IBM Design
About Me

Linda Weber
26 years old
Munich, Germany

Background
B.Sc. Psychology
M.A. & M. Ed. International Cognitive Visualization

IBM
Started in October 2015
User Researcher
zSystems - Firmware
IBM Böblingen
IBM & Design??
Good design is good business. Imaginative use of design helps to sell our products. Pleasant, efficient work areas contribute to better morale and productivity. Dramatic design in printed material increases its message impact.

THOMAS J. WATSON JR | DECEMBER 1966

Good design is good business

Since design excellence concerns all areas of the business, you should make certain that all your people are aware of its importance.
1’037 DESIGNERS
4 Roles

User Researcher    UX Designer    Visual Designer    Front End Developer
Design Studios

Austin   Böblingen   Dublin   Hurley   New York   Ottawa   San Francisco   Shanghai   Toronto
Phil Gilbert
Global Management - IBM Design
Design Frameworks

1. Empathize
2. Define
3. Ideate
4. Prototype
5. Test

Ideo
Google
Frog
IBM’s Design Framework
The Loop

Understand users’ needs and deliver outcomes continuously.

Observe  
Get to know people, uncover their needs, test your ideas.

Reflect  
Build understanding, form intent, commit to decisions.

Make  
Explore ideas, prototype possibilities, drive outcomes.
Design Principles

See problems and solutions from a new point of view.

A focus on user outcomes
When you use IBM Design Thinking, put your users’ needs first.

Multidisciplinary teams
Collaborate across disciplines to move faster and work smarter.

Restless reinvention
Everything is a prototype. Listen, learn, and course-correct.
The Keys

Scale your practice to complex problems and complex teams.

**Hills**
Align your team around specific, worthwhile outcomes to achieve.

**Playbacks**
Reflect together in a safe space to give and receive criticism.

**Sponsor Users**
Give users a seat at the table. Invite them to observe, reflect, and make with you.
Design Camp
3 Projects

Accessibility Hackathon: cognitive, tactile & visual disabilities

Microproject: Onboarding, Security, Bluemix

Incubator Project
Post its everywhere.
Loads of fun
QUESTIONS?
Links & Contact Information

Design Thinking: ibm.com/design/thinking

Design Language: ibm.com/design/language

Design Bootcamp Blog Series: https://blog.ibm.jobs/2016/03/03/my-ibm-design-bootcamp-experience/

‘Maelstrom’ Internship Program: https://www.youtube.com/watch?v=L0GAn8kw_SQ
Related Blog Series: https://medium.com/the-maelstrom

Apply here: https://www.ibm.com/design/careers.shtml

Contact me, if you have questions: linda.weber@de.ibm.com