2021 PRODUCT DESIGN TRENDS REPORT
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100% of the Fortune 100–brands like IKEA, Slack and Netflix–use InVision to build products customers love. Interested in learning more? [Let’s talk.](#)
What a decade 2020 has been. All of us experienced our world undergoing a radical reordering overnight. 2021 was a beacon on the horizon, offering hope for a potential return to stability. And while much about what next year looks like is up in the air, we approach it with a new sense of resilience, resourcefulness, and purpose.

So much of what has gotten us through 2020 was the knowledge that, despite never experiencing anything as cataclysmic in our lifetimes, history is filled with examples of similar disruptions. A world connected by the Internet allowed us, for the first time, to share our experiences of what was happening writ large, in real time. Though we could do nothing to stop history from being made, every individual could do their part in helping to build a cohesive narrative of what was actually happening through our e-mails, digital whiteboards, Slack messages, blog posts, Tweets, Instagram stories, and more. We didn’t have to wait decades for a historian to splice it together. And we found that, though we were mostly going through the pandemic alone, there was a shared experience. We’ve all been doing independent work—on ourselves, in our companies, etc., with self-reflection and mental shifts taking place largely internally, off the clock, and outside of shared communities.

Each December, Inside Design publishes trend predictions for the upcoming year. But since this year is wildly different than any before, we decided to use the occasion to create a contextual framing for the year ahead, specifically for product design teams and collaborators. The first step was to check in with our community and gauge how those seemingly personal shifts are actually more ubiquitous than we think.

In order to get an accurate read, we surveyed hundreds of our readers, and consulted experts, analysts, and those engaged in the most innovative, multidisciplinary work on the ground. We scoured our library to find the most read, discussed, and shared ideas, too. From our research, seven prominent themes emerged from 2020, which we predict will have the greatest impact on product teams in the new year. Many were not necessarily “new,” but rather transformations and progressions of several we’d already been tracking.

Putting this report together has made us realize that, being at the epicenter of essential technological infrastructure and rapid digital transformation, the digital product space has had a unique vantage point in the year’s biggest universal shifts. We also realized this community offers some of the most tangible opportunities to make a material impact as we forge ahead.

A bright future begins now: Let’s dive in.
WILL DESIGN SYSTEMS UNLOCK TEAM POTENTIAL?
While design systems have been around for over 20 years, large companies only started to seriously invest in them in 2016. Since then, they’ve expanded rapidly, both in impact and prevalence, due to their promise of increasing speed to market and creating efficiencies over time. Many companies wouldn’t be where they are today without their design system, Google’s Material and IBM’s Carbon, for example. While design systems bring order to handoffs and create a shared source of truth, they still require resources to be divested from more immediate needs, along with purposeful governance and maintenance. Many companies entered 2020 questioning when the reward was going to eventually warrant the investment.

But then Covid happened, and no longer could ideas easily be shared during a drive-by. Meetings had to be scheduled; Brainstorms, organized. The design process had to be systematized unlike ever before—but many teams were more prepared for the switch than they realized.

"Design systems are the way you talk about all the decisions that you make as a design and coding organization. It’s the way you collaborate to hand off those decisions and create an experience in using that system."

NATHAN CURTIS
Principal and Design Systems Consulting Lead at Eight Shapes

In other words, design systems were already an in-between step that required teams to rethink collaboration and communication. Having a design system in place before the pandemic allowed for a smoother transition in our new, more asynchronous work environment.
According to our survey, of those who were using a design system in 2020, **83%** said that it saved them at least 2 hours per week as part of their normal workflow, with **34% estimating more than 6 hours saved.**

That’s nearly a full work day that designers, developers, and PMs could dedicate to the more important tasks of developing great products.

As we’ll mention again later in this report, 2020 saw many organizations being asked to do more with less—whether that was due to **slashed budgets** or **employees working with lower mental health**—and having a design system in place helped lessen the intangible costs of rapidly switching to working from home.

