

Design management

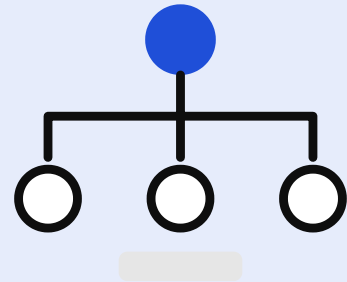
Organizes and leads design within an organization: its teams, processes and resources, and its relationship with strategy and brand.

In Spanish

Gestión del diseño

Origin

Systematized by Borja de Mozota (2003)



What it deals with

Design adds little if it stays isolated, without resources or a place in decisions.

Principles

From style to strategy

Design can be used as a finishing touch, as a process or as strategy.

Connect

Bring together design, brand, product and business.

Measure

Show with data what design contributes.

Applications in design

✓ Use it like this

Find out which step of the design ladder your organization is on before asking for more design.

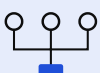
✗ Avoid

Measuring design only by the number of pieces delivered.

👁 Don't fall for it

Moving up a step requires changing processes, not just hiring designers.

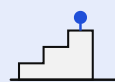
Especialidades



Specialty

DesignOps

Organizes people, processes and tools so a large design team works well.



Specialty

Design leadership

Leads design teams and brings design into leadership decisions.

Models

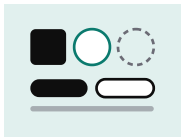


Model

Design ladder

Four steps to see how much an organization uses design: from not at all to strategy.

Methods and tools



Artifact

Design system

The set of shared components, rules, and criteria a team uses to build its interfaces.

Connections

Related to

■ Strategic design

Authors and works

2003	Brigitte Borja de Mozota	Explained how to manage design to create brand value and innovation.
2018	Danish Design Centre	Ranked 802 Danish companies on four steps according to how they use design: none, form, process or strategy.

Sources

Original sources

- Borja de Mozota, B. (2003). Design management: Using design to build brand value and corporate innovation. Allworth Press.
- Danish Design Centre & Confederation of Danish Industry (2018). Design delivers 2018: How design accelerates your business. [View source \(https://ddc.dk/wp-content/uploads/2021/09/Design-Delivers-How-design-accelerates-your-business.pdf\)](https://ddc.dk/wp-content/uploads/2021/09/Design-Delivers-How-design-accelerates-your-business.pdf)

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