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UX designer & developer @Yoast



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UX designer & illustrator @Yoast,
WordPress core contributor

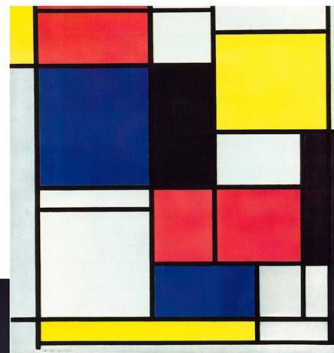


Part 1

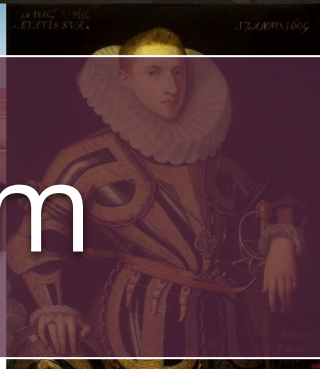
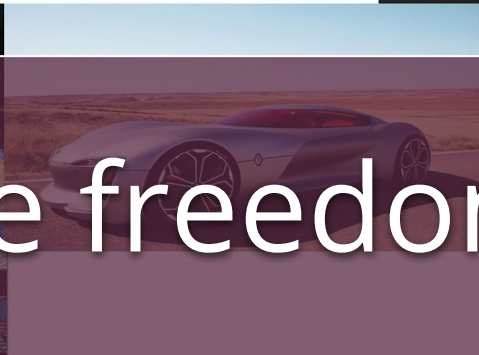
The challenges of the design process

Design (from an *artistic* perspective):

