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DesignWhine

Celebrating UI & UX Designers

INSIDE

SELF DISCOVERY: A RESPONSIBLE SON, AN ETHICAL DESIGNER
INTERVIEW: ABAYOMI AHMED ON AFRICA, DESIGN & UX WRITING
DESIGN FICTION: ONE HEART TREATY: AN APP TO AVOID WARS



 ADPlist

ADPLIST SPECIAL

NEW AGE JEDI

EXCLUSIVE: ADPLIST FOUNDERS FELIX AND JAMES ON THEIR EXTRAORDINARY MISSION TO DEMOCRATIZE MENTORSHIP FOR ALL



EDITORIAL

End To Gatekeeping

Everybody knows how

YouTube revolutionized the way we create, consume, and share content. Launched in 2005, the platform broke the barriers of entry into the media world and allowed ordinary people to express themselves like never before. Sure, a majority of the content could be termed immature but in the bigger picture, inclusive access to everyone regardless of expertise is something that we all need to recognize and applaud. Similarly, in the UI & UX community, there's an ongoing debate on who should be 'allowed' to preach and advocate for design. The self-appointed 'gatekeepers' always champion entry barriers on the pretext of having "standards" but all are

essentially elitists who are far too afraid to let go of their imaginary powers.

Enter ADPList and similar communities. On their mission to democratize design knowledge and mentorship, these are like the Rebel Alliance against the evil Galactic Empire in Star Wars.

DesignWhine is a proud ally of the Rebel Alliance and celebrates the success of ADPList.org in this special issue



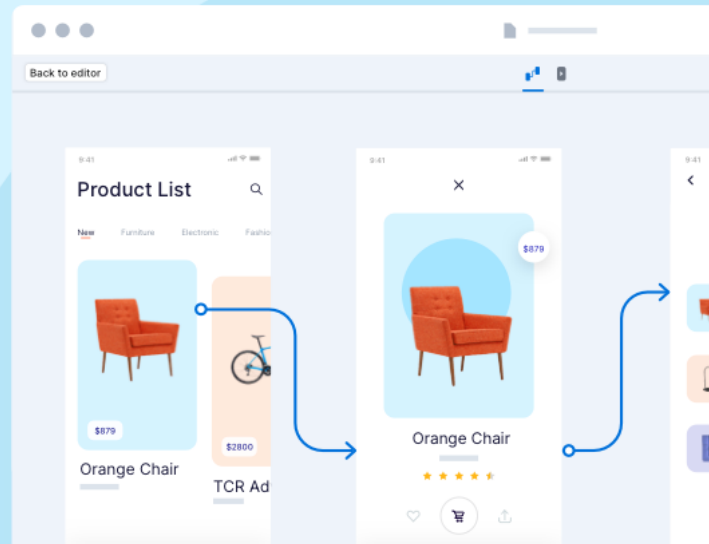
RAJAT AGARWAL
Editor-in-Chief

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If you want your story or work to be featured in the magazine, please visit - www.designwhine.com/get-featured



ANNOUNCEMENT

We're Looking For Design Journalists!

DesignWhine is looking for volunteers to cover news, stories and latest happenings in the design community



If you have a knack for writing and staying updated about the latest happenings in the UI & UX world, you could be a part of our team!

All we need is a bit of your time and your passion to contribute to the community.

Email a bit about yourself and your availability to **hello@designwhine.com** and we'll get in touch with you.



SELF DISCOVERY

A Responsible Son, An Ethical Designer

Largely self-taught, Charchit shares his story of selling sandwiches on the streets to becoming a designer

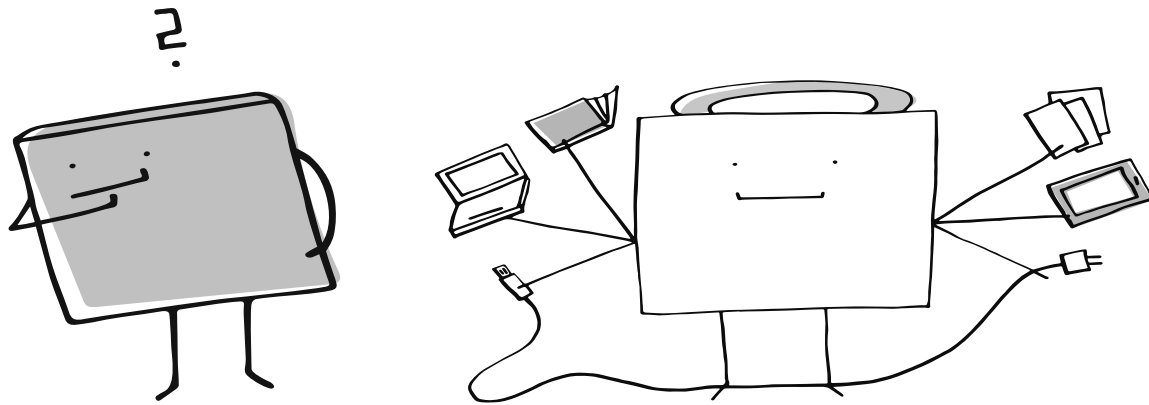
By Charchit Garg

“Son, you learned business card designing in Mumbai, didn't you? Why don't you start to polish your skills again and maybe I could get you some business”, said my dad.

It was just another day for most in early 2014, but one of the most dreaded times for us. It was a time when there was no school for me - I was supposed to be in the 9th grade - and my family was

staying in a single room apartment. We had lost everything - work money, savings and my dad was desperately trying to build things right up from scratch. Until things became a bit better for us, not before a couple of years, I had unintentionally started to walk on the path of design.

The next day after my dad's suggestion, I designed a few business cards. They weren't



even remotely decent and dad didn't get me any business. But what he had obviously pushed me towards was much more than that. He had pushed me to a world that made me very curious in the days to come. I had no mentor, no education or experience in the field, but my curiosity to find, research, and learn more about design led me to carve a solid career path ahead.

I landed my first internship in the 10th grade. I worked for a travel magazine, did pro bonos, and everything I could to build my credibility in the market. By the 11th grade, I was earning a decent amount working as a freelancer. That was my financial

kickstart and I owe it all to my curiosity and the unwitting push my dad gave me. This marked the beginning of my journey. I realized how someone without a degree, discipline, goal, and without the usual success-frameworks can still create opportunities and thrive by just being curious.

