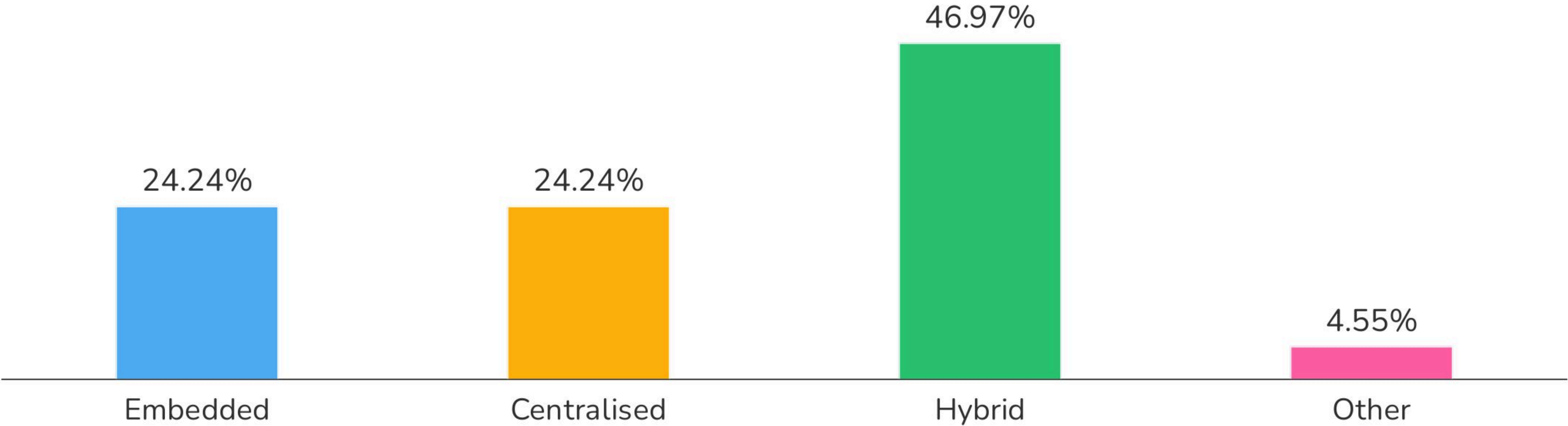# HOW TO INFLUENCE AS A DESIGN MANAGER WITHIN AN ENTERPRISE

Roberta Virzi

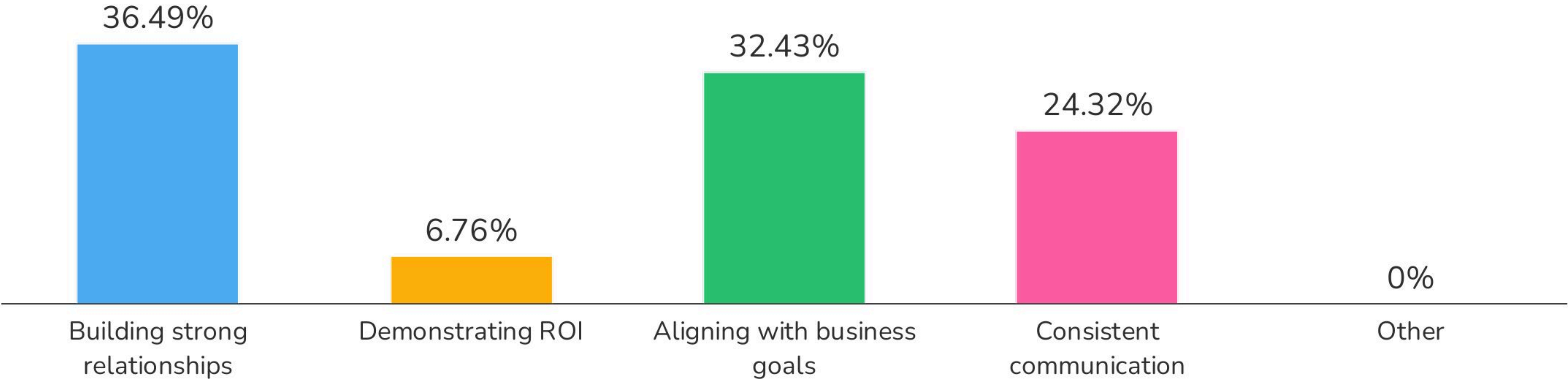*Design Manager*

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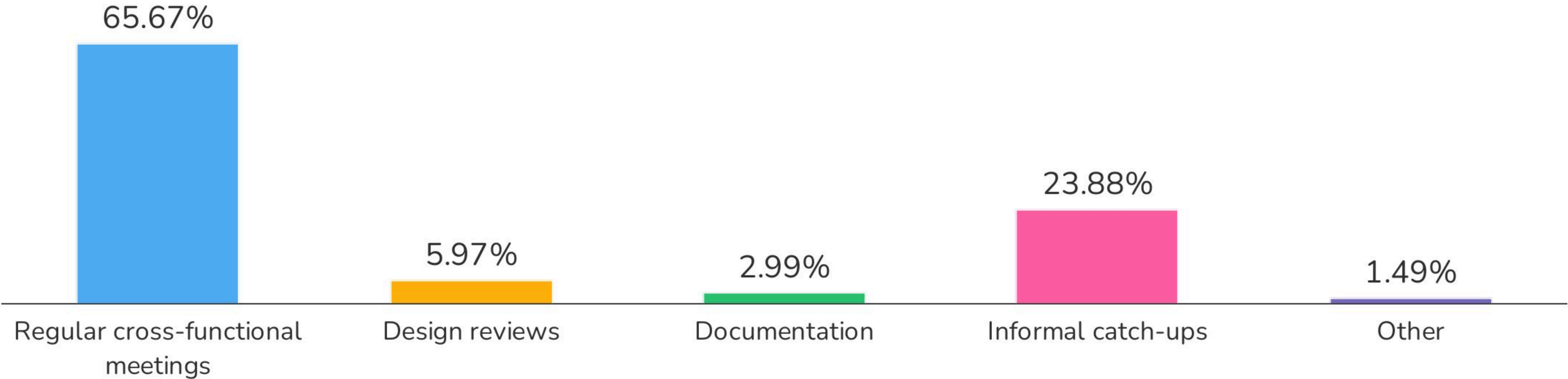
UXDX EMEA

👍 29 ❤️ 84 😆 21 😮 16 😢 83

How do you structure design teams currently?

24.24%	24.24%	46.97%	4.55%
Embedded	Centralised	Hybrid	Other

👍 29   ❤️ 84   😆 21   😮 16   😢 83   ✋ 66

How do you mostly gain and maintain stakeholder support for design initiatives?

36.49% — Building strong relationships
6.76% — Demonstrating ROI
32.43% — Aligning with business goals
24.32% — Consistent communication
0% — Other

👍29 ❤️84 😆21 😮16 😢83 ✋74