- is boundless
- is expressive
- is personal

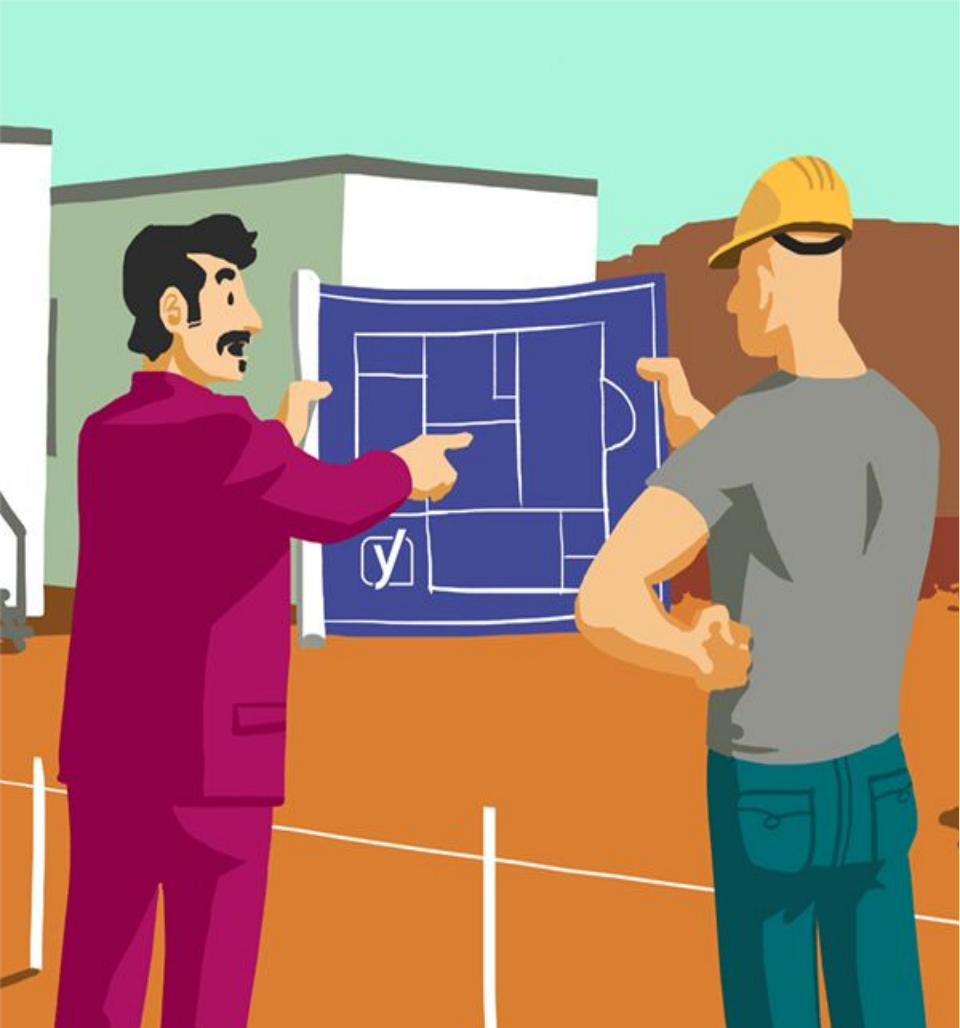


= Creative freedom



Which is *great*!





Unless you treat it as
an *engineering*
discipline.

Design (from an *engineering* perspective):

- lacks boundaries or rules
- is subjective
- is isolated



= Problems

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joost de Valk

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Hello **Jesse van de Hulsbeek**

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Technical SEO I

Show certificate

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Show certificate

Keyword research

Show certificate

SEO copywriting

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Features

Webmaster Tools

NEED HELP?

Check SEO configuration

Want to make sure your Yoast SEO settings are still OK? [Open the configuration wizard again](#) to validate them.

Problems (0)

Good job! We could detect no serious SEO problems.

Muted problems:

Huge SEO Issue: You're blocking access to robots. You must [go to your Reading Settings](#) and uncheck the box for Search Engine Visibility.

You still have the default WordPress tagline, even an empty one is probably better. [You can fix this in the customizer.](#)

Notifications (3)

Yoast SEO and Advanced Custom Fields can work together a lot better by adding a helper plugin. Please install [ACE Content Analysis for Yoast SEO](#) to make your life better. [More information](#)

X

Yoast SEO and AMP can work together a lot better by adding a helper plugin. Please install [Yoast SEO AMP Glue](#) to make your life better. [More information](#)

X

Rank & keyphr

Preview Twitter

Get res links

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24/7 er

No ads

Get Yo

Improve

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Extend

Preparing for *the open sourcing of design* actually helps you in addressing these challenges.



By creating an *arena*

A place where design can be
practiced in the open.

This empowers you to be open and
transparent.



By creating a *playing field*

A system with clear rules and
boundaries.

This empowers you to create work
that is *transferable*.



So, *transparency* and *transferability* are vital ingredients
in the journey to open source design.

But, this journey starts *inside* your company walls.



Part 2

Our journey to an open design process

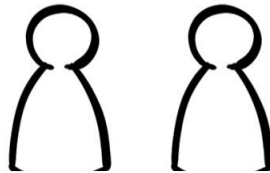




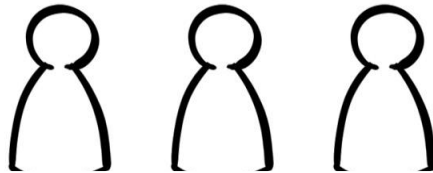
Designer



Designers

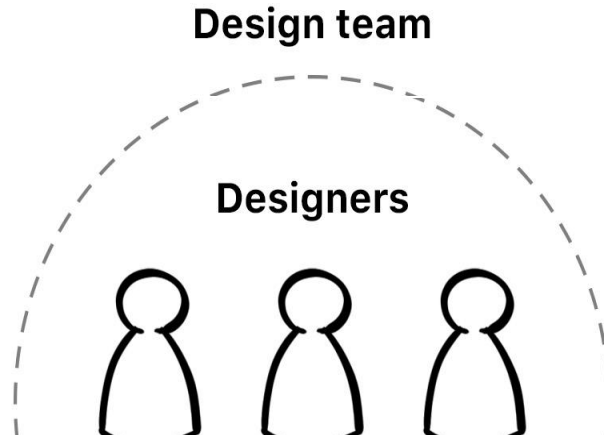


Designers





But how do you create a *team*?