We’ve found that the more mature a design system is, the **greater the cost-savings** are on average. However, many companies are missing out on these potential savings. According to our survey, only **7.7%** of respondents said that their design system was the most mature, or “optimized,” meaning they had scaled it across multiple product teams, sub-brands, and/or platforms, and that they had a contribution process in place for designers, developers, and other stakeholders. Of those with a design system, the majority qualified as “basic”—that they had begun to build components and usage guidelines for designers or developers, but had not yet aligned them cross-functionally so that both teams are using a shared language.

In 2021, we expect to see a larger percentage of teams reporting “integrated” and “optimized” design systems, as the investments in people, resources, and time from years past will exponentially increase the design system’s value to the org (and therefore it’s collective use). And we’re predicting that the design systems savings gap will grow, as those who saved big in 2020 will be able to reinvest those savings in new technologies like connecting big data and installing AI to optimize. As accessibility and inclusivity also become more important to consumers (we’ll discuss this later as well), design systems allow product teams to easily **scale these modifications**.
For those who still have room to grow, the opportunity to reinvest in a design system becomes even more urgent. And while making the case to invest in something that isn’t seen as creating an immediate competitive advantage in the marketplace can be a fight for resources—especially when teams are already being asked to cut budgets and stretch limited funding, our advice to organizations earlier in their design system journey is to stay the course and keep doing what you can. You’ll also find at the end of this section a few of the guides we’ve put together on the topic, from building a design system community to getting started with an MVP.

And for those in the middle of the maturity spectrum, Nathan has this piece of advice: Keep the quality of the design system’s core as high as possible.

“Part of the mission of a system is remaining connected to all of its customers, all the other teams making experiences. How can you orient yourself or your team to where you're going to net the most value? Participate in that.”

NATHAN CURTIS
Principal and Design Systems Consulting Lead at Eight Shapes
Article: Why a design system is the key to scaling accessibility

Article: Digital products are having their “assembly line” moment—here’s how to stay relevant

Article: How Vodafone built one of Europe's biggest design systems

Handbook: Design systems

Guide to: Building a design system community

Webinar: Benchmark your design system

Podcast: Creating, scaling, and championing design systems with Kim Williams
WILL DESIGN HOLD ITS SEAT AT THE TABLE?
When we began 2020, we were expanding on the idea introduced in *The New Design Frontier*, that in order for design to get to the next level in business, designers themselves would need to uplevel outside of their craft. No longer could they work in the purely “creative” space. Just like their suit-wearing associates, they needed to connect findings and user experience to direct, tangible business results. Heidi Munc, vice president of user experience at Nationwide, shared with us that, over the past couple of years, her team has made real progress aligning with their business partners and gaining their trust. For example, in the past, if they presented design solutions in terms of optimal customer value, they would receive pushback because of the additional time and cost it would have for the business. Now, they reframe those same “unpopular opinions” to focus on what’s in it for the business, first and foremost—and as a result see greater executive buy-in and future business opportunities. This strategy worked:

“Not only were we supporting the businesses, but in a lot of cases we were helping create that North Star and really getting the business to [rethink their experience strategy] in order to compete and thrive over the next 100 years.”

**HEIDI MUNC**
Vice President of User Experience at Nationwide

But the pandemic changed everything: Not only was there a steep downturn in revenue for many companies resulting in a renewed focus on cost-cutting, but operational efficiency became mission critical, as much of the workforce experienced reduced productivity due to lack of childcare and heightened physical and mental considerations. Rather than thinking of possibilities and growth opportunities, everyone was trying to just get through the day. Businesses slid into reactionary mode.

As we’ll delve into later, organizations underwent a renewed focus on what really matters. But that doesn’t mean the path forward for design became any easier. As designers were frequently being pulled into hybrid positions across engineering and product, collaboration entailed calculating impact not only against one metric, but multiple metrics that were co-owned with other teams. And while some design teams weren’t
as impacted by resource constraints, it doesn’t change the fact that they’re being asked to do more. The challenge for designers, Munc says, became not only keeping the business focused on customers, but how to do it in a way that also takes operational efficiency into consideration.

