A white unicorn with a single horn and flowing mane is rearing up on its hind legs against a dark, cloudy sky. The unicorn is the central focus of the image, with its body angled towards the right.

# Unicorns, T-Shapes, Hybrids and other fantastic beasts

Workshop at Ironhack

**Cogs**

9th of August 2019



# Cogs

**Driven by digital. Powered by people.**



Anna Pokhylko, Associate Consultant Design, Cogs Berlin

Anna is a Design Recruiter and has been with Cogs Berlin for a year.

Having studied Culture and Communication, she has always been interested in human interaction, art and design. Therefore, recruiting for design seemed to be a natural choice of profession for her.

*"I am convinced that a key to a successful placement is the individualistic approach and transparency within the candidate-recruiter-client triangle."*





Jan Pautsch, Director Cogs Berlin

Jan jointly runs Cogs Berlin and heads up their design practice in Germany. He creatively, strategically and data-driven shapes the future of businesses by giving access to highly specialized transformational talent.

Prior to joining Cogs, he has held business leadership and executive design positions at big digital agencies.

*“Throughout my career, I came to understand that employee experience should be at the heart of a company’s objectives.”*



# Our Purpose

Like all good companies, we're clear about our purpose. As the Cogs offering grows, and digital continues to blur the lines between roles and sectors, this clarity helps us deliver genuine value to our clients, candidates and colleagues. From relationship-building to hiring strategy, our business decisions always align with our mission:

**Our Purpose**

**To help individuals  
and businesses reach  
their full potential.**

# Our Values

When Cogs started out in 2004 we were based in London, serving a UK market composed mostly of digital agencies.

Today, we work with a diverse range of clients, from SMEs to MNCs, digital-first companies in many sectors, design consultancies and management consultancies.

We connect transformational talent with career opportunities via a network of offices all over the world.

Our business may have evolved with the industry, but our values have stayed the same.



# Specialism and key accounts

Digital transformation		
Specialisms	Services	Industry
Analytics & Business Intelligence	Digital Agency  AKQA, BBDO, Mirum, Critical Mass, Digitas, Spark44, RAPP, Possible	Digital First  GoBear, Deliveroo, Food Panda, Lazada, Net-a-Porter, Apple, Skyscanner
Product Management		
Sales & Account Management		
Marketing	Design Consultancy  Fjord, Frog, Heath Wallace, Huge, Ming Labs, Native, Ostmodern	
Cyber Security		
Content & Production		
Data Science & Engineering	Tech Vendor  Sitecore, Glispa, Lotame, Team Cymru, TrapX, Tremor Video	Transforming Digitally  Dyson, Lego, Aviva, Carmignac, Fidelity, DBS, Mastercard
Experience Design		
Creative Brand Design		
Strategy	Management Consultancy  Accenture, BCG, Cognizant, EPAM, Avande, PwC	
Software Engineering & Development		
Project & Programme Management		

A group of approximately 12 people, mostly young adults, are posing for a photo on a boat. They are all smiling and waving at the camera. The boat has a red and white striped background. The word "EXTERMINATOR" is visible on the side of the boat. The people are wearing life jackets and some are wearing sunglasses. The background shows a body of water and a city skyline in the distance.

# London

## Cogs



# Singapore

Cogs





# Hong Kong / Shenzhen

Cogs



Tokyo

Cogs



Berlin

Cogs





# **Design market / Diversity of and specifications for design roles**

- Current state of the market and design trends
- Evaluating skills and roles
- The design hiring process
- Individual portfolio review

**Cogs**



A modern office interior with a large yellow circle overlay in the center. The office features white desks, arched windows, and a blue armchair with a yellow cushion. A yellow wall on the right has a glowing 'Cogs' logo. The floor is made of light-colored tiles.

# Current state of the market and design trends

Cogs

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What is Design? It's about **business**.  
It's about **people**. It's about **technology**.  
It's now about **digital technology** — which touches a  
lot of people. And it's now about  
a lot of people unlike yourself since it is in  
the millions of people. Because it involves  
so many people today, **design responsibly**.

PAST

PRESENT

FUTURE

Design  
makes it  
pretty



Design  
makes it  
work



Design  
makes it  
good

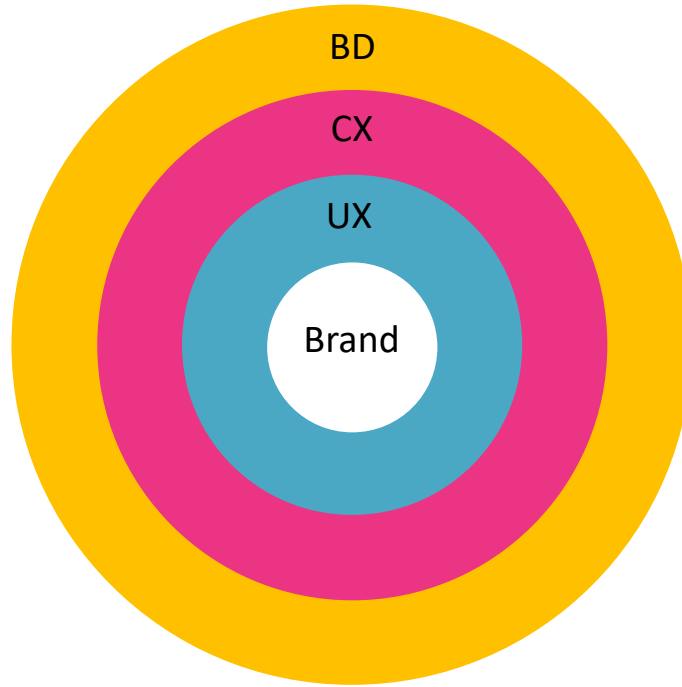
**Cogs**

Koi Vinh, Principal Designer, Adobe: Thinking critically about design and criticism