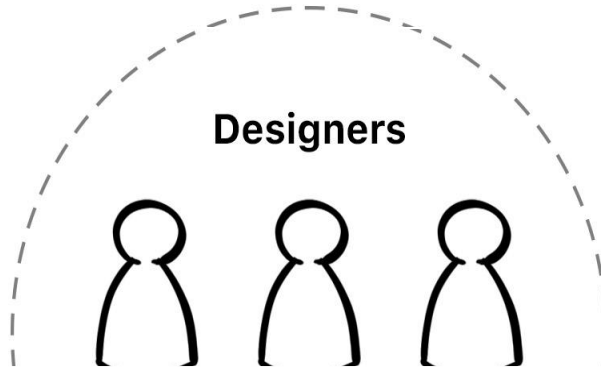


Our answer:

Design meeting

Design team

Designers

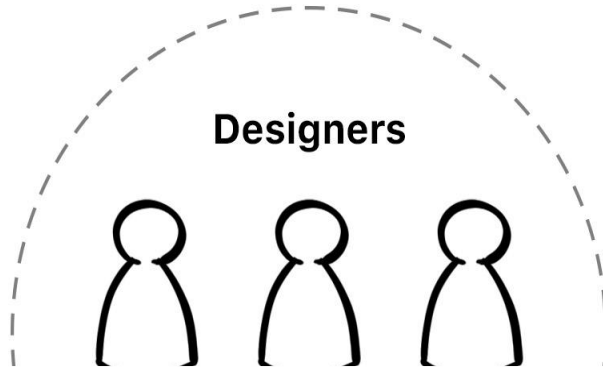




Design meeting

Design team

Designers

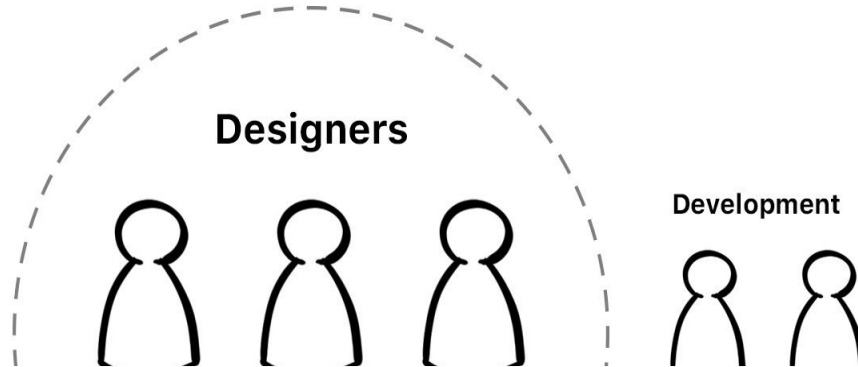


Design meeting

Design team

Designers

Development



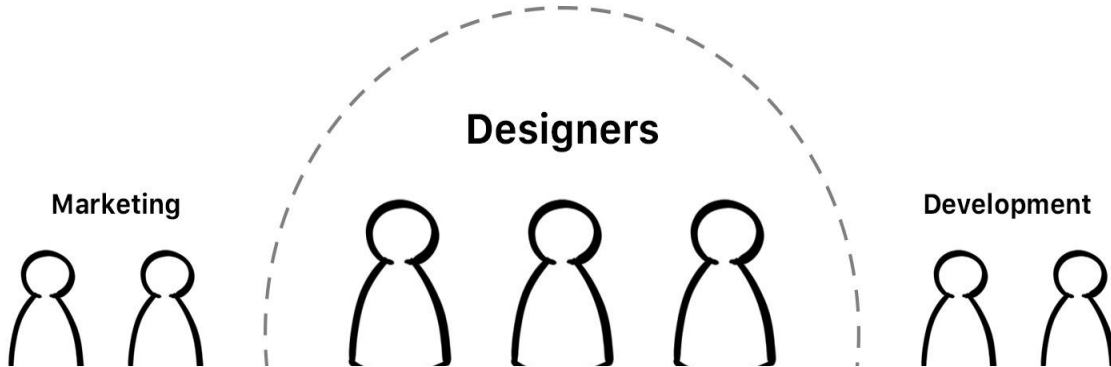
Design meeting