The answer for product teams across industries, of course, was quickly toning their business muscles to help executive leadership steer the organization through the next quarter without sacrificing gains they’d made in their North Star.

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**80.4%** of our survey respondents said that they felt their company expected them to understand their business’ strategic direction, and **72.7%** reported spending time sharpening their business skills in 2020.

Next year, we predict that those who have invested in their own understanding of business principles, and how design creates business value, will become leaders in the space.

We also expect to see designers in those companies and teams more fully reap the benefits of their work, as they will spend less time articulating their value to the business and more time leveraging that value.

“It’s not just about advocating for design to be there,” says Megan Man, vice president of product design at Squarespace. “If you can really shift your thinking into being more of a business leader who just happens to be really good at design, I think that’s where success is. It’s all about speaking that language.”
BUILD CREDIBILITY WITH BUSINESS THINKING

Article: How to estimate the ROI of design work

Article: My secret weapon for helping executives understand the value of design

Article: How IBM works with InVision to unlock design’s potential and grow their 109-year-old business

Handbook: Business thinking for designers

Webinar: How to speak the language of business

Podcast: Be a business leader, not a design leader with Jehad Affoneh

Podcast: Learning to take risks, be generous, and make a ruckus with Seth Godin
WILL ORGANIZATIONS CREATE SYSTEMIC CHANGE?
In 2020, the dominos fell. The systemic challenges that have always been there became visceral and ubiquitous. It was clear that we needed change now—and fast.

While the gaps in many of our local, national, and global institutions were brought to the forefront, we didn’t feel we had many options in our toolkit to change things. We needed widespread actions—and had record support for them—but the path forward was unclear. There weren’t any “best practices” available and we lacked cohesive leadership across private and public sectors.

So we decided to do what we could. This year, we saw proof of the amazing power that small, individual actions have on affecting larger change. Though this idea started through the public health measure (staying home and wearing masks, anyone?) it quickly rippled across all of society. We realized that diversity, equity, and inclusion wasn’t just a business acronym relegated to our jobs. In many countries, businesses—not local communities or other organizations—are now how society is organized. If you want to change society, you need to change how organizations operate. And organizations are made up of individuals. So we, as people, have to take it upon ourselves to really think about how our actions are holding up or reinforcing these structures of massive inequity.

In 2020, individuals restarted grassroots organizing within their companies with newfound importance.

62.3% of survey respondents said they had a team conversation about diversity, equity, and inclusion at work—and 26.4% said it was the first time they had done so.

These are the individuals who no longer allude to change, but are being overt in their language, marketing, product, organizational design, etc. Their stance on diversity, equity, and inclusion are not just words, but actions.
“We’ll continue to root out racist and non-inclusive language in our products, as well as wider designs,” predicted one of our survey respondents. “Designers will start to organize and discuss a code of ethics, and there will be a rise in justice design (both volunteer and paid).”

This year, too, we saw how we can use our power as individuals to hold corporations accountable.

“Design will play a more active role in driving the conversation around tech and ethics,” wrote another survey respondent. “We see it with the big unicorn B2C companies, and I expect that especially in the B2B world, it will no longer be acceptable to say retrospectively, ‘We never thought a user might abuse our platform and do X. We had no idea.’ Being proactive when designing desirable solutions will mean that we also need to test and consider the negative edge cases more systematically.”

Next year, don't be surprised to see more people leave design and the corporate tech world.

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74.4% of survey respondents said that in 2020, they had always or sometimes dreamt about leaving everything behind and building a new digital product focused on social good. And many are making that dream a reality.

Take Bruno Bergher, who this year left a VP of product design position to explore work he finds more impactful and meaningful—beyond just receiving a paycheck. While he is not so sure about his next step, he says that 2020 made it clear to him what he doesn't want to be doing, and the types of companies he doesn't want to work for.