# All are the Designers



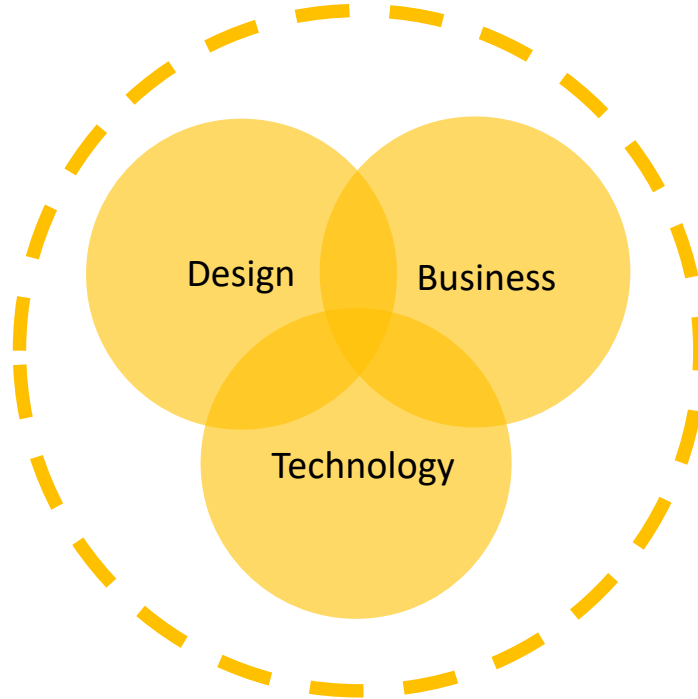
**Design is vital  
for CX**



**Cogs**

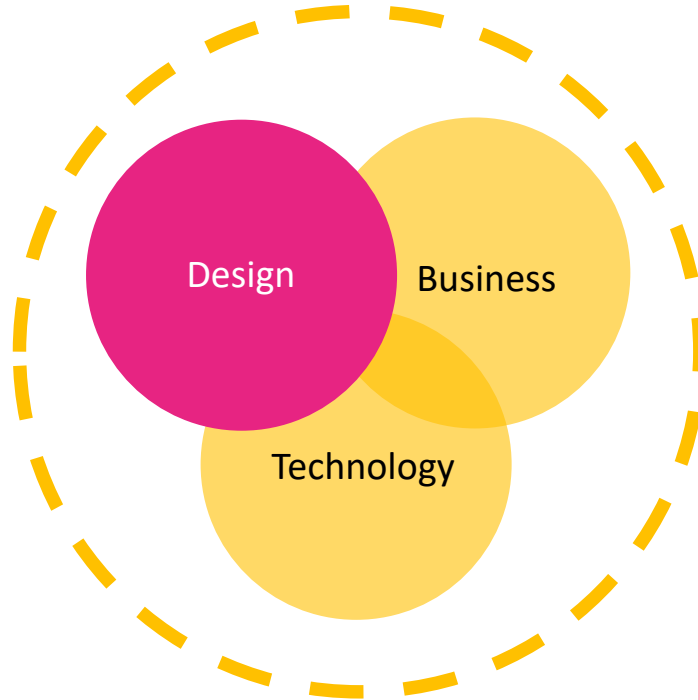


# A new level of Connectivity



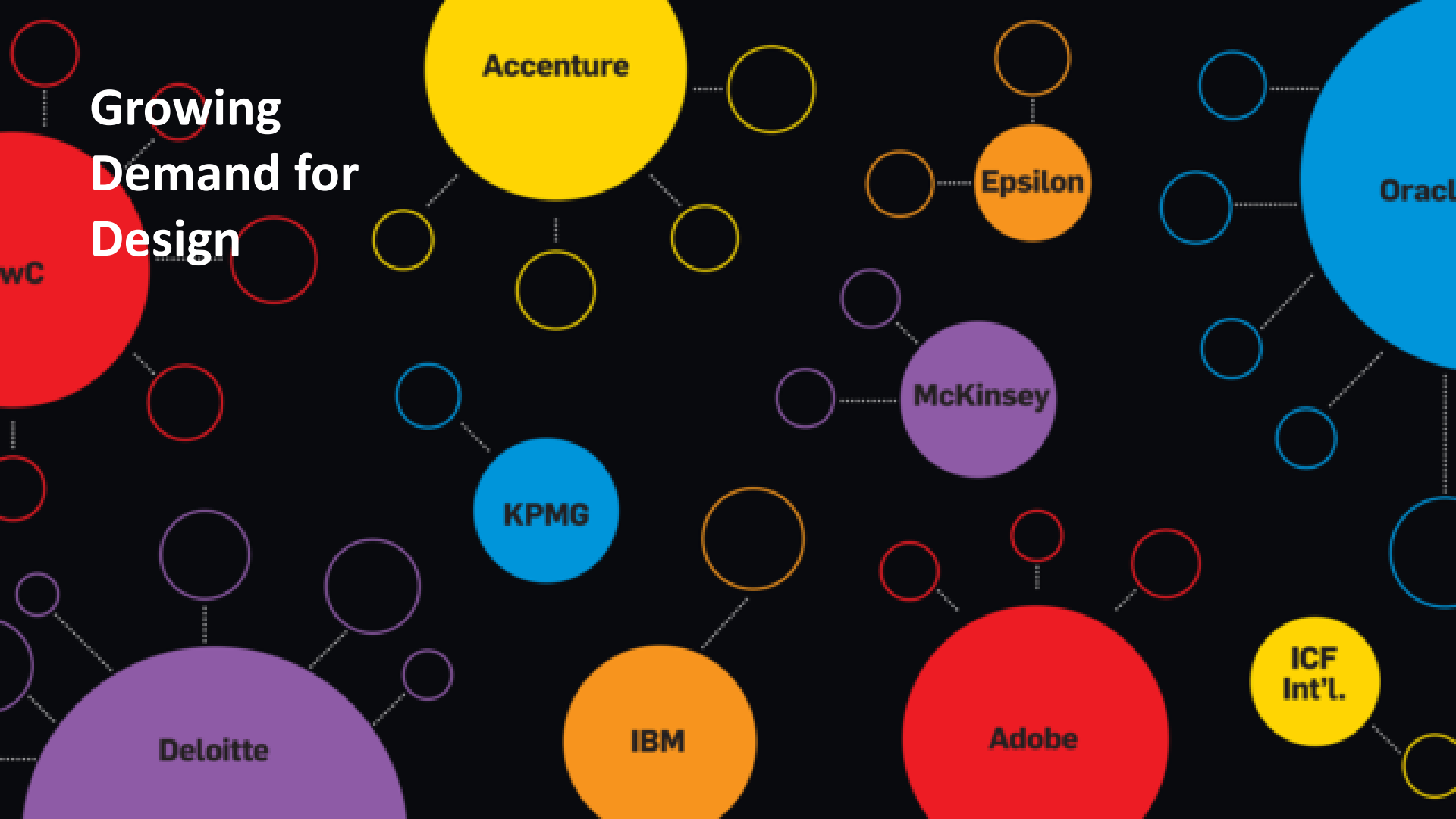
**Cogs**

# Key differentiating Factor Design



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# Growing Demand for Design



# Key Observations

Design in Tech Report

Over 70 Design Agencies have been acquired since 2004  
>50% of which have been acquired since 2015/2016

Facebook, Google and Amazon collectively grew design headcount by 65% over the last year

