



Welcome Aboard

-  Embracing clean, contemporary design principles
-  Professional aesthetics with clarity at our core

- 1 Welcome and company culture introduction
- 2 Design team structure and key contacts
- 3 Brand guidelines and design system overview
- 4 Tools, software, and resource access

- 5 Project workflow and approval processes
- 6 First week goals and expectations
- 7 Creative brief templates and processes
- 8 Feedback and collaboration protocols

Welcome and company culture introduction

Culture & Values

- ✓ Company mission and how design supports it
- ✓ Core values: collaboration, craftsmanship, inclusivity, iteration
- ✓ Expected design quality bar and attention to detail
- ✓ Approach to minimal, uncluttered visual communication

Ways We Work

- ✓ Hybrid/remote norms and meeting etiquette
- ✓ Documentation-first mindset (design docs, decisions)
- ✓ Feedback culture: constructive, timely, documented
- ✓ Ownership with transparency and cross-functional alignment



Design team structure and key contacts



Team Map



Head of Design

Strategy and prioritization

Stephanie Orville



Brand Lead

Identity and marketing

Kim Wang



Product Designers

Squads/streams

Justin Forsythe



Design Ops

Tooling and processes

Delilah Hernandez

Collaboration Partners



Product Managers

Roadmap and briefs

Key contacts [Chris Larson, Justin Pierson]



Engineering Leads

Feasibility and delivery

Key contacts [Jack Boardin, Clancy Faulkner]



Marketing

Campaigns and assets


Key contacts [Lance Smith, Jennifer Strait]




Support/CS

Insights and quality feedback

Key contacts [Bob Johnson, Gary Farley]



Brand guidelines and design system overview



Brand Foundations

✓ Do

Use neutral palette with brand accents;
maintain ample white space

Apply modern, readable typography per type
scale

✗ Don't

Introduce unapproved colors or decorative
fonts

Overcrowd layouts; prioritize clarity and
hierarchy

Design System

- ✓ System name and repo links [Articulate Rise]
- ✓ Core components: buttons, forms, navigation, cards
- ✓ Tokens: color, type, spacing, elevation
- ✓ Contribution process: proposing changes via PRs/issues

Assets & Usage

Logo Lockups

Access brand logo variations and usage guidelines through our design system portal

Imagery Style

Photography and illustration guidelines that maintain our clean, professional aesthetic

Iconography

Grid specifications and stroke rules for creating consistent brand icons

Accessibility Checklist

Ensure all brand applications meet accessibility standards and best practices

Tools, software, and resource access

Tools Stack





☐  Design: Sketch

☐  Prototyping: Framer

☐  Asset management: Drive/Dropbox

☐  Versioning: Git for design tokens [text.color.subtle]

Access & Setup

- ☐  Account requests and SSO steps
- ☐  Team libraries and shared projects to join
- ☐  Fonts and plugins to install
- ☐  VPN/credentials for protected assets