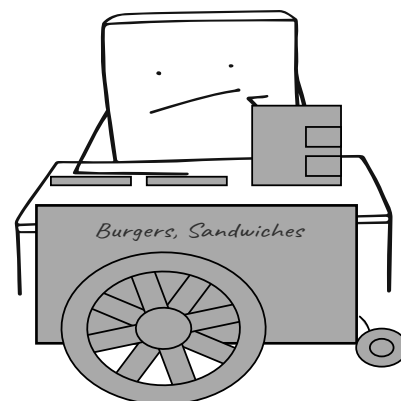
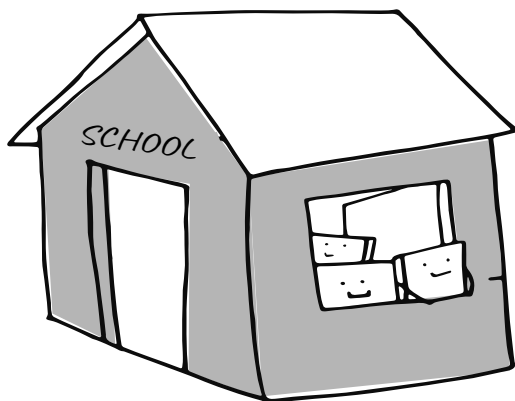
While my curiosity for design helped me make a decent career, the journey wasn't without its lows. During the initial phases of my family's financial struggle I hardly acted responsible. I even thought of leaving my house and hated my father for getting us into a financial mess. But one evening at the dinner table, my dad went, "I

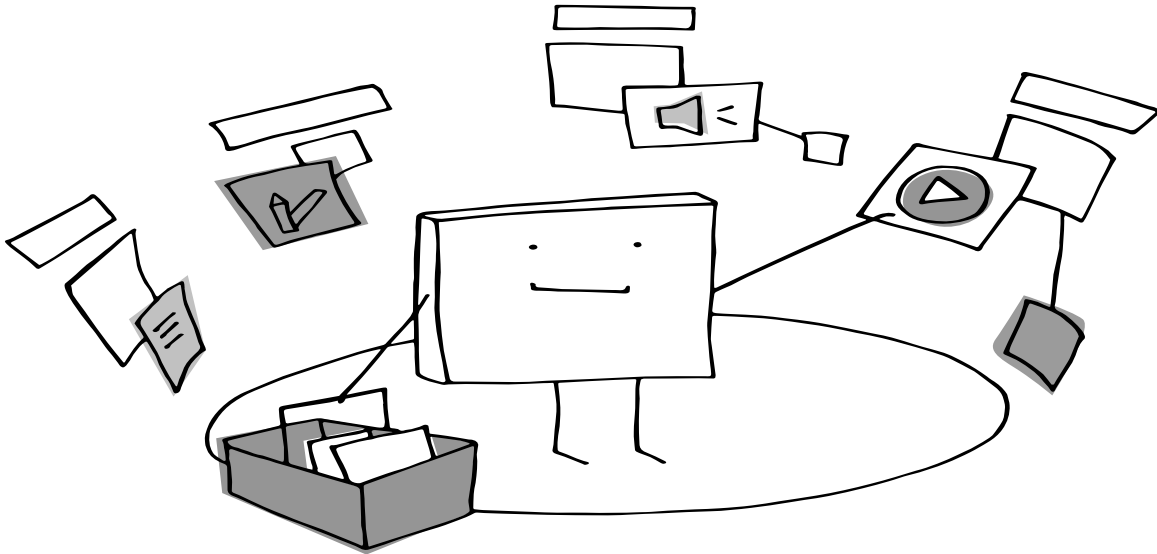
have nothing to offer you that an ideal father should. You have to create your life from scratch." Again, my dad probably said it in a weak moment but this had a profound impact on me. I still shudder when I think about it.

I suddenly felt the urge to contribute to my family. While I had begun freelancing and the money was enough to support a single person, it was still low for a family. To help my family rise up financially, I decided to take a radical approach. I took a loan from my mother's personal savings and brought a cart. I sold burgers and sandwiches on the street. I cooked, procured, served and did everything that had to be done. Within a

month, I was making a decent amount. Though it was tough and extremely embarrassing to stand on the street where school friends would pass by, I did it for the sake of my family.

Looking back, when I think about it, standing on the street taught me a lot about design. To get rid of the fear of embarrassment and to take feedback constructively. When people disregarded my sandwiches, I learned to comprehend the difference between taking feedback personally and taking it objectively. I would say the quality of receiving feedback positively in my design career has stemmed from that experience.





I continued selling burgers for a while, before I landed an internship at a design agency with the help of a friend. I shutdown my cart and focussed on enhancing my skills to get a full-time opportunity there. However, the remuneration they offered was so low that I had to turn it down. And now with my cart shut too, I was again left with nothing to contribute to my family.

With nothing at hand, I immersed myself rigorously in honing more skills - reading, portfolio building, marketing. I taught myself the business of design, sales negotiation, presentation skills, anything

that could make me stand out from the crowd of talented designers. Four months later, I was called again by the same design agency with a good offer this time.

I joined and was able to support my family to my heart's liking. But, like they say, whatever can go wrong, will go wrong, and so it did.

The agency where I worked had a lot of design processes that I did not agree to. I wanted to bring about a change and so I rebelled against most of the happenings there related to design, which now I realize was a bit immature of me. In

frustration, I started looking out. When I got an opportunity at a food-tech startup, I took the plunge. But being the ignorant fool that I was, I did not serve the resignation notice period and chose to abscond instead.

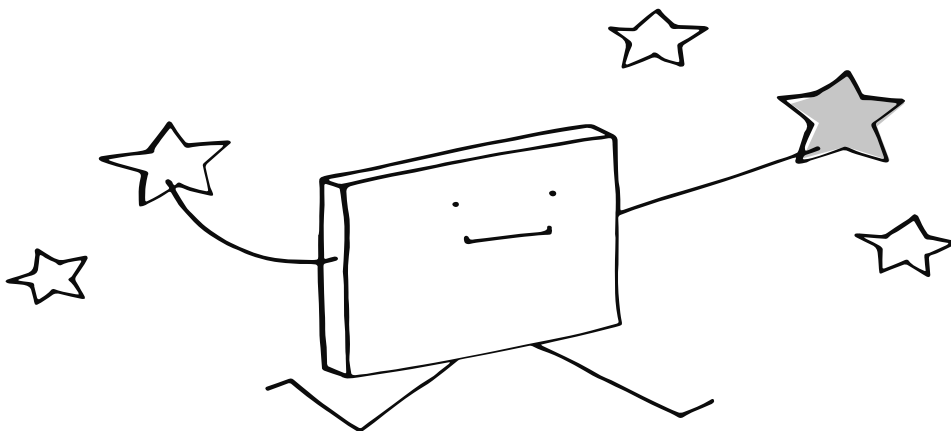
Soon I realized my mistake and decided to work on my ethics as well. About a year later, I wrote an apology email to the design agency who I had absconded from.

Ethics, discipline, commitment, integrity are the soft skills to build a strong relationship with colleagues. Being hired as a designer is good, but being hired as a trusted designer is better. I

only wish I didn't have to learn it the hard way.

In the second wave of COVID in India, my life began to walk on a completely different path. Doctors diagnosed me with clinical depression and I saw my mother's health start to deteriorate. While I worked actively to recuperate and to take care of my mother, I also began to contemplate on life more than ever. In one of these contemplation sessions, I realized how long and far I had walked.

