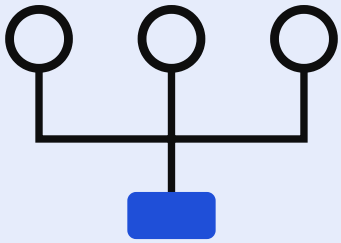
Specialty

DesignOps

Organizes and improves a design team's people, processes and tools so its work has more impact at scale.



Origin

Merholz and Skinner (2016); defined by Kaplan (2019)

What problem it addresses

When a design team grows, time goes into coordinating, hunting for files and duplicating work.

Principles

People

Hiring, training and organizing the team.

Processes

How people collaborate and make decisions.

Tools and standards

Shared design systems, files and metrics.

Applications in design

✓ Use it like this

Start with whatever wastes the team's time the most.

✗ Avoid

Adding processes that only produce reports.

👁 Don't fall for it

DesignOps serves the team: if nobody notices the improvement, rethink it.

Connections

Uses these methods

- Design system

Related to

- ResearchOps

Authors and works

2019	**Kate Kaplan**	Defined DesignOps as coordinating and improving people, processes and craft to amplify the value of design.
2016	**Peter Merholz and Kristin Skinner**	Explained how to build and lead in-house design teams as they grow.

Sources

Original sources

- Merholz, P., & Skinner, K. (2016). Org design for design orgs: Building and managing in-house design teams. O'Reilly Media. View source (https://www.oreilly.com/library/view/org-design-for/9781491938393/)

Secondary sources

- Kaplan, K. (2019, November 10). DesignOps FAQ: 6 common questions about design operations. Nielsen Norman Group. View source (https://www.nngroup.com/articles/design-ops-faq/)
- Kaplan, K. (2019, July 21). DesignOps 101. Nielsen Norman Group. View source (https://www.nngroup.com/articles/design-operations-101/)

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