

TECHNIKUM
WIEN
ACADEMY



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DesignOps – Building the high-velocity design engine

Rasika Krishna-Schmid

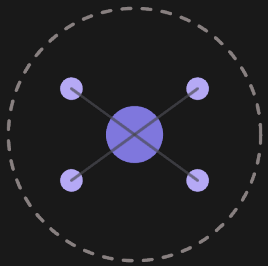
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Historically, 3-legged stool – clear lanes.
Today, boundaries are blurring.
Future, is bright. DesignOps = connective tissue.



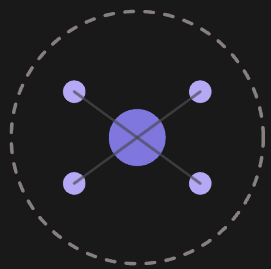
Centralised.



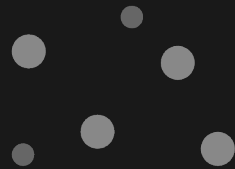
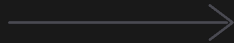
CENTRALIZED
overloaded



Centralised.
Decentralised.

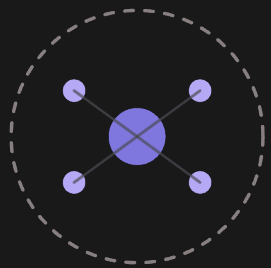


CENTRALIZED
overloaded

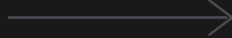


DECENTRALIZED
drifting

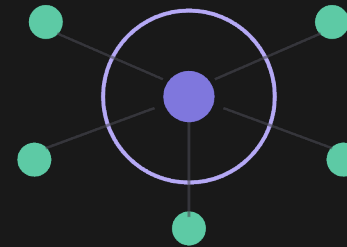
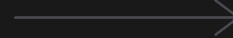
Centralised.
Decentralised.
Hybrid.



CENTRALIZED
overloaded



DECENTRALIZED
drifting



HYBRID
the model that holds



AND THEN
AI EXPLODED



DesignOps is not
a problem you
solve **once**.

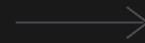
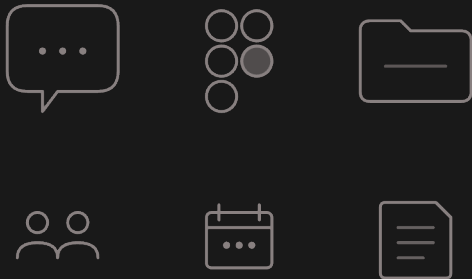
It's a system you keep building – because the
organisations you're building it for keep growing.

Reframe.

Let's challenge the way most people think about DesignOps.
Current framing, undersells it badly.

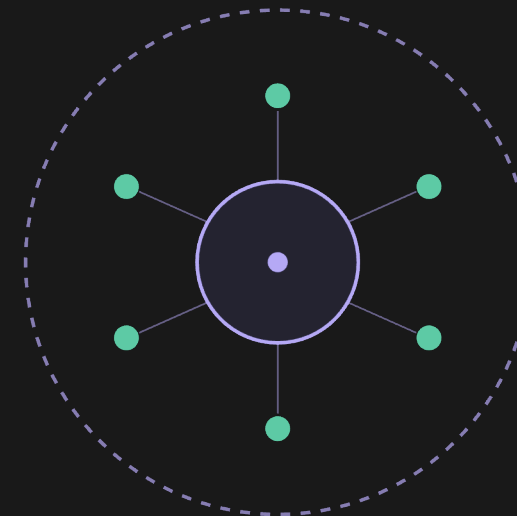
OPERATIONS FOR DESIGN

tools · meetings · admin



DESIGN OF OPERATIONS

org as the product · designers as users



turn noise into clarity

80%

of UX practitioners say design's value isn't understood across their company.

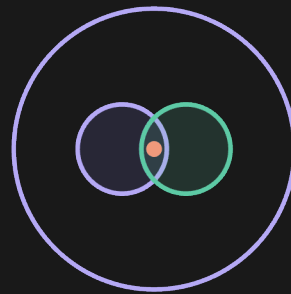
That's not a **culture** problem.
It's a **systems** problem.
Which means it's **solvable**.

The Engine: 3 Parts that actually move the needle & matter the most.