“I think this is the decade that tech realizes that there’s a little bit of ‘tobacco’ in what we do,” Bergher says. That said, tech isn't going anywhere: Many will still stay in the industry to refashion and solve these hairy programs.
UNCOVER HOW TO DRIVE SYSTEMIC CHANGE:

Article: The 5 do’s and don’ts of starting an employee resource group

Article: Why we need to rethink what “belonging” actually means

Article: Why this Brooklyn-based design leader thinks design needs to explore beyond the binary

Article: Why traditional design won’t save us in the COVID-19 era

Article: Design needs to actually champion its Black community—us included

Article: Why the ‘nobility complex’ is the design issue we all need to deal with

Podcast: Designing for diversity with Project Inkblot’s Jahan Mantin and Boyuan Gao
WILL GENERALISTS BE THE KEY TO COLLABORATION?
It’s an adage we’ve heard over and over again: In order to deliver great, innovative products, you need to collaborate. And over the past couple of years, we, as a design community, have taken this to mean “Sit next to developers.” But in 2020, we learned that collaboration can’t just extend from proximity or even simply “talking more.” It is a distinct communication muscle that has to be intentionally built through practice.

“It’s become really critical to be deliberate about how you communicate,” says Bruno Bergher. “You can’t embrace serendipity or trust that good accidents are going to happen.”

The issue was always that there had been so many different viewpoints and “languages” being spoken, that it was almost impossible to achieve alignment. This year, we realized that effective collaboration depends on having team members who are uniquely able to efficiently translate each discipline’s nuances and considerations—and know how to measure them against each other. Not every team needs to be filled with generalists—but there needs to be at least one person with the special talent of translating and integrating a team’s multi-disciplinary skills and expertise. Companies have even taken to designating special positions, like design engineers, on EPD teams to fill this need. Like Bruno, many product and engineering leaders we’ve talked to this year are former designers and vice versa.

This overlapping of roles is reflected out in the industry, too, as 39% of survey respondents said that they had been required to take on a hybrid role at work. And that’s not just from happenstance: It’s by design.
As a team leader, my approach has always been to build teams as portfolios. I try to hire people who are generalist enough, but also have skills that complement the rest of the team."

BRUNO BERGHER

To put it simply, a designer can’t just wear one hat anymore—they have to wear at least two or three. But rather than letting the business order which hats each person on the team wears, they can share a couple, and DIY a distinct one of their own.

Let’s not forget that in 2020, many individuals had more time to fill at home. While many chose to take up old hobbies, others invested in personal and professional development, taking advantage of free at-home learning resources. In 2021, we’ll see that some of the new perspectives gained during our self-isolations will be injected not only into our pixel-level work, but the different ways we can explain our viewpoints as well. Expect some interesting innovation because of it.

“Art, culture, and business principles throughout history have swung through pendulums. In the West, it’s been from a very structured, rationalistic way of doing them, towards something more humanistic or natural, and then back again,” Bruno says. “Maybe with everyone thinking ‘What really does matter,’ we’ll have another swing now.”
Article: The definitive megalist of the best design books, podcasts, movies, and more

Article: Your UX job title ultimately doesn’t matter—but this does

Article: How to turn an unexpected career pivot into your next great job

Handbook: Design engineering

Webinar: Setting a new bar for design-dev cooperation at The New York Times

Podcast: Working at the intersection of design, business, and technology with John Maeda

Podcast: Knitting different disciplines together with Pinterest’s Naveen Gavini
WILL WORK AND LIFE BE SEPARATE AGAIN?
If you worked remotely before February 2020, you likely worked at a progressive company (and fielded many questions about how you kept yourself motivated during the day.) But once Covid hit, having a team that could manage to translate the office into a home setting became table stakes.

"I don't really think people were thinking, 'How can I optimize my work for remote work?' They were mostly thinking 'How can I just keep doing the things that I was doing before—but now at home and on video—until this is over?'"

LEISA REICHELT
Head of research and insights at Atlassian
Author of *How to debug distributed teamwork, as suggested by new research*

Translating the in-person experience to a forced work-from-home situation with unprecedented childcare, societal, and health considerations was hard. However, once enough of us worked remotely long enough, the question transformed. It became clear that certain tasks we thought weren’t translatable to a digital experience, like collaboration and brainstorming, were actually just structural inefficiencies we were holding onto.

