● **Designmatters**

WORK IN PROGRESS
Becoming a Design Leader

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950 Building, Wind Tunnel

There is no "one true path" to becoming a design leader, no checklist you can fill out to become one in ninety days or less. In this talk from David Sherwin, who has led product design teams at frog, Lynda.com, and LinkedIn, he'll answer questions such as: What does it mean to be a design leader? What traits does a design leader need to succeed? How do you chart a path to becoming a design leader? And how will you screw up as a design leader?

David Sherwin is Co-Founder of Ask The Sherwins, LLC, a consulting firm dedicated to the growth and development of design-driven organizations and communities, and a Fellow at frog, a global product strategy and design firm. Previously, David was a Senior Manager of User Experience Design at LinkedIn, where he led a team of product designers focused on Lynda.com and LinkedIn Learning, and an Interaction Design Director at frog.