Both McKinsey & Co and IBM have recently made Appointments at their most senior levels for designers.

**Cogs**





# Outlook 1

Design trends will  
further revolutionizing the  
entrepreneurial and corporate  
ecosystems in tech.

## **Outlook 2**

**More funding flowing into design-led startups. Increasing of M&A activity with major services corporations.**

## **Outlook 3**

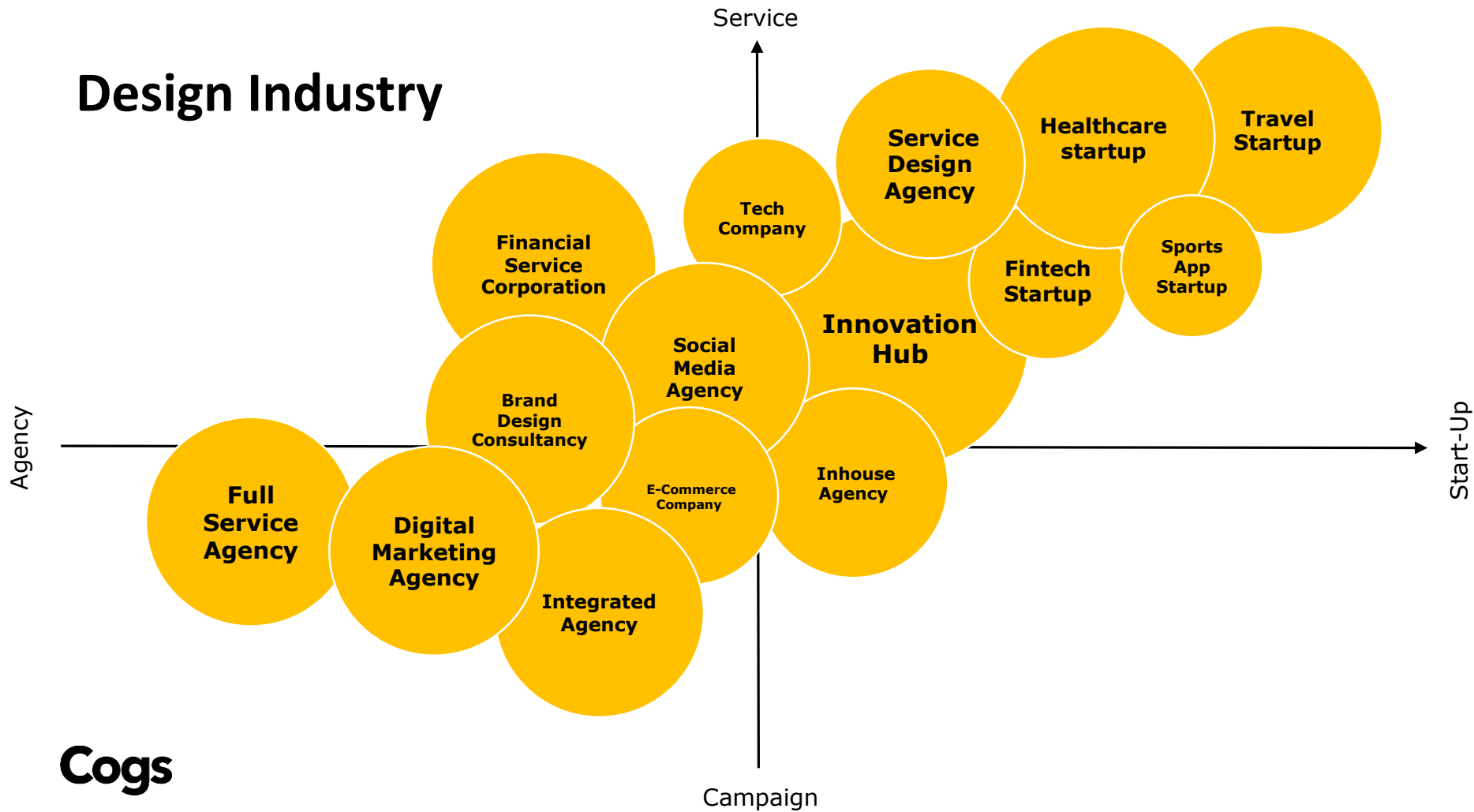
**The tech Industry will increase their headcount with more qualified designers.**