"Collaboration, discussion, and feedback all happen in a very company-dependent way," says Erin ‘Folletto’ Casali, a product design director at Automattic and startup advisor with a hybrid background in design, psychology, business, and technology. "From weekly review meetings, to a creative director hovering over a designer providing feedback, these are ways for teams to share their approaches—but they aren’t necessarily as explicit as they need to be for a remote environment."
Our business-as-usual practices actually allowed us to get away with poor communication, exclusionary practices, and a lot of unintentional/unfocused work. And what may have been efficient or effective for the business before March 2020 was now seen as wildly inefficient due to visible physical, emotional, and social constraints.

“There is much more to burnout than just workload, there’s all of these other different contributors that are making people feel less full of vim about their work on a daily basis right now. Some of them very much have to do with where in the world you are, and what’s going on politically and in terms of the pandemic.”

LEISA REICHELT
Head of research and insights at Atlassian
Author of *How to debug distributed teamwork, as suggested by new research*

Our off-hour lives that were previously kept separate (and could remain mostly hidden) from our work-selves were not only made visible by the transition to remote, but for the first time, our two selves merged. Work and home became one place, the expression of our whole self. Many survey respondents mentioned that this year was the first time physical and mental health, racial and economic justice, childcare, ethics, and even politics were directly addressed in the office.

It’s become clear that the only way forward, now, is to create a new definition of efficiency/effectiveness, one that includes a wider, more holistic approach bridging the gap between professional and personal.
"That potential expanded amount of information means we have a responsibility to deal with that properly," Leisa says. "There’s a whole lot more we have to be really thoughtful about."

This year showed that businesses are realizing that they cannot continue with a one-size-fits-all approach—both in terms of their organizational structure, but also with their products. We already saw that those who designed and built for the edge cases were the winners early in the pandemic. Over the next year, we’re predicting that this new mentality will result in a new take on inclusivity and accessibility as well. In other words, we’re not going to see either/or products anymore—we’re entering into a new phase of “yes, and.” The winners will be those who design for endless opportunities and combinations.
EXPLORE MORE ABOUT WORKING REMOTELY

Article: The 3 problems everyone has when first working remotely (and how to solve them)

Article: How Spanish startup Jeff came together while working apart

Article: How a developer and designer duo at Deutsche Bank keep remote collaboration alive

Podcast: How to run remote design sprints and design reviews

Webinar: Best practices for creative teams working remotely

Handbook: Remote work for design teams

Report: Scaling remote collaboration for digital product teams
WILL DIGITAL-FIRST REMAIN A COMPETITIVE ADVANTAGE?
Before 2020, digital transformation was still perceived as an option (and not an imperative) for companies looking to grow their business. Once Covid hit, digital as an “option” was thrown out the window. In order to stay alive, everyone had to think like a digital-first company—and without skipping a beat. Surprisingly, many businesses were able to pull off the previously unthinkable—radically changing processes and even business models overnight.

“We’ve seen an incredible shift from the traditional brick and mortars that were just using their website as a marketing tool, essentially, to having to pivot their entire business online,” says Megan Man, VP of product design at Squarespace.

In some more traditional, non-digital first business models, we saw executive leadership having to work digitally themselves. According to an IBM study, a large portion of c-suite executives are finally understanding firsthand the special skills, structural challenges, and organizational support needed to accelerate a transformation.

51.9% of survey respondents report their company strategy has pivoted since Covid.
Digital-first companies, on the other hand, took home some early wins given a slight change to their day-to-day functioning. However, in 2021, don’t expect this “business-as-usual mentality” to last for long. As bigger, traditional companies divest resources from in-person business arms and reinvest in digital, expect to see a more even playing field than ever before. With internal roadblocks out of their way and a renewed consumer interest, the most innovative product teams in these companies will finally be able to guide the company forward as they re-disrupt themselves—this time on a larger scale. Unlike their start-up competitors, they’ll bring out more diversified revenue streams, too, and will be able to remain resilient against impending changes.

