

TECHNIKUM
WIEN
ACADEMY

TECHNIKUM WIEN UX SUMMIT

CONNECT. CREATE. CELEBRATE.

WE
LOVE
UX



TECHNIKUM
WIEN
ACADEMY



ELIF ALP-MARENT

Experience Design Manager
@ bitpanda



MY ACCIDENTAL CURRICULUM

Learning to lead a creative team in tech

Elif Alp-Marent

Design manager @ Bitpanda

2021



Document tabs

- February 11, 2022
- February 2, 2022
- January 26, 2022
- January 19, 2022
- January 12, 2022
- December 22, 2021
- December 15, 2021
- December 9, 2021
- December 1, 2021
- November 26, 2021
- November 18, 2021
- November 10, 2021

November 10, 2021

Elif's questions

- Struggling with saying "no" to immediate colleagues. Maybe good idea to run a UX writing workshop for just us, internally?
 - Convert the "can you write this for me requests?" into "can you review this for me" requests?
 - Finalize format for a workshop for XD team
- Good idea to organize a similar workshop tailored for the legal team, ahead of their internal department effort to revise our legal T&Cs?
 - Go for it. use similar format to the marketing landing page feedback
- **Leadership skills - what's up with that?**
 - Technical lead (craft focused, still contributing)
 - People lead (management focused, not contributing)
 - **What motivates me, and what is the right time, are there things I need to learn before?**
- Use drop-in window as a time to sit with ev
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- What's cooking with Product x Marketing?
- Should I reprioritize the content guide for product?



Deleted user
Nov 10, 2021

path forward



~~UX TEAM~~

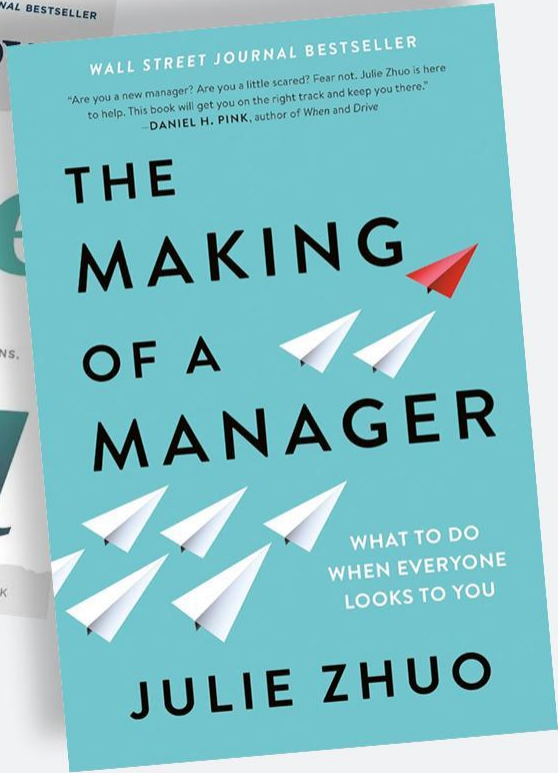
XD TEAM

~~UX/UI DESIGNER~~

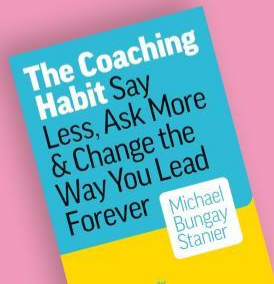
PRODUCT DESIGNER

~~UX WRITER~~

CONTENT DESIGNER



**GIVE LESS ADVICE;
ASK MORE QUESTIONS**

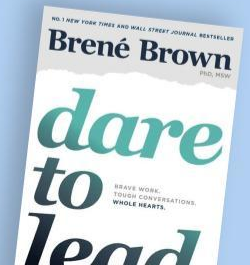


P
URPOSE
EOPLE
ROCESS



Transparency is

key



Managing designers is the human endeavor to empower them



2024

sadness

sadness

sadness

sadness

sadness

sadness

sadness

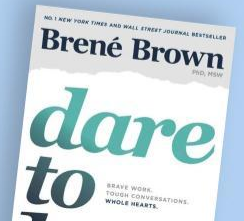
excitement

Vulnerability:

showing up when you

can't

control the outcome

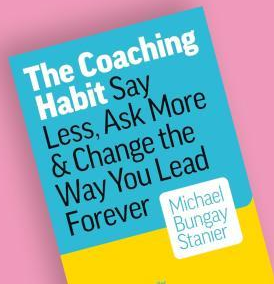


Coach for

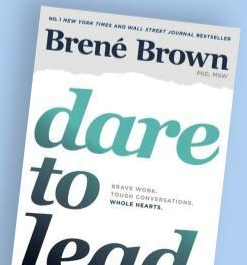
DEVELOPMENT



PERFORMANCE



**Pick the people
whose opinions
of you matter**



Great leaders don't have to be managers



THANK YOU

Questions? Comments? Concerns?