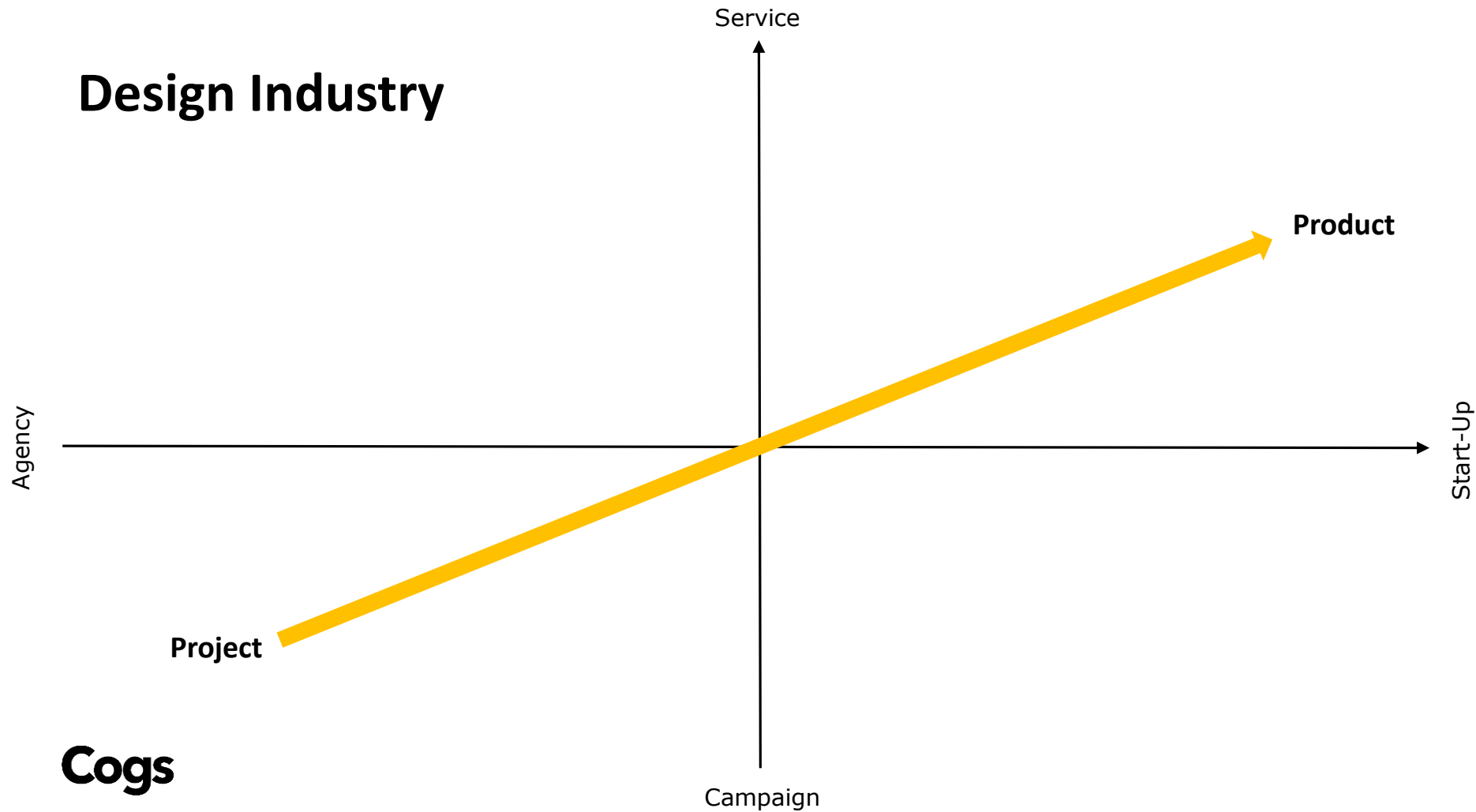
## Evaluating skills and roles



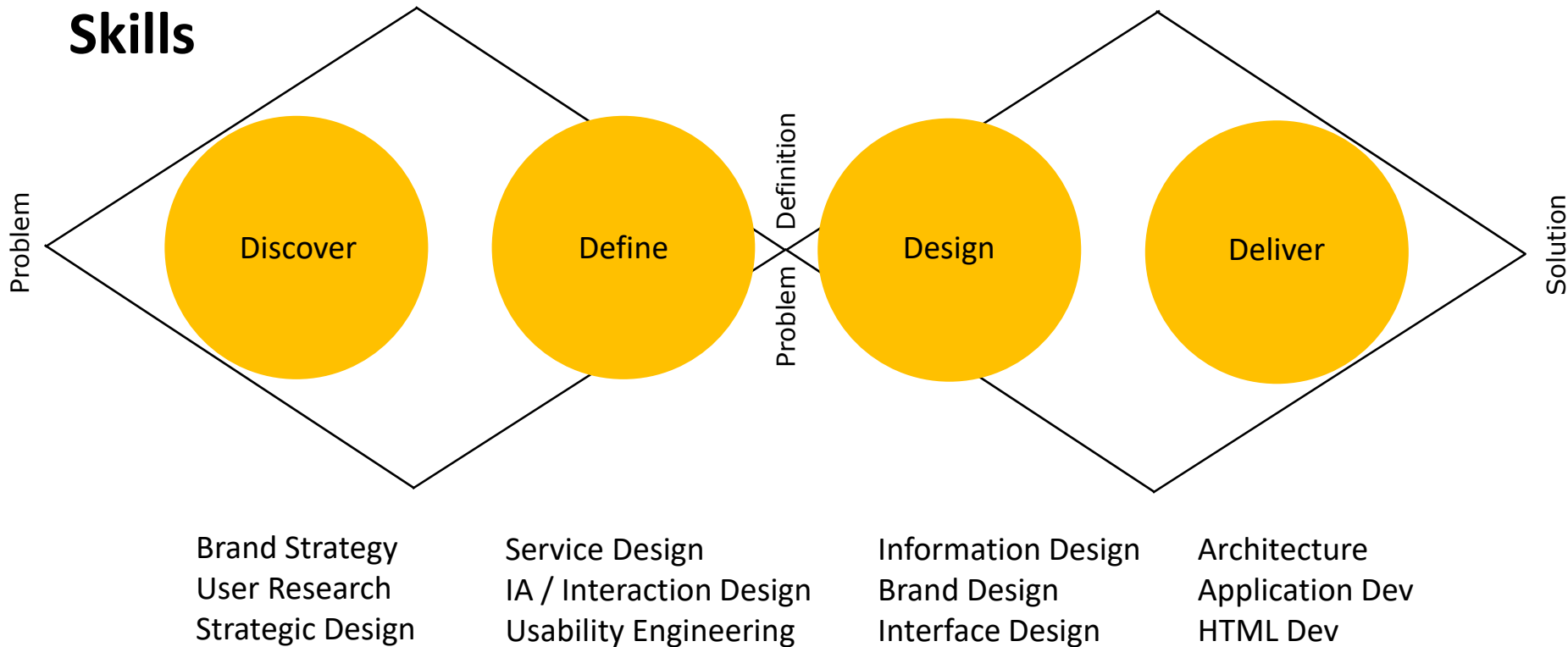
# Design Industry



# Design Industry

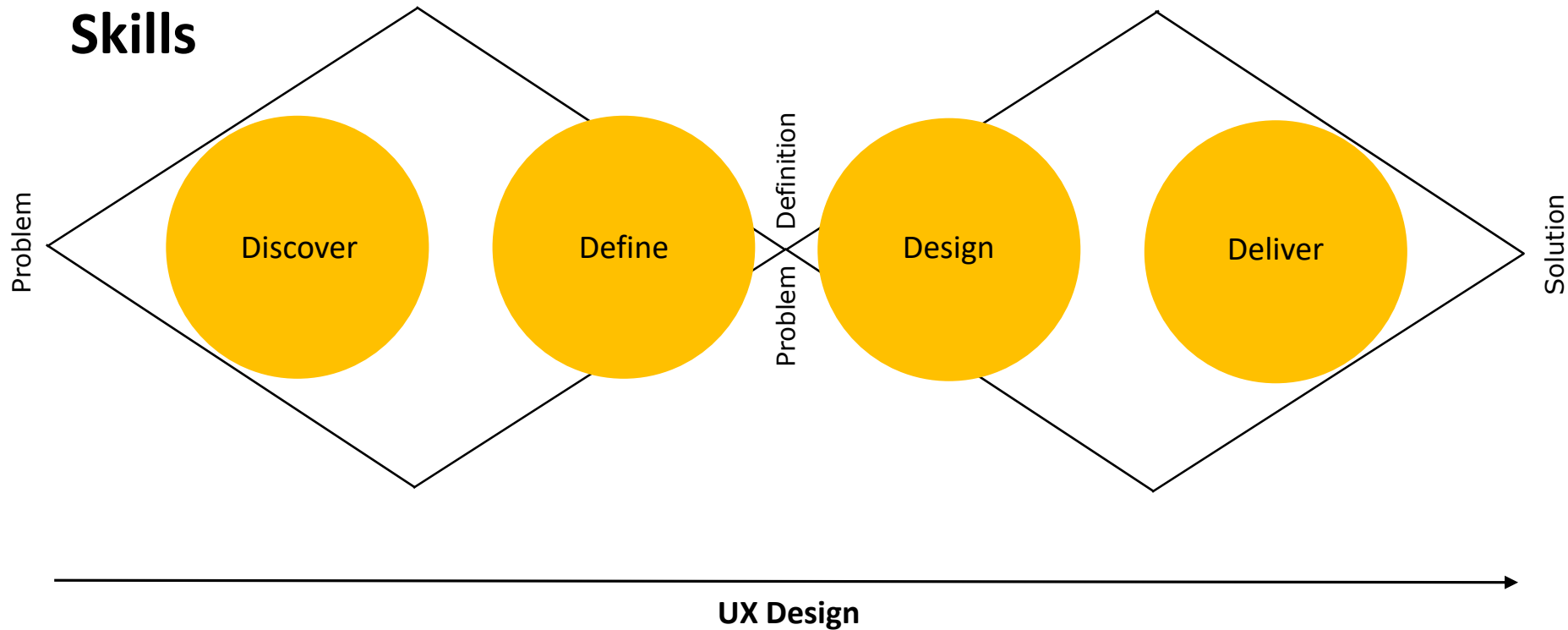


# Design Process Skills



**Cogs**

# Design Process Skills





# UX Design Skills