“There will be a little bit more of a leveling out just based on the fact that people are living, breathing, and working digitally, but I think that there’s still going to be a pretty big difference between those who think of themselves as product companies building something for users to leverage to make their lives better, versus companies that have a different motivation behind the scenes.”

MEGAN MAN
VP of product design
at Squarespace
DEEPEN YOUR UNDERSTANDING OF DIGITAL-FIRST STRATEGIES:

Article: How Ireland’s biggest bank executed a complete security redesign

Article: How Goldman Sachs Marquee connects design innovation with financial services

Article: The secret behind BBVA’s award-winning digital transformation

Handbook: The new design frontier

Webinar: Investing in digital transformation

Webinar: Design sprints—spark innovation and go to market faster

Report: Become digital-first, faster with InVision
WILL WE CONTINUE TO FOCUS ON WHAT MATTERS?
Before 2020, “focus” was a flow state achieved by individuals to get more things done. The mentality was that you’d get out of it what you put into it—and that great products sometimes required some night/weekend work, and many, many iterations. The marketplace was driven by output: shipping fast and often—making sure a customer had multiple options for every situation.

But once our days filled up with Zoom meetings, children who needed to be supervised, roommates crammed in an already small shared space, parents that had to be checked in on, and three meals a day to be made, focus seemed not like a mystical muse that would come if you waited around for it, but a very finite resource that had to be tapped into on demand.

Many businesses are now dealing with the fact that optimized output is no longer possible—and nor should it be. Though many individuals are still pushing through workdays that have increased by 40% since the start of the pandemic, some have found they’re able to maintain or even improve productivity with less time spent at a desk.

“I’m trying to fit an eight-hour day of work into five or six hours of work in the morning and afternoon,” says LaDonna Witmer Willems, associate editorial director at Dropbox. “There are projects that I can’t do, or things I can’t do to the level that I would have done a year ago.”

After adjusting to the new normal, many managers are questioning if the previous focus on output is as important as outcome.

“I tell my team that the work will always be there. There’s never going to stop being work. Once you’re done with this project, there’s more coming. If you need time, take it.”

KYLE LEBLANC
Design Leader, Design Infrastructure at Github
When you’re busy and taking the kids to school, and then you go to work, and then come home, and then go out with your friends, you’re constantly moving,” LaDonna says. “You don’t always sit long enough to get the real answer from yourself.”

But it’s not just employees going through this. Seeing that work can be done without offices has made organizations rethink their budgets from end to end. Many are now swapping out snacks and commuter benefits for childcare subsidies and increased mental health benefits. Others, dealing with budget cuts because of the recession, are now looking at their expenses and evaluating what can display proven ROI for the business.

And it’s not only employees they have to think about:

“Once you have consumers who are in a disrupted mode for a period of time, there are some things that stay with them for a really, really long time. How do we help the business understand that what was really important for our customers in February 2020 might not ever be important again?”

HEIDI MUNC
Vice President of User Experience at Nationwide

While some are anxiously waiting for “things to go back to normal” in 2021, we predict that this shift in perception will mean that employees, consumers, and customers won’t be satisfied with frills: They’ll actually want something that meaningfully works for them. They’ve learned that other options exist—and that they may actually prefer the new way, now.
FIND OUT MORE ABOUT FOCUSED PRIORITIZATION:

**Article:** The 4 ingredients John Maeda says all the best products share

**Article:** Want to become a better designer? Start by rethinking your A/B tests

**Article:** D-Ford is rethinking UX—and saving lives in the process

**Article:** How to optimize your workday, according to recent designer-turned-developer Lenora Porter

**Handbook:** Enterprise design sprints

**Webinar:** Adopting practices of high impact teams

**Podcast:** Designing your work life with author Bill Burnett
While all of us experienced a radical shift in 2020, the year ahead promises more change. The expanding maturity of design systems as their value is more broadly realized; designers no longer demanding a seat at the table, but rightfully owning their place; change coming from individuals and corporations, and materializing in real systemic change (and further social unrest); the continued rise of generalists on product teams as the need for understanding a shared language demands more “translators”; remote work becoming codified, and shepherding in new ways of collaborating and connecting; digital-first yielding the floor to digital-or-bust; and a deepening focus that comes from doubling down on what matters at home and at work (which, by the way, are now the same place).