From being an ignorant child to becoming the only breadwinner of my family;
From a lazy guy to being a responsible, disciplined son;



From day-dreaming to handling multiple design disciplines single-handedly; From having no presence to having a global presence and respect in the design community. And while I'm aware this is not an award show, I'd still take the opportunity given by **DesignWhine** and call out the people who have shaped me as a person, as a designer.

Dad (Niraj Garg) - I'm standing afoot because of you today. If it weren't for you that evening, I wouldn't be here today. I apologize for being childishly angry with you for a small period of my life.

Mother (Pooja Garg) - If you hadn't saved money for our rainy days, we wouldn't have come out of our troubled times!

Other people who I'm indebted and grateful to - my siblings, extended family - Sourav Ghosh, Anupriya Saxena, Aanan Khurma, Aditya Seth, Darpan Sharma, Sudhanshu Tyagi, Anubhav Sinha, Shubham Dixit, Adarsh Kumar, Dhruv Bhattacharya, Lakshya Sangwani, and *WellVersed Health* Team.

P.S. I recently got promoted as UX Designer at *Hapramp Studio* which is a new beginning in my career!



Charchit is a beginner in UI/UX. With more than 5 years of design experience, he has worked on several design projects. He's a reader, traveler, and a design writer. He defines design as a way of finding a solution of a particular problem. And he longs to get paid for just his thoughts!



DESIGN FICTION

One Heart Treaty: Conflict Diffuser App

It's 2022. Europe is still crippled, America's role in the word remains uncertain. Conflict is inevitable!

By Damien Lutz

Diffuse future tension with the calm of mass mindfulness via the One Heart app and rituals. Synchronise with the hearts of those you are likely to conflict with to contain or minimise tension. Commit today to minimise tomorrow's conflict!

Just as the boots of troops fall into rhythm as they march toward conflict, so too can the hearts of leaders and citizens of conflicting states

fall into sync can now contribute to tension minimisation.

The Treaty combines ritual, controlled breathing, and mindfulness, with the ubiquitousness of smart phone technology, to connect the hearts of citizens with their leaders—and with the citizens and leaders of the states they are in conflict with—by syncing with one breathing rhythm at regular

intervals.

– Generate mass mindfulness that infuses each day, thought and action with a focus on resolution

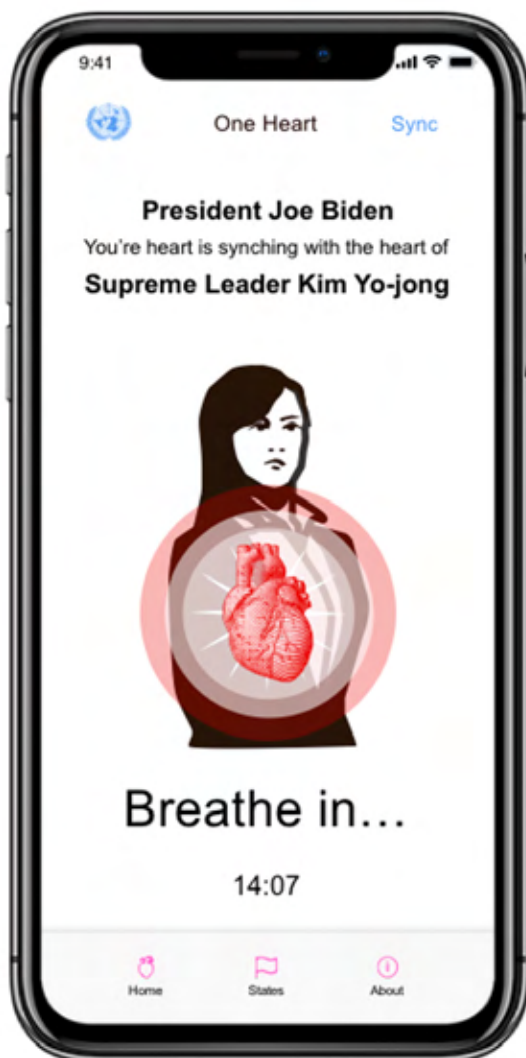
– Imbue leaders and citizens in conflict with a sense of connection, reducing emotionally charged

reactions

– Buy the world time for its self-strangling political system to right itself

BREATHING, MINDFULNESS AND MINIMISING TENSION

Protracted conflicts rush leaders into making



LEADERS & CITIZENS, THE FUTURE NEEDS YOUR HEARTS!



PREPARE YOUR MIND FOR CONFLICT

Europe is crippled, America's role in the world remains uncertain, and measures for conflict-prevention and human rights are impaired.

Conflict is inevitable!

COMMIT YOUR HEART TO PEACE

Diffuse future tension with the calm of mass mindfulness via the One Heart app and rituals. Synch with the hearts of those you are likely to conflict with to contain or minimise tension.

Commit today to minimise tomorrow's conflict!

LEADERS

MAINTAIN PEACE WITH MINDFULNESS BY SYNCING YOUR HEARTS THROUGH CONTROLLED BREATHING

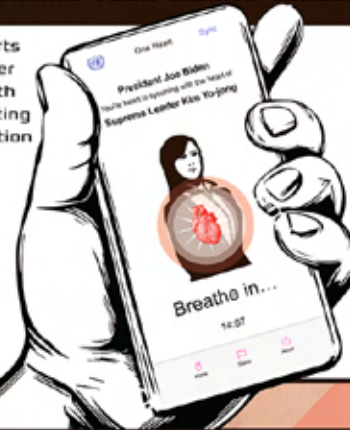
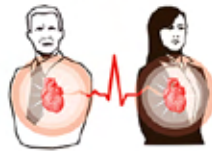
1 Leaders at risk of future conflict sign the treaty.



2 Leaders use their smartphone's flash to read their heart rate. The One Heart app averages these into the **One Heart** rhythm.



3 Leaders sync their hearts regularly with each other via **controlled breathing** with the One Heart rhythm, creating a sense of personal connection and maintaining calm mindfulness.



Controlled breathing:

- ★ Reduces cortisol
- ★ Increases DHEA
- ★ Improves cognition
- ★ Controls emotions
- ★ Calms decision-making
- ★ Minimises escalation

2 LEADERS & CITIZENS MAINTAIN MINDFULNESS THROUGHOUT CONFLICT TO MINIMISE TENSION



As tensions intensify, sync more frequently to strengthen the One Heart

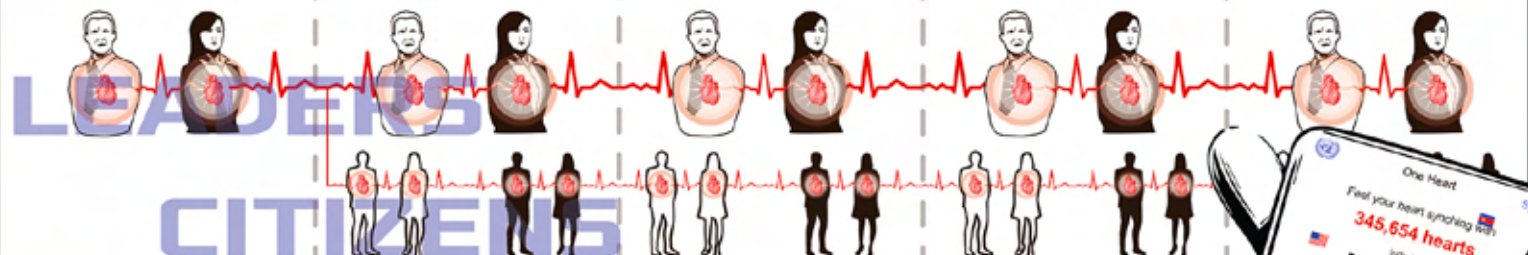
15mins biweekly

15mins 3/week

15mins daily

15mins 3/week

15mins biweekly



During peaceful times, participating leaders sync their heart rates while reflecting on how to maintain the peace.