**Research:** Story, Strategy, Goals / Research, Analysis / Hypothesis and User-Stories / Prototyping, MVPs / Testing

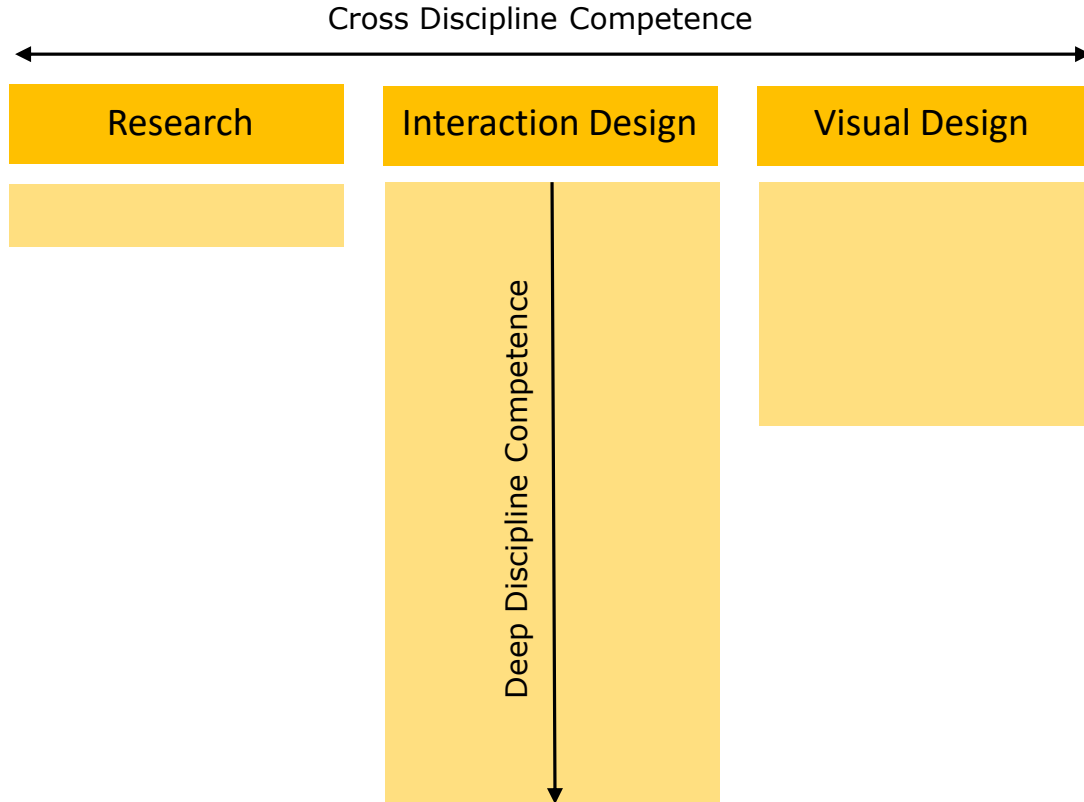
**Interaction Design:** Wireframing / Navigation-Pattern / Usability Testing / Information Architecture

**Visual Design:** Definition of look and feel, the personality / atomic Design / micro-interactions, color choices, typography

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A large, textured orange brushstroke or paint splatter is located on the right side of the slide, extending from the middle to the bottom.

