

Astra inclinant, sed non obligant

No one is coming, it's up to us



## Defense Guild Consortium of

# Design

*in conduct unimpeachable*

Design is a guild focused on creation. Embodying the philosophy of "design is how it works," the guild of Design approaches every challenge from the perspective of the user, and how they'll feel when experiencing the resulting work.

### In Your Last Job

Staff may have worked with designers that were asked to "make it pretty," or those consulted only at the very end of a "waterfall" project methodology. Their work was likely entrenched in micro management, executive gatekeeping, and creative decision through committee.

### At The Defense Digital Service

Designers are **visual problem solvers** with a high degree of empathy, e.g. - they understand how someone might think or feel when viewing, using, or interacting with work. Designers at DDS collaborate closely with the other guilds, and hold a high mastery over **creative decision making**. Guild Designers are expected to carefully weigh feedback, but hold **responsibility over final direction**.



### User Experience

The framework of interactions, and the pattern and flow of how the work is to be used. All projects start here.



### Brand

More than a logo, Brand is the sum of how something is represented. Visual systems revolve around Brand, and all work adheres to the styles and guides developed therein.



### Research

Design decisions are often fueled from the distilled learnings of user research, use patterns, and analytical data.