



# Head of Design

## Goals

## As measured by

Ensure that the company design style and language are consistent across all new features in Q1

1. Launch interactive pattern library by January 15
2. Ensure that 100% of “Enterprise Grade” features ship with design consistent with company guidelines in Q1
3. Meet with all 7 design managers to discuss updated design principles by February 5
4. Revamp the company style guide to match new company brand by January 20

Drive high team achievement and rapid promotion by end of March

1. Develop a concrete promotion track by January 18
2. Bring 6 design superstars in for team lunches throughout Q1
3. Host a 1:1 with each team member to teach and discuss effective framing of projects by February 15
4. Have 60%+ of the team attend mentee/coaching seminars by end of March

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Adopting OKRs for goal creation ensures employees in every department and function are aligned and working toward the organization's top priorities.

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practices, and then use them to craft the unique program that best fits your organization's culture and business needs.

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# Marketing Designer

## Goals

## As measured by

**Wow attendees to company developer event with new design identity by end of March**

1. Develop 3 different thematic explorations by February 15
2. Design full event campaign including billboard, bus panels, and website landing page by March 15
3. Attendee satisfaction survey average of 4.5 or higher

**Be a great partner to marketing and sales**

1. Coordinate with content marketer to define guide content by February 15
2. Develop a brand-consistent template that translates the content message by February 22
3. Layout feature guide content and create illustrations, icons, and charts by March 7
4. Publish the feature guide to the company resources page by March 10

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# Product Designer

## Goals

## As measured by

**Ensure a wildly successful product launch by end of March**

1. Participate in 5 user interviews with User Researcher by January 10
2. Meet with lead software engineer and QA engineer 3 times before February 15
3. Create and present 5 prototypes to head of design by March 5
4. Deliver interaction visual designs to product and engineering by March 15

**Create an efficient team through improved processes by end of March**

1. Implement and run a revamped new hire onboarding process by January 20
2. Create 2 March sprint prototypes using Form by February 15
3. Attend MAP training session on February 18
4. Chronicle the design process for new mobile web browser in a blog post by February 22

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# User Researcher

## Goals

## As measured by

**Help product leaders better understand our customers by end of March**

1. Travel onsite to 6 partner companies by February 22
2. Onsites not included, hold 60 user interviews by February 22
3. Create a model for top 5% of users of the product by March 5
4. Distribute nationwide survey to 10,000 individuals to gather demographic data by March 15
5. Aggregate user interview and survey data into a comprehensive guide by end of March

**Build processes to support enterprise customers**

1. Determine sprint process for enterprise grade features with key stakeholders from Product, Engineering, and Marketing by January 15
2. Receive product leader approval on proposed process by January 28
3. Design 2 new features through new process for March sprints by end of March
4. 80% feedback response on new process from key stakeholders by end of March

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# Producer

## Goals

## As measured by

### Expand and build a powerful team

1. Hire 6 designers who can help with graphic design executions by end of February
2. Hire 2 producers who have at least 5 years of experience and fit our culture by end of February
3. Train 100% new producers in all aspects of the production process for the Creative Studio team by February 15
4. Receive approval from Head of Design on onboarding document with the necessary links, processes, glossary of production terms, and team information in one place by end of March

### Personal Development: Become well-rounded in my role

1. Document new process for purchase orders and track them on the budget spreadsheet by end of January
2. Implement a calendar system for all projects that can be shared with members of each cross functional team by February 15
3. Attend the Creative Summit conference to learn about Integrated Production on October 26

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