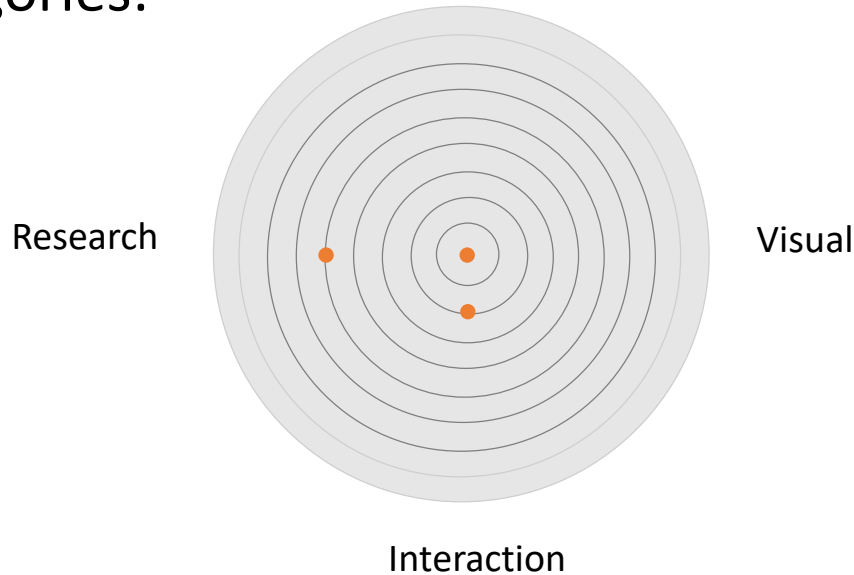
# T-shaped Designer



**Cogs**

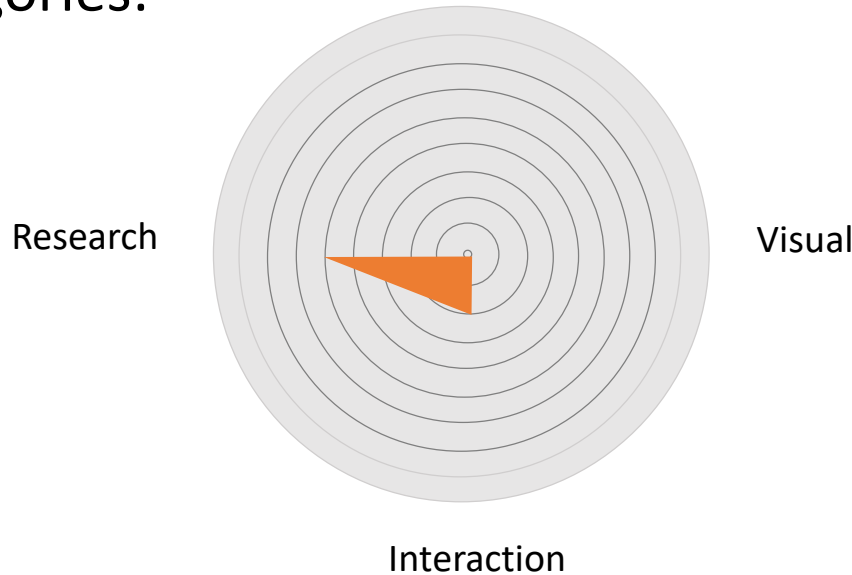
# UX Design Split

Distribute 10 points  
to these categories:

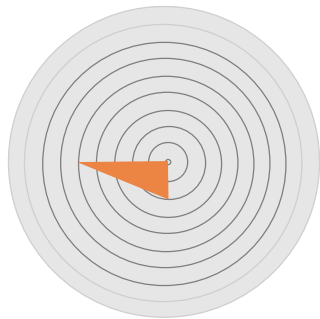


# UX Design Split

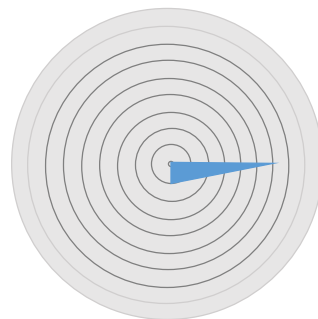
Distribute 10 points  
to these categories:



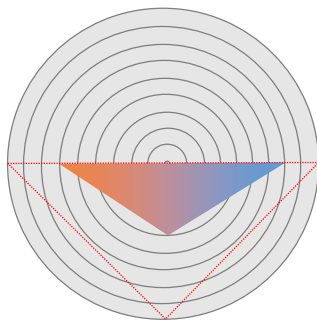
# UX Design Split



**Skill-Set 1**

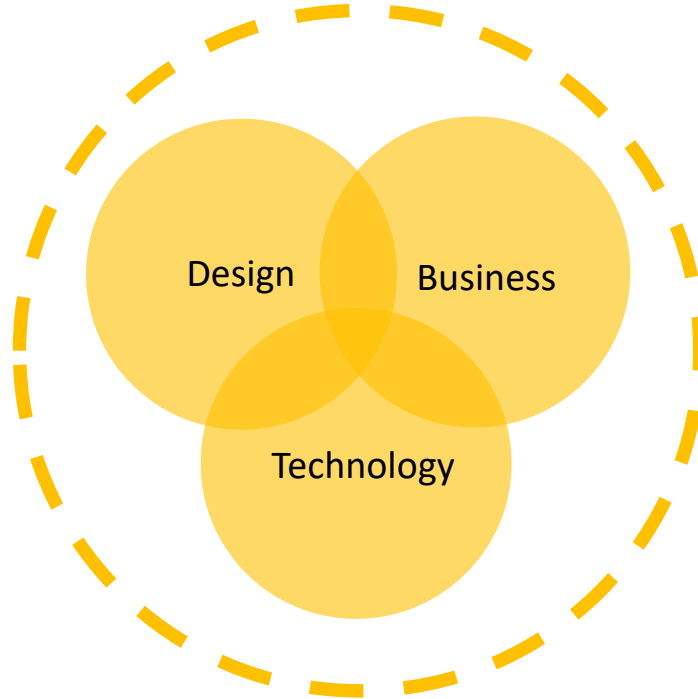


**Skill-Set 2**



**Skill-Set Team**

# A new level of connectivity



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# Interdisciplinary Product Teams