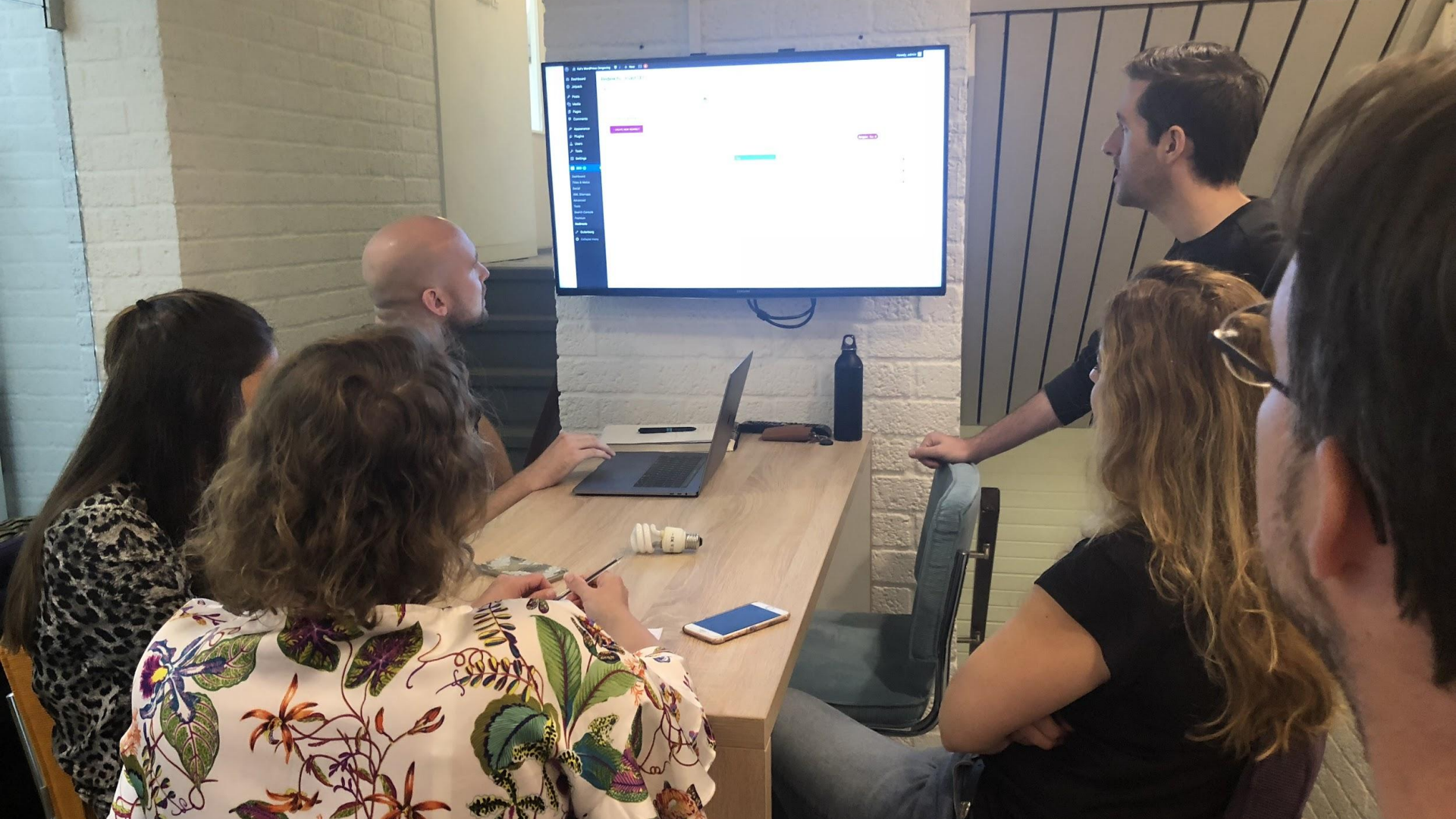
Design team

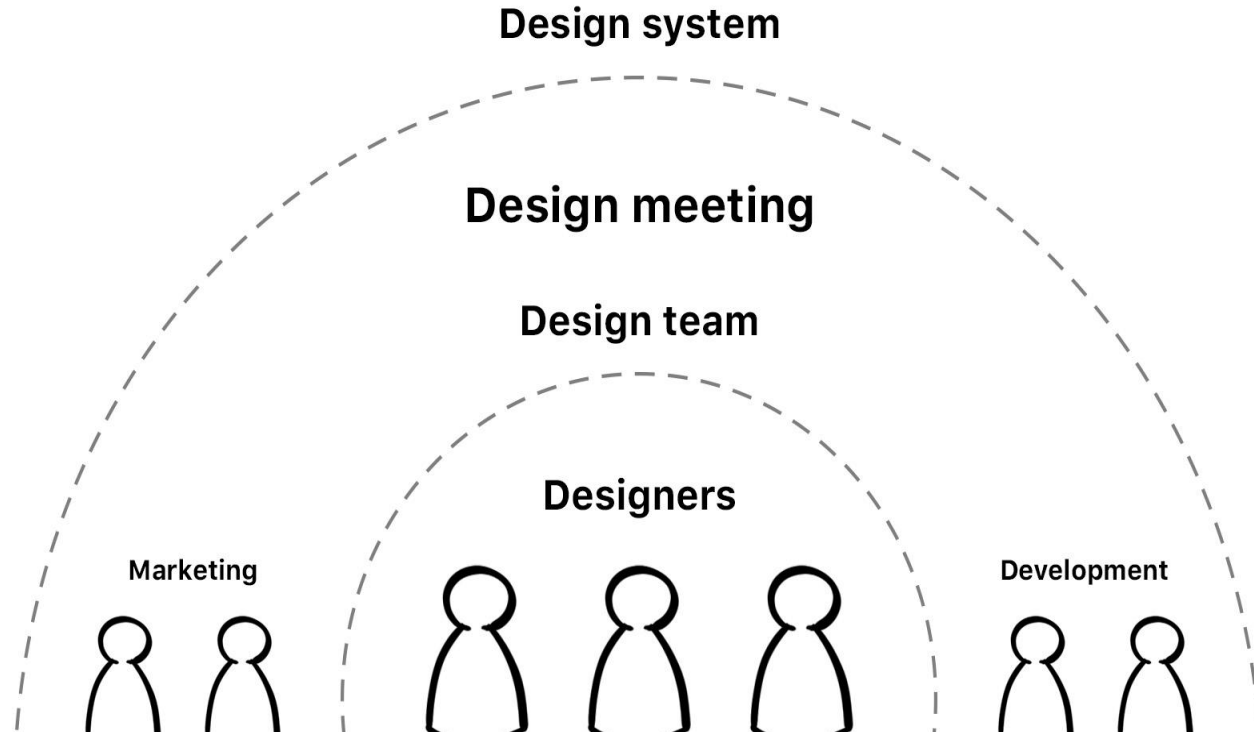
Designers

Marketing

Development









Material System

Introduction

Material studies

Material Foundation

Foundation overview

Environment

Surfaces

Elevation

Elevation in Material Design

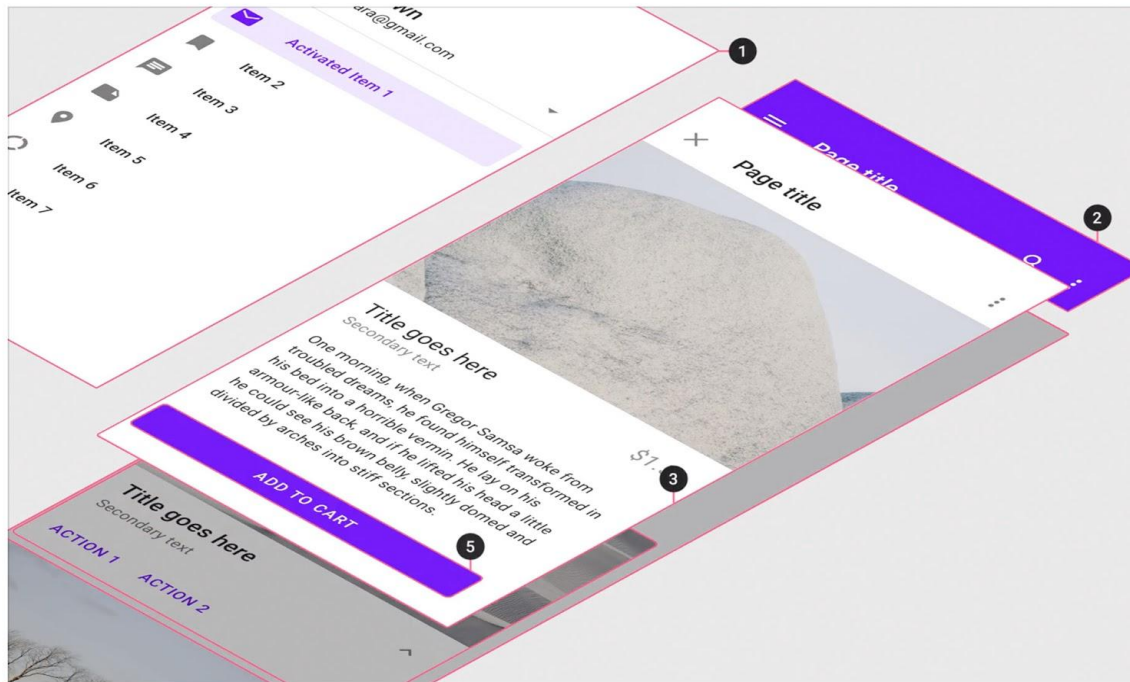
Depicting elevation

Elevation hierarchy

Default elevations

Elevation


Elevation is the relative distance between two surfaces along the z-axis.



Component elevation values

Hover  #000000 Opacity 0.2



Active  #000000 Opacity 0.2
Without inner shadow
Padding bottom: 6 px



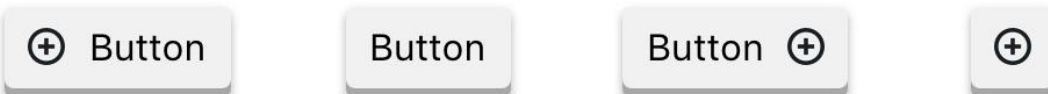
Focus  #000000 Opacity 0.2
Border: #5E9ED6 1px
,#5E9ED6 Opacity 0.5 3px