When tensions arise with another state/group, the leaders' ritual frequency increases, and citizens sync their hearts with those across the borders through the one rhythm of their leaders' synched hearts.

If conflict escalates into war, the ritual's frequency increases to daily, infusing the situation with a constant breathful reminder of peace.

As conflict eases, so does the frequency, but a steady commitment is maintained during this delicate period.




COMMIT TO THE FUTURE -

significant decisions, while spot-fires of internal conflict spark emotionally charged reactions that might further prolong the conflict.

Controlled breathing can strengthen leader's and citizen's capacity to make calm and grounded decisions by filtering out the emotional distraction of rising tensions. Controlled breathing clears the bloodstream of the stress hormone cortisol while increasing the vitality hormone DHEA; reduces

anxiety and blood pressure; allows us to control our emotional state; and fosters strong cognitive performance.

The Treaty of One Heart was a semi-finalist in Futuring Peace 2020 - a competition calling for designers and futurists to create speculative artefacts that evoked novel futures of how to better sustain peace, run by the UN Department of Political and Peacebuilding Affairs (DPPA) and Design Futures Initiative 

*Damien is also authored a book on Design Fiction called - **Future Scouting: Design future technology to inspire change today with speculative design** and runs a website with various resources dedicated to the topic - **FutureScouting.com.au***



*UX Designer, and self-published sci-fi author, **Damien** combines design, writing, and experimentation to explore ways to focus more design thinking on causes that really matter. He dreams of a future with a perfect balance of nature, robots, books and coffee.*



INTERVIEW

On African Culture, Design & UX Writing

Abayomi Ahmed Tosin, a UX Writer from Nigeria in conversation with DesignWhine on a myriad of topics

By Rajat Agarwal

A UX Writer at Sterling Bank Plc in Nigeria, Abayomi Ahmed Tosin is renowned in the African design community and frequently shares his ideas on the importance of UX design, UX writing and how design could change the landscape of the second largest continent of the world for good.

DesignWhine got a chance to converse with him candidly to catch his ideas on a lot of things.

"UX WRITER" AS A JOB PROFILE HAS SUDDENLY GAINED A LOT OF PROMINENCE IN UX DESIGN. SHOULDN'T IT BE A PART OF UX DESIGNING?

With growing sophistication of technology, it is imperative that the communication between humans and technology becomes simpler and human-centric. UX Writing as a specialised skill and role will help to deepen



and develop the process of designing the words we see on of digital interfaces. Crafting the words that enable the communication between man and machine should be a specialised field, I strongly believe.

HOW DOES UX WRITING DIFFER FROM OTHER FORMAL FORMS OF WRITING LIKE FICTION, NON-FICTION, COPY WRITING ETC.?

Foremost is the fact that UX

Writing is by nature, a scientific process than an art. It involves empirical activities such as User Research and Market Research, it is data-driven, and a whole of psychological and behavioural analysis. Other forms of writing are not scientific.

UX Writing is also by nature concise. Other forms of writing are not particular about length. But in UX Writing, "Brevity is the soul of wit".



HOW DO YOU THINK DESIGN CAN CREATE AN IMPACT FOR AFRICA?

Design, if seen from the broad perspective of creating something to be functional and useful can play a very vital role in shaping any society as it will set the tone for the social and cultural content for the people of that society.

Simply adding a "STOP VIOLENCE" sticker on my product branding or website in a way that is compelling can help raise awareness and reduce violence against women. Designing my product

to be accessible by certain minority groups can be way of passing a message of inclusiveness across to the audience. An "Educate a child" banner on my website can help drive traffic to a website where people can donate to children in areas with high out-of-school children.

These are examples of how design can be used to impact the African society.

HOW DO YOU THINK UX AS A DISCIPLINE IS PERCEIVED IN NIGERIA AND AFRICA IN GENERAL AS COMPARED TO THE REST OF THE WORLD?

Compared to other parts of the world like USA, United Kingdom, Germany; I would say that the UX Community in Nigeria competes fairly well in the ecosystem. Even as many companies in Nigeria still don't see the need to have a in-house UX designer, they still hire freelancers to do a quick job, other can't afford to keep one in-house. Also, many Nigerian UXers get jobs across Europe and Asia; some relocate while others work remotely.

For the whole of the continent of Africa, I won't be able to speak much on this. However, from a distance, I can say that the dynamics are almost the same from a standpoint of continental corporations that operate in multiple countries within the continent

WITH THE DESIGN COMMUNITY ALREADY STRUGGLING TO EXPLAIN UX TO THEIR NON-DESIGNER FRIENDS AND RELATIVES, HOW DO YOU EXPLAIN UX

WRITING TO NON-DESIGNERS AT A PARTY?!

Imagine your phones, computers and apps without any word written on them; no text at all. Awful right?

Now imagine the words are there but they are confusing and don't guide you well, and there is not instruction on if to swipe, click, type, etc. Confusing right?

So, UX Writing is the the process of crafting the communication between humans and technology. These communication can be in form of texts, images, sound/voice, etc.

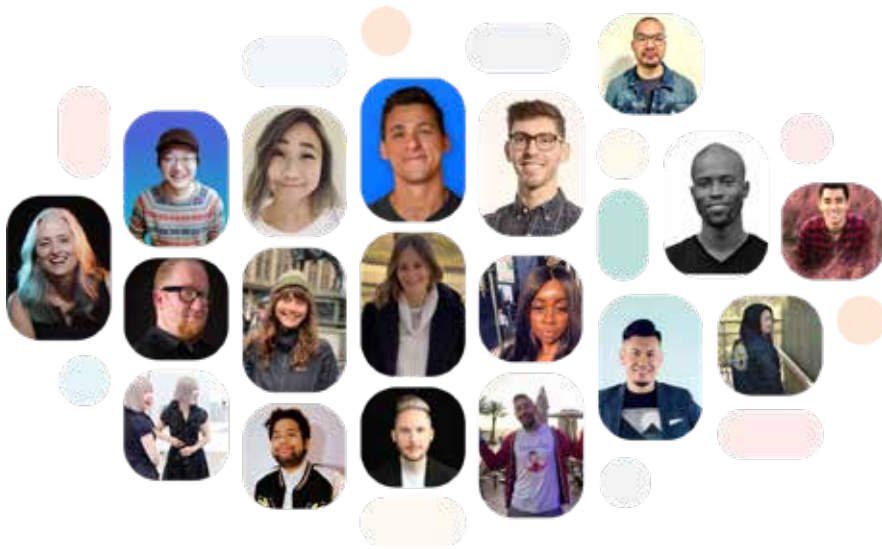
WHAT WOULD YOUR ADVICE BE TO YOUNG AND BUDDING UX WRITERS?