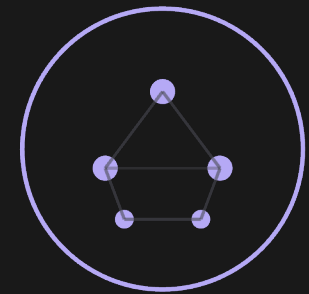
CLARITY

of direction



TWO MODES

empowerment + delivery



COMMUNITY

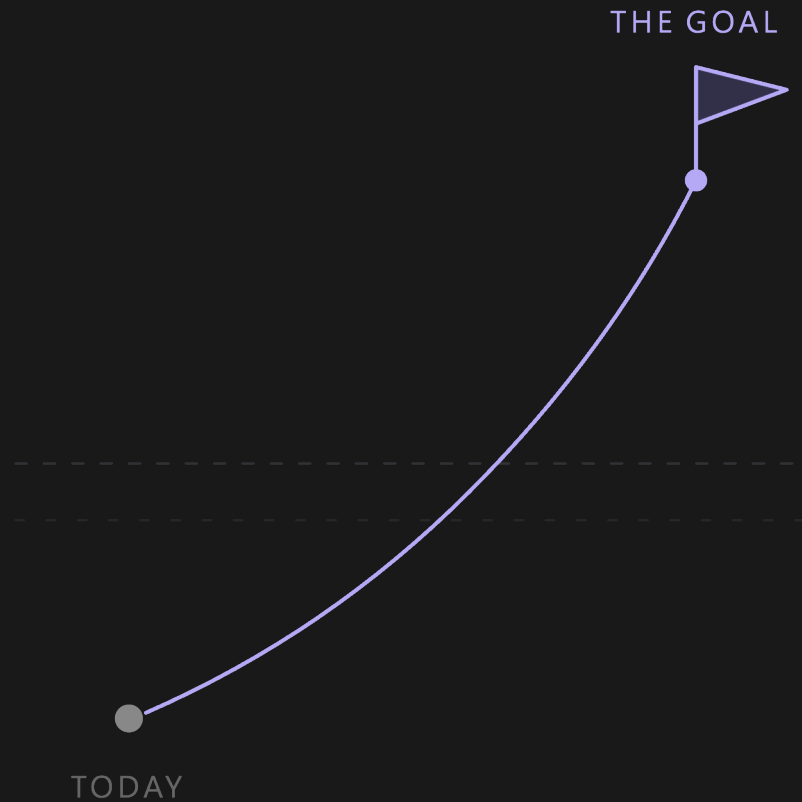
that runs itself

One broken stalls the whole thing.

Part 1.

Without clear direction,
everything slows down.

Thoroughness without direction
isn't craft, it's design debt.



Part 2.

Two modes.

Most teams only do one.

DELIVERY / PROGRAMS

lift the ceiling

design team



EMPOWERMENT

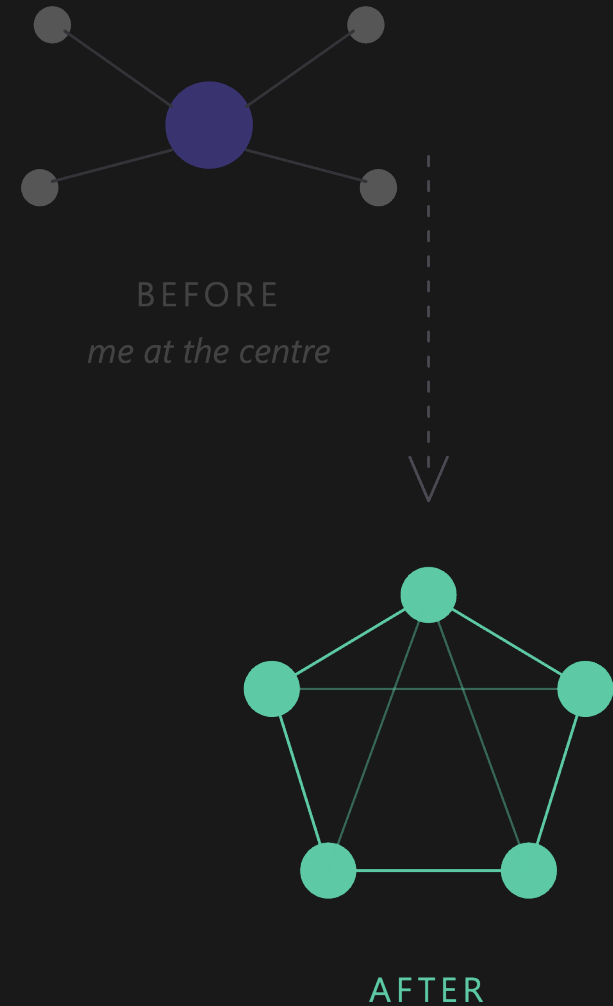
raise the floor

Part 3.

Early on, I was the
connective tissue.

I wasn't the anchor anymore.
Community runs itself.

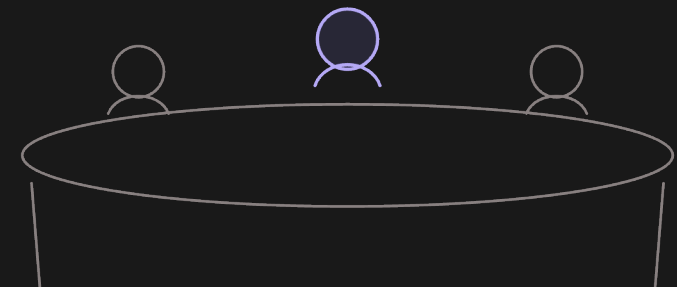
Success meant building a system
that didn't need me there anymore
— and freed me to expand.



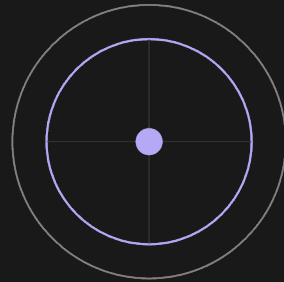
The proof rarely comes
from a dashboard.
It comes from a moment.

A C-level leader talks about UX in a
business review – without anyone
prompting them.

"the experience
we deliver matters."
— C-suite, unprompted



THE CLOSE



You don't notice
a good engine.
You just go
faster.

THE INVITATION

What is the **one thing** in your current system that, if you fixed it, would make everything else go faster?

One shared roadmap. One clearer RACI.
One metric you start tracking.

The engine doesn't need to be perfect to start moving.