Project workflow and approval processes



From Brief to Ship



Reviews & Gates

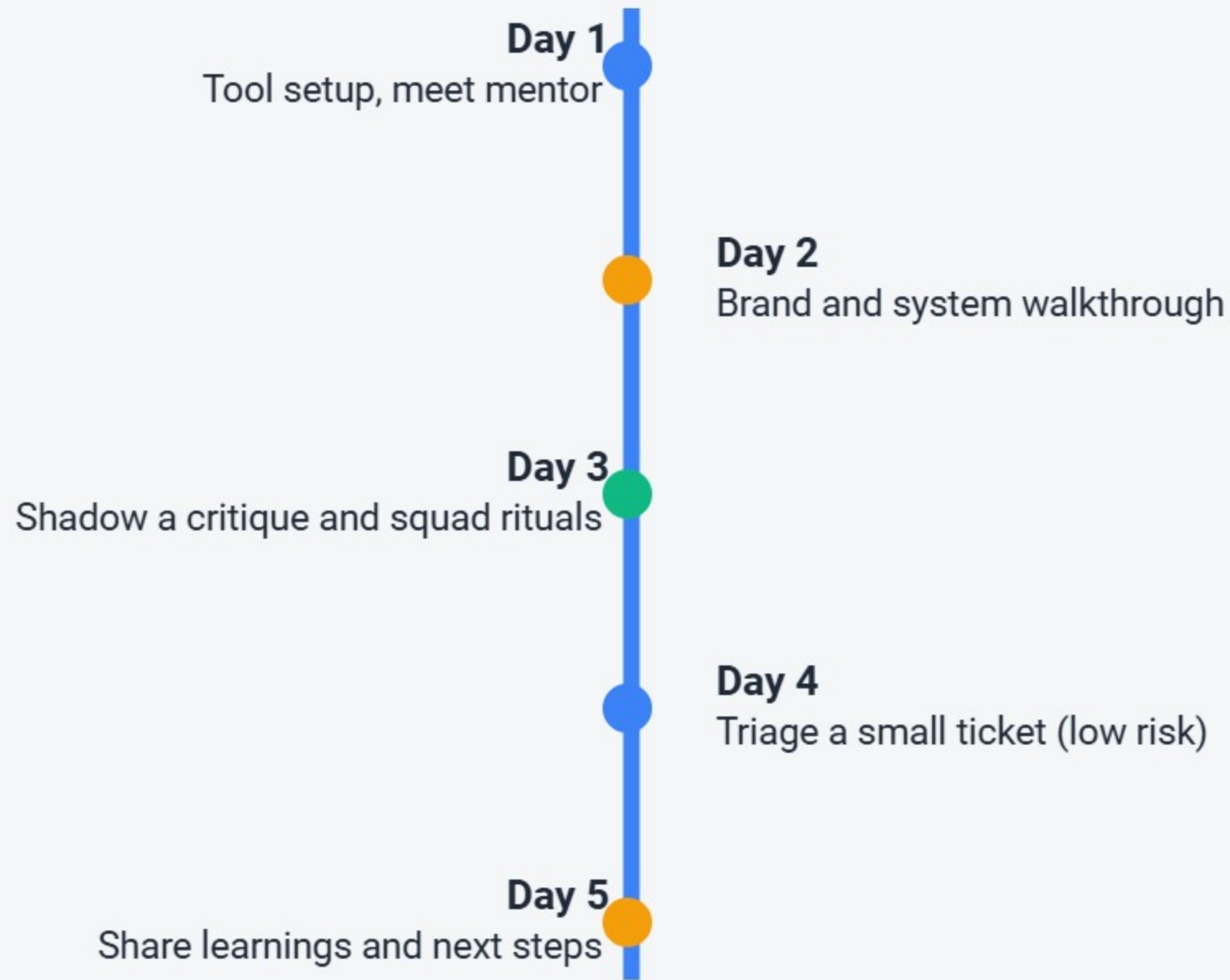
- ✓ Weekly design critiques and async comments
- ✓ PM/Eng alignment reviews at key milestones
- ✓ Brand review for external-facing work
- ✓ Final approval authority and escalation path



First week goals and expectations



Your First Week



Success Measures

- ✓ Access completed and libraries joined
- ✓ Understands brand and system basics
- ✓ Introduced to core collaborators
- ✓ Delivers a small contribution with feedback



Creative brief templates and processes



Brief Templates



Product Feature Brief

Outlines problem statement, target users, and success metrics for new features



Campaign Brief

Defines target audience, marketing channels, and required deliverables



Design Ops Brief

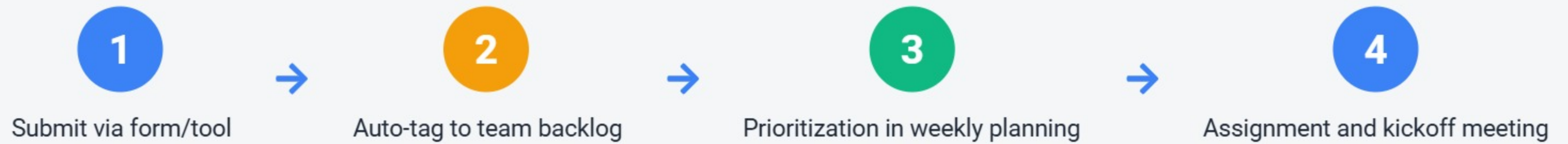
Specifies component and design token changes for system updates



Resource Links

Access all templates through the design team portal [links in onboarding packet]

Brief Intake





Feedback and collaboration protocols



Feedback Guidelines

✓ Do

Give specific, actionable critique tied to objectives

Use documented decisions and rationale

✗ Don't

Nitpick style without context

Block without proposing alternatives

Collaboration Rhythms

- ✓ Daily async updates in channel #design-team
- ✓ Weekly critiques and roadmap reviews
- ✓ Co-creation sessions with PM/Eng
- ✓ Post-mortems after major launches



Q&A

Any questions about your onboarding journey?