Secondary

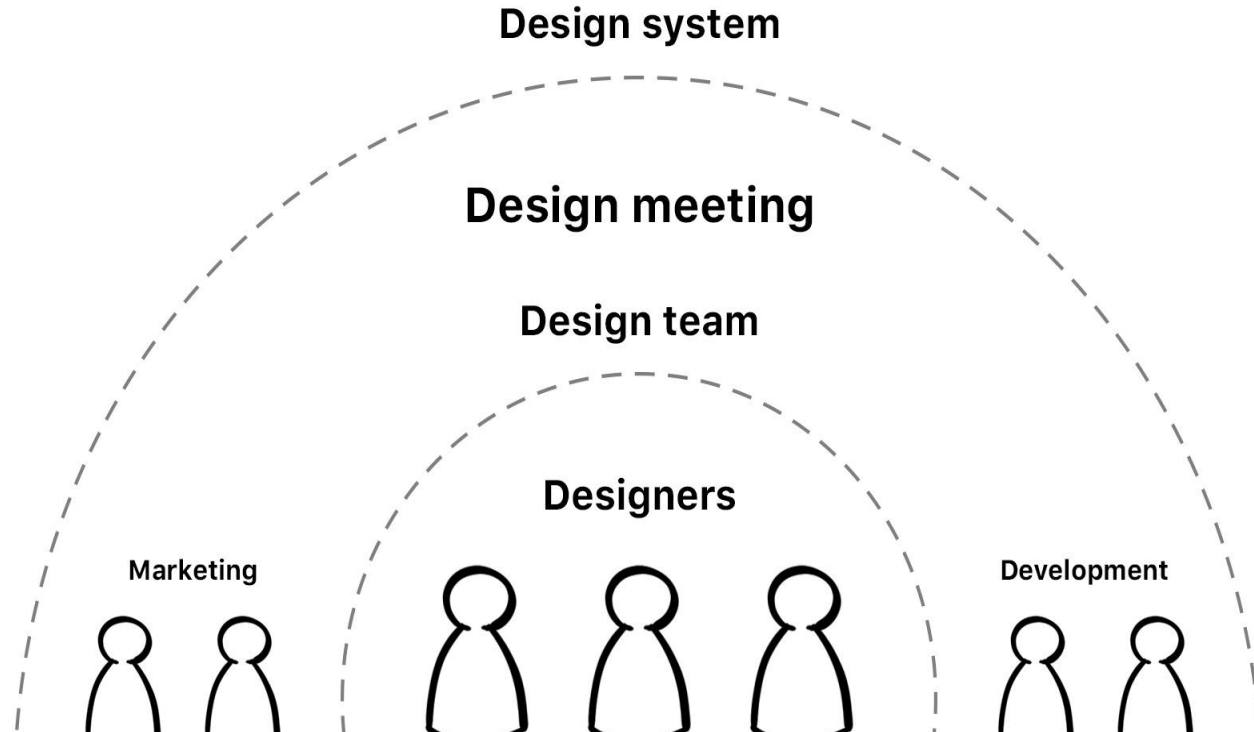
 #F1F1F1

Hover  #000000 Opacity 0.2



Active  #000000 Opacity 0.2





Decision makers



Design system

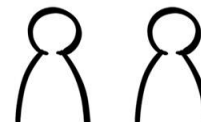
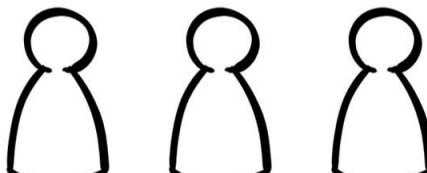
Design meeting