## Product Design

Service Designer  
Interaction Designer  
Visual Designer

Business Designer  
Design Strategist  
Design Manager

## Product Management

Business Strategists  
Data Analysts  
Product Manager

Design /Business /  
Tech / Data /  
Transformation  
Lead

Design Engineer  
Data UX Designer  
API Designer

Technical PM  
Product Owner  
Agile Coach

## Product Engineering

Mobile Developer  
Cloud Integration

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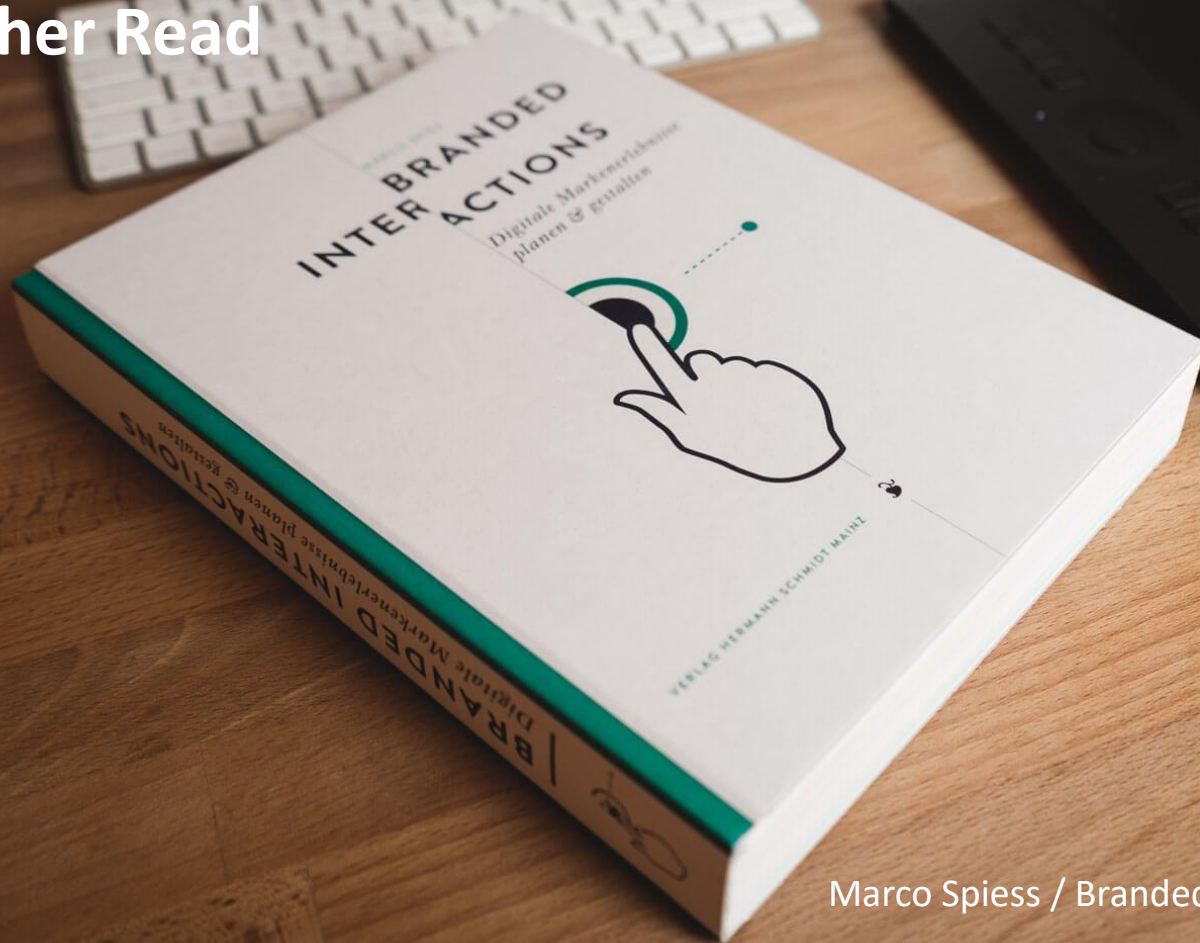
# Emerging Technologies / Design Trends

- Artificial Intelligence (e.g.: Conversational Interfaces)
- Augmented and Virtual Reality
- Designing for Gesture and Tangible Interaction
- Wearables
- Designing products, services or even entire organizations at the intersections of Business Strategy, Technology & Experience

# Emerging Technologies / New Design Roles

- **Product Designer** – from UX to Product Strategy
- **XR = VR / AR- / AI / Voice / Gesture** – visual interfaces are no longer the focus
- **Business-Designer** – solving business problems with Design
- **UX-Writer** – narrative and conversational Design
- **Hybrid Designer** – growing need for tech Designers

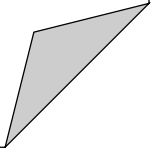
## Further Read



## Further Read



## Learnings / Activities

- Design trends are further revolutionizing the entrepreneurial and corporate ecosystems in tech
  - Emerging technologies will bring new hybrid roles
  - Localize opportunities from project to product
  - Apply the UX Design split for a joint understanding
  - Differentiate between cross- /deep discipline competences
- 





# The design hiring process

# Speedy vs. Lengthy

- Start-up vs. Corporation
- Flat vs. Corporate hierarchy
- Seasons ;-)

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# Interview process components



# Interview steps



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Our  
support

Cogs

# Cogs' presence in the hiring process

## 1. Application

Finding a job for you

Telling you about the job

Consulting you on the salary expectations/portfolio/CV/highlights

Introducing you to the company

## 2. Interviewing process

Positive feedback 1 - Scheduling Interview 1

Your first interview

Sharing your best impressions 1 with the company

Positive feedback 1 – Scheduling Interview 2

Your second interview

Sharing your best impressions 2 with the company

## 3. Offer negotiations

Positive feedback 2 - You receive an offer

Making sure you are happy

Mediating between you and the company

## 4. Post-placement


Staying in touch with you and the company

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# Our contribution



Provide  
extensive  
information

Support  
with salary  
negotiations

Eliminate  
hidden  
obstacles

Client's + candidate's trust

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**Capital is being superseded by creativity and the ability to innovate — and therefore by human talents — as the most important factors of production. If talent is becoming the decisive competitive factor, we can be confident in stating that capitalism is being replaced by talentism.**



Thanks!

# Contact



/cogs-agency



@cogsagency



@cogsagency



@cogs\_global

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## Say Hello!

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# Links

- The Big List of 43+ Customer Experience Statistics / [Link](#)
- Design in Tech Report 2019 / [Link](#)
- New World Order / ADWEEK / [Link](#)
- Why big brands are buying design studios / Design Week / [Link](#)
- Unicorns / Worldclass Folios / [Link](#)
- Dan Bown: 13 Principles of effective Design Teams / [Link](#)
- Seth Godin: Rules for working in a studio / [Link](#)
- The State of UX 2019 / [Link](#)
- How to write inspiring Job Descriptions for UX? [Link](#)
- The End of Capitalism – So what's next? / [Link](#)
- The tech industry needs more designers — are hybrid designer-developers the answer? [Link](#)

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