I'll give two - 1. Endlessly learn about your user and 2. Don't just communicate, help.





COVER STORY



DesignWhine speaks to ADPList.org founders Felix Lee and James Baduor in an exclusive and candid interview where they shed light on their mission and their plans to expand beyond design

ON A QUEST TO DEMOO

By Barkha Sharma

I wasn't sold on the notion of writing a cover story for ADPList when we initially discussed it. Sure, I'd heard of the platform, and we'd interviewed Felix Lee, one of the founders, for our second issue of DesignWhine in 2020, but I dismissed it as just another product or service platform.

It wasn't until Rajat Agarwal, our founder, got into a bit of a debate on LinkedIn with a self-described "seasoned UX professional and educator" that I realised there was a group of people suffering from superiority complex who were busy putting

others down, trying to hold on to the imaginary "gates" of the design community.

I reasoned that there should be a community where information exchange and differing viewpoints are welcomed. Where no one looks down on one another and lectures about what is right and wrong in the community are replaced with healthy debates.

I learned about ADPList's founders' passionate and amazing purpose of democratising mentoring and making it available to as many individuals as possible

DEMOCRATIZE

MENTORSHIP FOR ALL

Cover Story

throughout the world while investigating the company. It was clear to me that it was more than a product or a service platform. Perhaps precisely the community I had wanted to find.

Their mission is quite similar to ours. ADPList seeks to assist designers overcome their problems through mentorship, while DesignWhine wants to convey tales about their hardships, hope, and accomplishment. I could imagine a great blend of ideologies for a cover story. I went on to research more about ADPList.

As unusual as it may sound, Covid-19 inspired the creation of ADPList.org. When the company first launched last year, Felix Lee and co-founder James Baduor just wanted to do something to help the design community, as many brilliant individuals across the world went unemployed. Initially,

their plan was to create a list of persons who would be willing to provide assistance and advice to other designers who were struggling during the pandemic. Soon, they recognised a chance to convert their concept into a full-fledged website, which they named Amazing Design People List, or ADPList for short.

Today, ADPList has organically grown into a platform featuring 2,500 mentors who are providing more than 5,000 booked sessions a month. Some 20,500 mentees have signed up for the support. ADPList has also got a pre-seed funding of US \$1.3 million recently from Surgeahead.

For us at DesignWhine, it was a no-brainer. It was now time to talk to Felix and James. It was now time for an exclusive, candid interview with them.



WE HAVE AN IDEA ON HOW IT ALL STARTED - FROM A SPREADSHEET TO THIS ONLINE COMMUNITY OF MENTORS AND MENTEES - BUT HOW DID YOU GUYS GET TOGETHER TO WORK ON THIS PROJECT?

Felix: *It's a great question to start off! I think it was quite serendipitous, you know, James and I, we have never actually met in person. We're in two different countries, two different time zones. He's never been to Singapore, I've never been to Ghana. We actually*

met on LinkedIn and discussed the ADP spreadsheet that I had started and he was like, "Hey, let's start a website out of it." Initially I thought he was looking for freelance work and I needed to pay him but he said he was just looking to collaborate and work together!

HOW DID YOU MANAGE TO GET THE FIRST SET OF "AMAZING DESIGN PEOPLE" ONBOARD?

Felix: *Ah, so it's like the classic chicken or the egg causality dilemma. Like when you're working on an app like Uber,*



do you get the passengers or the riders first. In the case of ADPList, we knew a small group of people and we got them onboarded initially to be the “Amazing Design People”, you know, to be the mentors. So I think the first 15-20 mentors were all our friends and then it scaled from there. So I think the strategy in the early days for us was to get anybody we knew, our friends, colleagues to participate and get the ball rolling.

YOU HAVE ALWAYS STATED THAT ADPLIST'S MISSION IS

TO “DEMOCRATIZE MENTORSHIP FOR ALL”, WOULD YOU PLEASE ELABORATE ON THIS MISSION? WHAT IS THE SIGNIFICANCE OF THIS IN PROFESSIONAL FIELDS?

Felix: *ADPList was born out of the need to bring people together to support one another in dreadful times of the pandemic. It has now become a global movement. We live in a world today where power, knowledge, and information is in the hands of the few elite who have bought*



PRE-SEED FUNDING

Global Mentorship Platform ADPList Raises US \$1.3 M

SINGAPORE, 17 August 2021:

ADPList, the global mentorship platform launched 2020 with an aim to help laid-off designers as a result of the COVID-19 pandemic connect with mentors and find jobs, today announced USD \$1.3 million in funding from Surge, a rapid scale-up program by Sequoia Capital India for startups in India and Southeast Asia. ADPList is a platform for people to find, book and meet mentors around the world, providing anyone with access to some

of the best mentorship. It started with the design community but was soon expanded to include other communities like product management.

The funding for ADPList is supported by prominent angel investors Crystal Widjaja (ex-Gojek executive), JJ Chai (CEO of Rainforest), Quek Siu Rui (Co-Founder & CEO, Carousell), Ting Feng Toh (Co-Founder of GetGo), and Zopim Founders (Royston Tay, Wen Xiang Wu, and Yang Bin Kwok).

it or people who have the right connections. When you think about true accessibility and equity in education and mentorship, you know, it's not about what you can afford or about who you know, it is about anyone who wants to learn. And on the other side, if you think about giving back to the community as a mentor, it's always been limited to smaller, closed groups like say, friends of friends or junior colleagues. It's never been at a large scale, like a person in the U.S.A. being able to mentor somebody in a remote village in India and vice versa. It's always been limited to that small proximity and we want to help scale this up. When knowledge is shared at scale, people everywhere can use it to learn new perspectives, to transform their lives. This is how we imagine true equity, democratization of mentorship to be. Our platform provides everyone with an entirely new and engaging way to share knowledge and transform their lives.

AND WHAT DO YOU THINK IS IN IT FOR THE MENTORS? WHY WOULD A SR. PRODUCT DESIGNER AT GOOGLE IN THE U.S. WANT TO CONNECT AND MENTOR A BUDDING DESIGNER IN A TIER 3 CITY IN VIETNAM?

