



Mike Monteiro :
“You’re my favorite client”
A book written for designers’ clients,
and designers themselves.

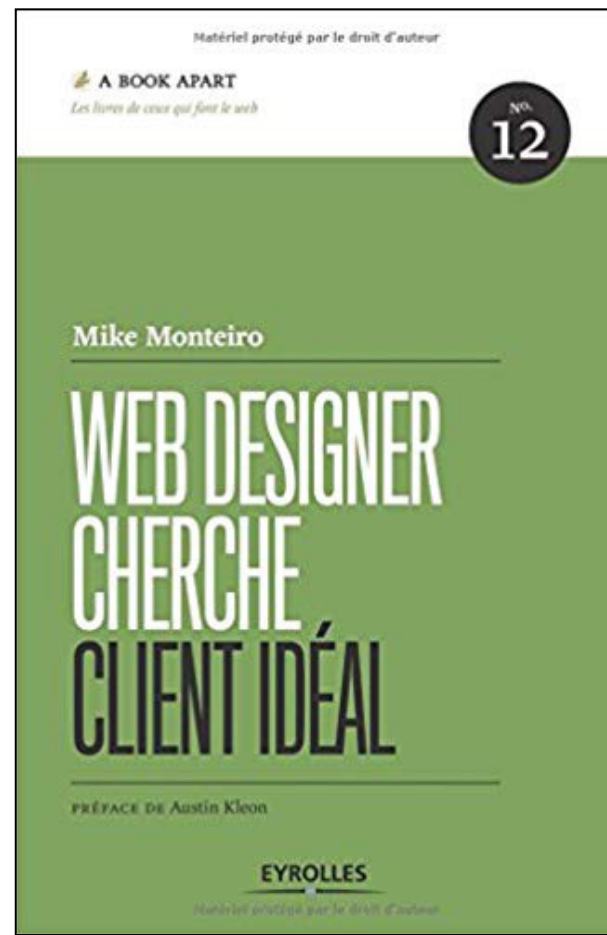


The author :



Mike Monteiro is the co-founder and design director of Mule Design, an interactive design studio whose work has been called “delightfully hostile” by The New Yorker. In early 2011, he gave a Creative Mornings talk entitled “F— You, Pay Me” that not only uplifted the downtrodden the world over, but fueled his first book, *Design Is a Job*. In 2014 he won .net’s Talk of the Year award for “How Designers Destroyed the World,” a screed about designers taking responsibility for their work.

<https://youtu.be/TCGMSuDjYVY?t=15>



The book is written for “clients” who hire designers, and it’s full of really good explanations and lessons, which can be re-used by designers.

So it is also written for designers and any person who works closely with designers.

<https://youtu.be/TCGMSuDjYVY?t=343>

The book is well written (at least it's not boring) with jokes here and there, and a lot of “franc-parler” (maybe even too much for some people).

Mike Monteiro sounds like a **marketing guy** sometimes, and that can be annoying.

But this is the point he's trying to make:

Sometimes the job of a designer is to be **efficient and to-the-point** when explaining his design choices. And most of the time that means **using the client's vocabulary** and references.

“You need to grant your designer the space they need to create good work. Give enough trust and freedom so they can try ideas that push boundaries without fear of losing their job. A designer who’s in constant fear will solve problems in the safest, least challenging way possible. They feel they don’t have the safest necessary support to innovate or try directions that may fail. In other words, they do boring work. Make sure your designer seems secure.”

“Long working hours aren’t a sign of a project going well or of devotion to the company. They’re a sign that something has gone wrong. Everyone deserves to go home at a reasonable hour.”

Monteiro does a great job associating quality of work with good work conditions and a healthy communication.

“I’ll tell you a secret. I do most of my testing by grabbing people who’re on the way to the bathroom. I say, ‘Hey, can you look at this real quick?’ They’re stressed out with a full bladder and don’t have time to putz around, which means they need to make a fast decision. They’re also less likely to be nice, because I’m keeping them from peeing.”

He also gives really good design advices that have nothing to do with actual graphic design.

But you need to like his humour
if you want to read the whole
book in one go. Because it's
everywhere.

The book's Table of Contents

[https://www.oreilly.com/library/view/
youre-my-favorite/9780134077994/](https://www.oreilly.com/library/view/youre-my-favorite/9780134077994/)

Check out his medium posts or his talks if you're interested.
He writes good content about ethics
and the business aspects of design :

<https://deardesignstudent.com/@monteiro>

<https://youtu.be/ZGsYHws-hbc?t=2557>

If you want to go deeper in the book before buying it (lulz):

<https://www.uxmatters.com/mt/archives/2018/06/youre-my-favorite-client.php>