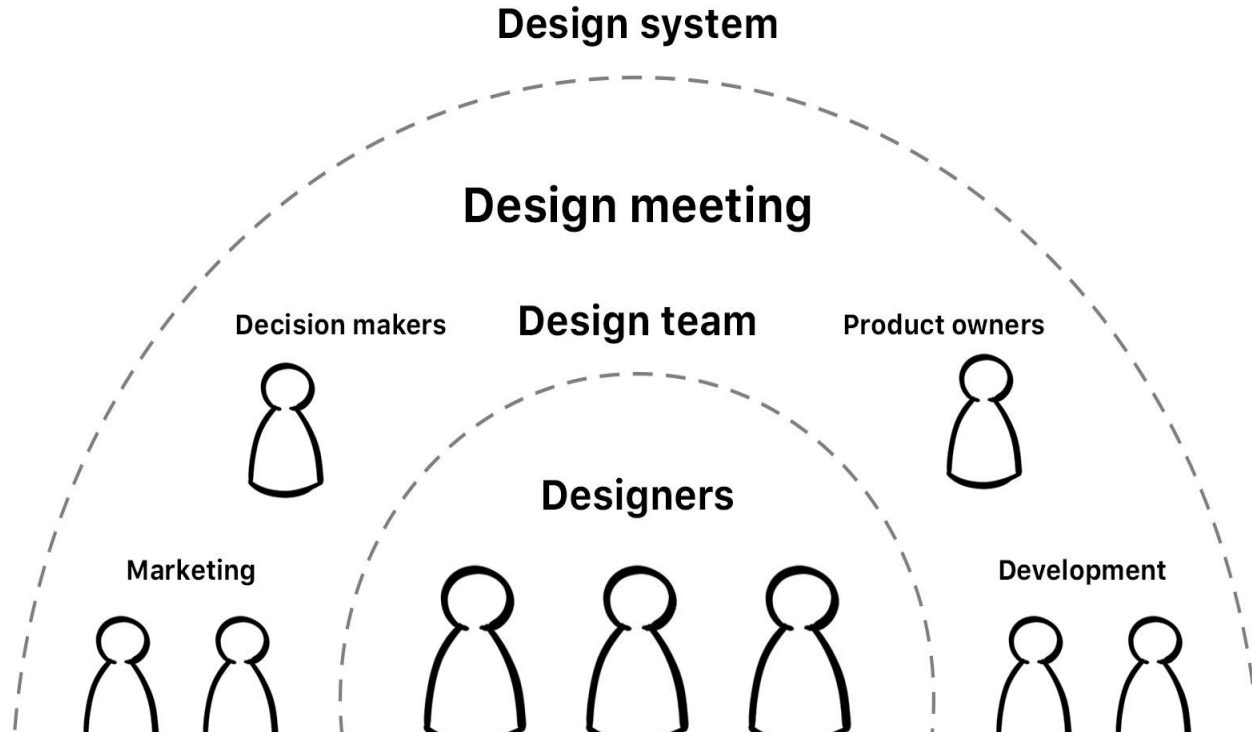
Design team

Designers

Marketing

Development







Design meeting

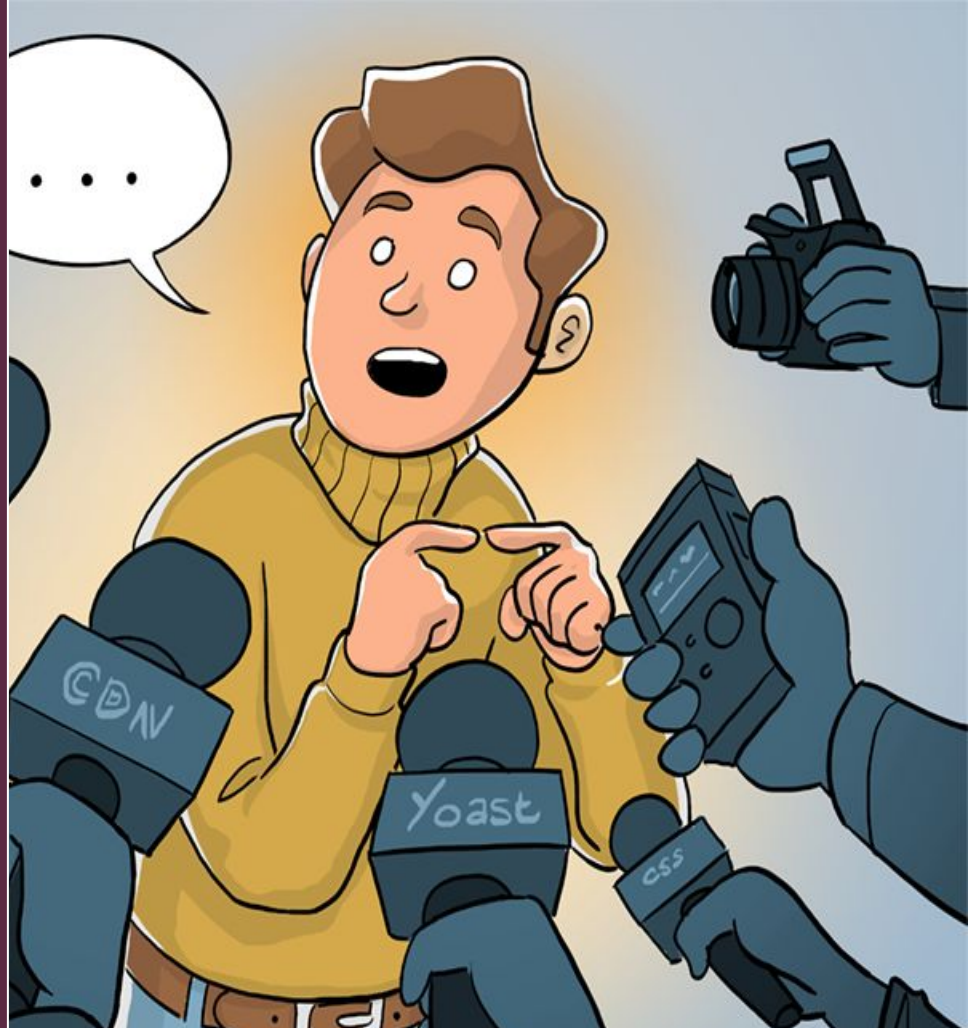
2 july 2018

yoast

Design meeting

13 december 2018 ▶

From
person-based
to
subject-based



Home Search Console Redirects Review Trash

Sorted by: Last modified

Redirects (4)

Source URL	Regex	Type	Destination URL	Tags	Author	Date created	Last modified
www.aisaac-donnan.com/old-redirects/	-	301	www.donnan.com/redirects/	1	Kai	2018/12/04	2018/12/04
contact.us/	-	301	contact/	3	Kai	2018/04/15	2018/05/15
donnablog/	-	410	N/A	1	System	2018/03/22	2018/04/29
redirects/	-	301	-	2	Kai	2018/04/09	2018/03/01

Bulk actions Apply

[+ Create new redirect](#)

Design language

Design system

Design meeting

Decision makers

Design team

Product owners

Designers

Marketing

Development

Next steps:

- Make design system easily editable
 - Document design system changes
 - Make design system available to non-designers
- ★ Connect design system with component library

Open source design

Design language

Design system

Design meeting

Decision makers

Design team

Product owners

Designers

Outside contributors

Marketing

Development

Outside contributors





Thanks for listening