation will not only give design leaders a seat at the table, it’ll make them the smartest person at the table - creating influence, driving conversations for growth, and ultimately shaping their company into a ‘design mature’ organisation. But that’s not to say this book is strictly for design leaders. Tech leaders, product leaders and business leaders will come to see how business performance and design are intrinsically linked. You’ll gain intimate insights from leaders at world-leading organisations like Spotify, Disney, Airbnb, Monzo and frog and learn about a variety of frameworks and practical approaches to help your organisation reach design maturity with a human focus. And if you’re in an organisation not convinced by the value of design, you’ll learn how to translate the benefits of embedding design at every touchpoint in a way that’s meaningful, valuable and profitable to various stakeholders, creating an army of design advocates to future proof your organisation…and decrease its risk of becoming a dinosaur.

This book focuses on maturing design capabilities within organisations. It helps designers to spread and scale their influence to help tech organisations and consultancies to become driven by design rather than driving design. Organisations driven by design have been shown outperform those that are not.

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