Felix: *That's a great question. A lot of people ask us this question and we have formed an analogy to answer this one. So, let's say we have two groups of people. One group as a mentor they just want to share knowledge, open, seniors of the industry. The other group only shares knowledge with people who are very close to them. We don't want the latter group of people at ADPList. We want the former, who believe that their knowledge can empower others. What's in it for them, you ask. Let's say a young designer comes to you, I look up to you a lot, can I get thirty minutes of chat with you. What would you say? Pay me money or..*

..LET'S HANG OUT!

Felix: *Exactly! What's in it for you? Probably nothing but the joy of helping someone. ADPList is normalizing that behaviour at a global scale.*

HOW DOES THIS OPENNESS THEN ENSURE THE QUALITY OF SESSIONS?

Felix: *We vet all our mentors. As hard as it sounds, especially now that we're scaling, we still go through all our mentors' profiles, we make*

sure that they are legit and they're not here just for a joy ride. In fact, only about 30% of people make it through our vetting process. We also have a review system which is very strict. In case of a negative review, our support team reaches out to establish the causes and if there are consistent negative reviews we might remove the mentor from the list. So, reviews are there to help us ensure trust and safety.

HOW DOES ADPLIST



Our platform provides everyone with an entirely new and engaging way to share knowledge and transform their lives

EMPOWER THE MENTEES TO FREELY INTERACT WITH THE MENTORS

Felix: *James, do you want to take this one?*

James: *Sure. Yes, I think at ADPList we already created a sense of belonging. So a designer joining the platform already has an idea of the experience people have with these mentors.*

So, it's really like mentees are eager for these sessions. They know that they'll be talking to someone they might not know but also that they won't be judged, won't be looked down upon. So, yeah, the sense of belonging is already there.

DO YOU THINK GATEKEEPERS EXIST IN THE DESIGN COMMUNITY? WHAT ARE YOUR THOUGHTS ON THAT?

Felix (chuckling): *Yes, gatekeepers exist and ADPList*

exists to take those gatekeepers down. People like to call us Luke Skywalker fighting against Darth Vader. And people are all for Luke Skywalker because they understand this is for the greater good. But, yes, I think there are a lot of gatekeepers. People who only do things either for money or popularity and try to keep knowledge to themselves or their closed groups. I think there are so many definitions of a gatekeeper. And I've come across so many "popular" people on social media with hundreds of thousands of followers but when you approach them and say "could I get five minutes of yours", they don't even reply! And I can tell you, when ADPList started, these gatekeepers hated us! Just like Darth Vader hated the Jedis. But when we came in, we came in like a reckoning force. And we were like, "Look, we're going to make mentorship accessible to everyone." And what it essentially means for



Yes, gatekeepers exist and ADPList exists to take those gatekeepers down. We're like the Luke Skywalker against the Darth Vaders of the design community

them is that if they don't start sharing their knowledge, they're going to be obsolete.

I have thousands of followers on LinkedIn and I share my knowledge everyday and I have come across people who have no other means of learning but through the knowledge of others which they then impart to their friends. And this is very powerful because when you share your knowledge with one person, you're in a way sharing your knowledge with the whole

village, the whole city, the whole country. And this is what makes us at ADPList the Luke Skywalker to the Darth Vader of gatekeepers.

YOU MENTIONED THAT GATEKEEPERS HATED YOU WHEN YOU BEGAN ADPLIST. DO YOU HAVE ANY INSTANCES YOU'D LIKE TO SHARE?

Felix (smiling): *I think I'll share one. So this famous designer. And when he tweeted against the wide accessibility of*



knowledge sharing and mentorship and trust me, all of our mentors on ADPList jumped onto that thread. He was obviously sharing a very privileged point of view. I did not get offended, I didn't even have to jump in, I kind of watched on the side as mentors from ADPList debated him. Now, the industry has to be careful about what they're saying. Today, we work closely with these former "gatekeepers" who now share their knowledge. So I think they now see the value in sharing knowledge. Even the director of Figma is now one of the

mentors at ADPList.

SO YOU'VE BROUGHT A FEW PEOPLE FROM THE DARK SIDE TO BE JEDIS, IS THAT WHAT YOU'RE SAYING?!

Felix (laughing): *Yes, not all though! There are a few on the dark side still!*

WHAT ARE THE FUTURE PLANS ON THE EXPANSION OF ADPLIST, NOW THAT YOU HAVE PROCURED A HANDSOME PRE-SEED FUNDING?

Felix: *So, we want to make*

“Amazing Design People” list. We’re more generic now, it’s just ADPList.

mentorship even more accessible and connect people from every corner of the globe. Also, we want to move beyond just design to verticals like no-code development, marketing, infra and what not. I think mentorship shouldn’t be just for designers but for every industry. I believe that everyone is a mentor in their lives. And the next thing, from this funding is, we’re going to hire the best talents from across the world to help us build a platform where everyone can have a pleasing experience connecting with people on ADPList. We’re not planning to monetize right now, all we’re focussed on is providing an amazing experience to mentors and mentees and knowledge sharing.

DOES THAT MEAN ADPLIST WILL CEASE TO BE CALLED ADPLIST AS IT EXPANDS TO OTHER VERTICALS?

Felix: *Yes, which is why we have now stopped calling it by the expanded version of*

DO YOU HAVE PLANS OF MONETIZING FROM THE PLATFORM, CHARGE FOR SESSIONS?

Felix: *Yes, we do have plans for mentors to create their own content. We want to make sure that if we think of monetizing in the next five years the monetization comes from something that is a lot more structured. But not for the next three or four years. Right now all we’re focussed on is making it as accessible to everyone as possible.* 😊



FOUGHT WELL YOU HAVE, MY OLD PADAWAN



Let's take a look at some first-hand experiences of mentors and mentees at ADPList as they share their opinions with **DesignWhine**..



JOEY KILRAIN
MENTOR, U.S.A.

It's been a wonderful ride throughout. To go from a referral, to a spreadsheet, to now having business opportunities has made this one of the highlights of my 2020 / 2021 year!



VAIBHAV BHASIN
MENTOR, INDIA

Mentoring on ADPList has been such a rewarding experience for me so far. Along with the opportunity to guide budding designers to overcome challenges and achieve their goals, this process has helped me reflect and improve my skills to be a better manager for my team. Not to mention being a small part of someone's joy when they land their dream job. Priceless.



BAMIDELE ELESHIN
MENTOR, U.S.A.

It's been a great experience partnering with ADPList. It has allowed me to have a very insightful conversation with designers from different parts of the world. I used a lot of indirect help when I was transitioning into UX, and I am glad for the ADPList platform that allows me to guide designers through their transition journey into UX.



SHRUTI KIRTI SAKSENA
MENTOR, INDIA

As a mentor I have found better reach with mentees. I have mentored folks who are coming from diverse backgrounds like marketing, news & media and data science who are passionate to break into the field. Not just as a mentee, as a mentor also I get to hone on my mentorship skills with such a diverse pool.