How do you mostly facilitate effective communication between design, product, and engineering roles?

65.67%	5.97%	2.99%	23.88%	1.49%
Regular cross-functional meetings	Design reviews	Documentation	Informal catch-ups	Other

👍 29 ❤️ 84 😆 21 😮 16 😢 83 ✋ 67

What is your most important best practice for advocating for design decisions within a product team?

Bar chart:
- Build relationships: 18%
- Collect data: 28%
- Understand biz goals: 52%
- Address tech limitations: 2%

👍 29   ❤️ 84   😆 21   😮 16   😢 83   ✋ 50
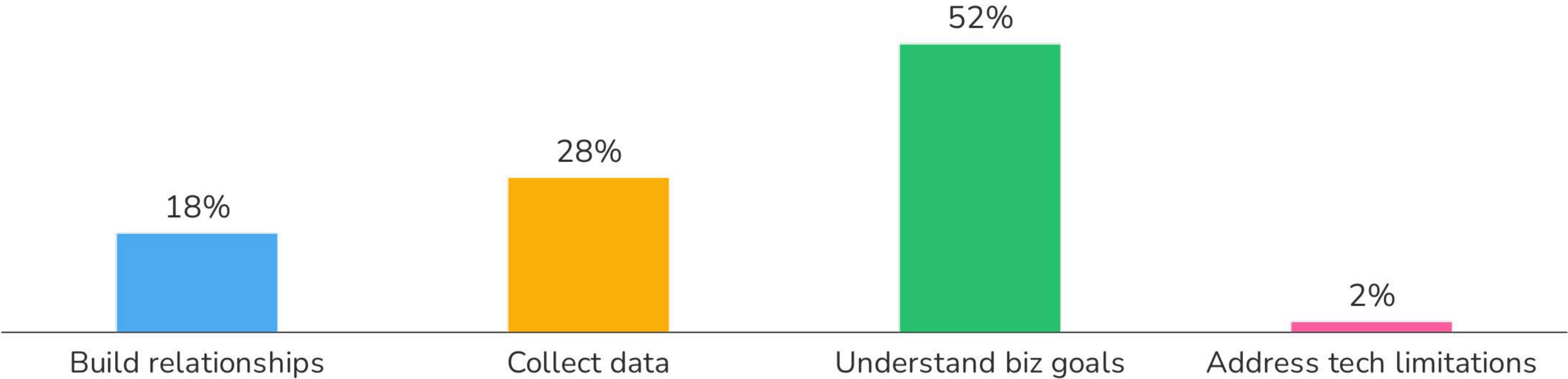
Looking ahead, how do you see the role of a design manager evolving within large enterprises?

82.61%	0%	17.39%	0%
Becoming more strategic	Staying the same	Focusing more on team management	Other

👍 29 ❤️ 84 😆 21 😮 16 😢 83 ✋ 46