These changes are coming, and we have a responsibility to reflect on their catalysts, as well as their likely outcomes.

“...The thing that is on my mind a lot at the moment is, as the world moves on and the pandemic becomes more of a memory for us, how can we keep what we’ve learned and experienced and take advantage of the opportunities that have been uncovered as a result of this process? There is an enormous risk of just going back to the way things were. It’s such a human thing to do—to learn everything and then forget it.”

LEISA REICHELT
Head of research and insights at Atlassian

Digital products have kept the world together during these unprecedented times. But they’ve also revealed deep inequity and exploited opportunities for disinformation and chaos. Our industry has an opportunity to do better, to focus on the unprecedented insights we’ve gained into equality and diversity, health and wellbeing, family and local relationships—and do something about it. As a product design community, we have a responsibility to lean in more. Don’t let the inherent difficulties of our industry stand in the way of learning from, and creating change out of, all that we’ve gained.

Bring it on, 2021. We’re ready.
InVision is the leading product design and development platform for teams building world-class digital products. Our platform and services enable effective collaboration across roles and time zones for improved speed to market and powerful business results.

More than 7 million people at both large enterprises and small startups come to InVision when they are looking for digital transformation. Our platform allows teams to ideate, prototype and test new ideas; create repeatable and streamlined processes in design, product and engineering; and up-level workflows to move more efficiently from inspiration to production.

100% of the Fortune 100—brands like IKEA, Slack and Netflix—use our platform to build products customers love. Interested in a demo? Speak with InVision today.
KYLE LEBLANC  
**DESIGN LEADER, DESIGN INFRASTRUCTURE AT GITHUB**  
As a design leader, Kyle empowers teams to push the envelope and challenge the status quo to deliver experiences that users never knew they needed.

MEGAN MAN  
**VP PRODUCT DESIGN AT SQUARESPACE**  
Megan leads the award-winning team of designers, researchers, and content strategists behind the platform that provides millions of dreamers, makers, and doers the tools they need to bring their creative ideas to life.

ERIN “FOLLETTO” CASALI  
**HEAD OF DESIGN, JETPACK AT AUTOMATTIC**  
Erin has a hybrid background in design, psychology, business, and technology—with a people-centered approach.

BRUNO BERGHER  
Bruno is a product leader with a design background and people-oriented approach. He’s built products and teams at Google, YouTube, Gladly, and Expa.

HEIDI MUNC  
**VP USER EXPERIENCE AT NATIONWIDE**  
With over 20 years of experience, Heidi has successfully demonstrated the value of using design thinking to solve business problems in large organizations.

LADONNA (WILLEMS) WITMER  
**ASSOCIATE WRITING DIRECTOR AT DROPBOX**  
Creator of “Permission to Speak,” the conference keynote and workshop designed to address the many ways voices are silenced and offer solutions designed to help people find their personal voice.

NATHAN CURTIS  
**FOUNDER OF EIGHTSHAPES**  
Nathan is a designer, engineer, leader, author, and speaker on the topic of design systems in digital product development.

LIZ STEELMAN  
**SENIOR EDITOR**  
Liz is the editor of Inside Design, where she helps the design community and its collaborators tackle the new world of work.

LEISA REICHELT  
**HEAD OF RESEARCH AND DEVELOPMENT AT ATLASSIAN**  
Lisa helps unleash the potential in every team by helping build a better understanding of users and customers.

KEEGAN SANFORD  
**ILLUSTRATOR**  
Keegan is a Brooklyn-based senior art director and freelance illustrator with six years of fast-paced agency experience.