SHUBHANGI SALINKER
MENTOR, INDIA

I have been a mentor on the ADPList since it's early days. It has enabled me to connect with, talk to and learn from diverse talents around the world, which is truly stupendous considering we are all in small bubbles during the pandemic. I have learnt a lot while guiding mentees on their unique questions and dilemmas.



ERIC PUPLAMPU
MENTOR, GHANA

My experience with ADPList has been a great roller coaster, right up from the beginning to where we currently stand, unwavering our mission to democratize mentorship all regardless of culture, borders and language. Witnessing our numbers raised viciously each day, I'm humbled to be a part of the change.



AKSHAY POTNIS
MENTOR, U.S.A.

In one sentence - "I am innately satisfied and happily busy". Design as a field is growing. It is extremely subjective and innately follows a collectivist philosophy - We grow when we work together. People were able to do that to some extent using LinkedIn before this. But LinkedIn is a closed network. Access is limited and expensive sometimes. ADPList removed those barriers.



SHERIZAN SHEIKH
MENTOR, SINGAPORE

The experience so far has been nothing but humbling. I've been there before, a designer with no experience, no prior knowledge of UX, no real mentors to learn from. Just the hunger to do well, absorb and learn as fast as possible. And that hunger is exactly what I'm seeing today on ADPList. It has bridged the gap between junior designers seeking advise and senior mentors.



MINJUN CHEN
MENTOR, U.S.A.

I've been offering free mentorship with hundreds of designers on ADPList through the 1:1 sessions and group sessions. Many of my mentees shared their appreciation and greats news to me when they landed their dream jobs. I'm super excited to see how ADPList has scaled tremendously within a year and we can see a lot of new updates and feature added to this platform.



DIANA LIM
MENTEE, SINGAPORE

My experience has been simply amazing. The mentors I met took time to look through my case study. They effectively pinpoint the gaps in my case study to bring out the missing essence. In return, I was able to connect the dot more effectively. It is also an opportunity for me to learn about the various roles and ask for a mentor's perspective on my career.



EMILIE ROUSSETY
MENTEE, MAURITIUS

ADPList is a great platform enabling designers throughout the world to connect. ADP brings us all together. Mentors I've been talking to are great active listeners and gave me feedback and approach that I wouldn't have thought about. Overall, I'm having a great experience with ADP and I love how humble and simple the community is.



KRISTINE YUEN
MENTOR, U.S.A.

ADPList has been an amazing platform for designers to give back to the broader design community. I remember joining right when it started shortly after the pandemic, and having a sense of urgency to help those that were losing jobs and having offers rescinded. I've been proud of the amount of impact I have been able to make thus far.



CODY WILLIAMS
MENTOR, U.S.A.

My experience with ADPList has been nothing short of amazing. Throughout university, I often relied on mentors to help guide me as I started my career, and much of my initial success, I think it's safe to say, is because of them. Now that I've reached a point in my career that I've long strived for, I feel it's only natural I give back to the same community that welcomed me so openly.



**PIMNARA
THUNYATHADA**

MENTEE, U.S.A.

ADPList connects me with many leading designers in the UX/UI industry who give me mentorship that helps improve my presentation and design skill sets. My design network expands so fast even the world is slowing down due to Covid19. Thank you to ADPList for this amazing chance!



KARUPPASAMY ORILLI

MENTOR, INDIA

I'm extremely happy to be a part of this marvelous community not only to share my experiences but also to hear about yours so we can learn together globally and build positive connections. I look forward to sharing more about my passion for design with all and help budding designers with their journeys! Let's share our thoughts, and add value to the design community together!



ELIANA ALBA

MENTEE, U.S.A.

ADP list has taken away the friction of connecting with senior designers that are already willing to help and helped me make amazing connections and gain invaluable advice. I am much better in a 1 on 1 scenario than in large networking groups, and being able to find willing mentors is a blessing.



IMHO

Product v/s Service Organisations

What satisfies a designer's creative hunger better - product or service based organisation?

By Rupashree

The beauty of a design process is that it is standardized yet custom at the same time. In a service organisation, we nearly follow a similar process for every project. The difference lies in the amount of time spent on specific steps of the process which in turn is based on the needs, the budget and the artefacts provided by the client.

On the other hand, in a

product organization the design process depends on identifying a market opportunity, clearly defining a problem, carving a solution and then validating that solution with end users. After the product is well established in the market, the process typically remains more or less the same.

In a service organisation, each project can essentially behave like a product,



thereby making a designer feel that they're working on something new each time they are assigned a project. Unlike in product organisations, where the whole concept becomes a bit uneventful at times. However, there are times when product organisations take the cake.

LIBERTY TO EXPERIMENT

When it comes to products, design systems are in place. The UX team tends to reuse the components to give actual feel to the stakeholders which brings down the difference between UX and UI. The dev team also

has components pre-built. So production becomes super fast when the thinking is right and all that we have to focus is on getting the right UX. This gives a designer a lot more liberty to experiment and to venture off to areas where otherwise the time would have been spent in building design systems.

When doing it for a client in service organisations, we tend to make it as interesting and unconventional as possible depending on the project. There are frequent discussions between the UX and UI team to make it better. However, there are constraints in a project that

might not let us go experimental in our approach and all our approaches are somewhat limited to the wills and fancies of the client.

LEARNING NEW DOMAINS

What gives designers an adrenaline rush is to see their visualizations come to life. That is taken away to a large extent in the case of a product design. It does bring along a lot of in-depth domain knowledge to the table for sure. But, it still becomes a challenge to keep up with the overflowing creative juices of the team that have to be put

to hold.

On the contrary, with every new client in a service industry, we get to learn a lot about a new industry. Also, the composition of the team keeps changing and you learn a lot from other designers and their experiences with clients. This gives us a lot of new ideas and inspirations. A lot of this reflects in the work too.

CONCLUSION

From what I've experienced and felt (although this is strictly my opinion), service design organizations bring in



the third point of view which helps find mediating grounds between the needs of the users and the business goals and thus keep a perspective fresh.

This gets diminished when a design team is home in product organisations. They get a taste of what is going to happen to their recommendations and hence they normalize them to what would get a quick turn around.

To conclude, I would say each has its own merits and demerits and while the

service organisation offers knowledge of newer domains with projects they have constraints in limited budgets, myopic visions of the client and less encouragement to explore. On the other hand, the product organizations, while giving a lot of liberty to be exploratory, become monotonous if the product is limited in its scope. 😞

We're looking for Design Journalists

DesignWhine is looking for volunteers to cover news, stories and latest happenings in the design community. If you're interested and free once a week, you could become a part of our team! Email a bit about yourself and your availability to hello@designwhine.com



*A Product Designer, Consultant and Educator, **Rupashree** believes happiness is a problem and the more complex it is, the more fun it becomes. With a dream of creating an impact in the world of digital experiences, she loves her running shoes, brush strokes, books and music.*



DESIGN DESK

Cute Distractions Under The Desk!



A self-taught designer, **Deepika Nanda** works as a UX Designer at Microsoft, Hyderabad, India

Deepika likes to keep her workspace organised, functional and uncluttered to make more space for her ideas and thoughts to overflow instead.

As much as she tries to avoid distractions during work, she is interrupted multiple times a day for emergency pets and scratches by Kishmish and Ri, her twin Indian Spitz,

from under the desk!

Deepika realised her passion in design and made the switch to a full-time design career. Driven by her curiosity and creativity, she enjoys working as much as she enjoys taking time out for play. She journals her journey through art and design on Instagram at -

deepika__nanda

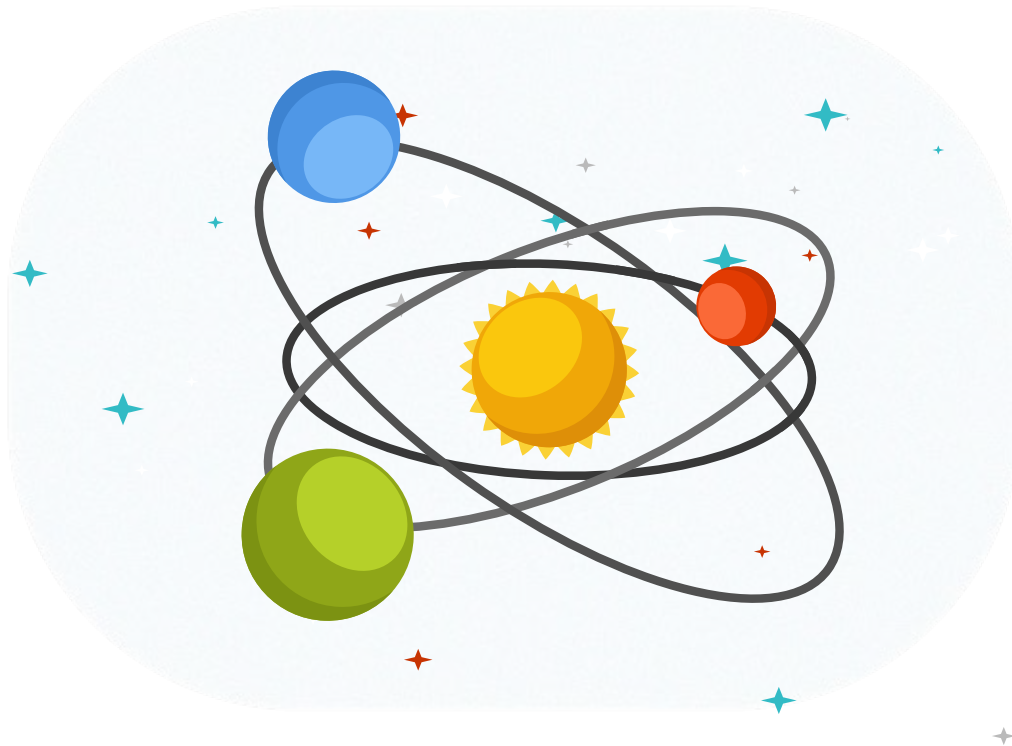


If you want to feature your desk in the next issue, write to us - designwhine.com/get-featured



Organised desk where Kishmish (inset) provides free scratches!

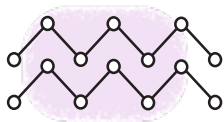
DESIGN HOROSCOPE



What do celestial bodies say about your work life as a designer? ✨

AQUARIUS

Jan 20 - Feb 18

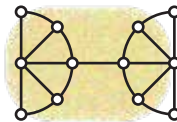


You'll be at a creative peak with the sun encouraging you to try new skills. You'll enjoy playing with colors and patterns. Opportunity to showcase your skills and abilities will be beneficial

Tip - Be your creative best

PISCES

Feb 19 - Mar 20

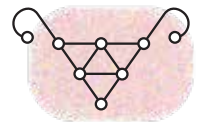


It is time to streamline your affairs. There are creative opportunities showing up over the coming weeks, and you'll need time to look into them. Catch hold of them or you could lose

Tip - Need to be organized

ARIES

Mar 21 - Apr 19

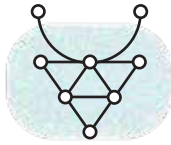


You are looking at mutual benefits rather than solo gains. Working with others can mean you get more done to a better standard because pooling resources and expertise

Tip - Engage with teams

TAURUS

Apr 20 - May 20

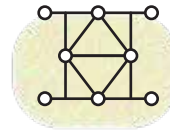


No matter how crazy your schedule is, make time for some pampering, self-care and relaxation. If you need to delegate some tasks to allow this to happen, then do it

Tip - Plan a relaxing holiday

GEMINI

May 21 - Jun 20

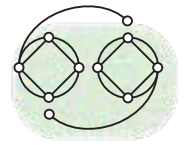


There is much you can accomplish by connecting with others on your wavelength, but you could also step up and take on a project that you're fairly passionate about

Tip - Explore your passions

CANCER

Jun 21 - Jul 22



You might consider unlearning a lot of things you know about design and look at the field from a fresh perspective. Learn new skills and tools and from your colleagues

Tip - Stay updated

LEO

Jul 23 - Aug 22

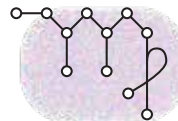


The coming weeks could find you eager to be at the center of the action and showcase your leadership qualities. You can consider enrolling for a conference as a design speaker

Tip - Unleash your talent

VIRGO

Aug 23 - Sep 22

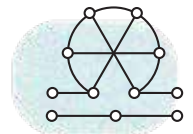


You may consider taking a break from the ordinary design work and jump into some research gig. Knowing about users would help you come up with substantial results

Tip - Understand your users

LIBRA

Sep 23 - Oct 22

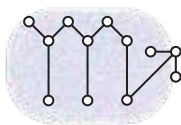


There is a deeper pulse that encourages you to meditate and reflect on your design career. If it is something you're not satisfied with, go for that switch already

Tip - Explore new avenues

SCORPIO

Oct 23 - Nov 21

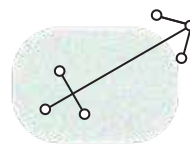


It might be the next phase in a career or business plan or a chance to step out on a new path. Your actions could be noticed by others, which is great for accountability

Tip - Network like crazy

SAGITTARIUS

Nov 22 - Dec 21

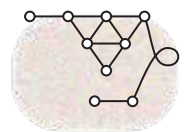


The stars suggest you can take the plunge to host design activities, programs or podcasts. This could be quite liberating, especially if you've felt a bit disconnected lately

Tip - Look at the bigger picture

CAPRICORN

Dec 22 - Jan 19



Taking mentorship sessions would help make new friends in the community and increase your satisfaction. You may also take new design courses and stay updated

Tip - Make new connections

We need your

DesignWhine was born and continues to grow in moonlight.



It's a small independent venture run by a handful of team members after office hours. A lot of hardwork and resources go into it's production but we do it for the love of the UI & UX design community.

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