

Design Advocate Charter



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Problem Statement

Comments from Product Managers

"**I still feel** like I need to have UX designers check my projects before handoff."

"I think for simple things I can do the designs, but for more **complicated projects** I want the help of a UX designer."

"I know what I want functionally, but **I'm not a designer**. I need help refining the experience so it actually feels good to use."

As our product surface area grows and more Product Leads take ownership of UX decisions, we face increasing inconsistency in design patterns, interaction quality, and user experience cohesion. Without dedicated design oversight, well-intentioned solutions often diverge from established standards, leading to usability gaps, rework, and a fragmented customer experience. There is a critical need for embedded design advocates to elevate UX outcomes while enabling Product Leads to move confidently and efficiently.

Role Overview



The **Design Advocate** role strengthens our product experience by blending product leadership with advanced UX design expertise. Acting as both Product Leads and design mentors, Design Advocates ensure cohesive, user-centered design across all product initiatives.

Purpose

Goal 1

Support other Product Leads with design guidance and testing.



Goal 2

Elevate the quality and consistency of product design.

A screenshot of a user interface for a design system. At the top, there are buttons for 'Button Sizes' (Small, Default, Large) and 'Icon Buttons' (Save, Download, Action). Below this, there are two examples of 'Card' components. The first is a 'Basic Card' with the subtext 'A simple card component' and 'This is a basic card with header and content sections. Use it to group'. The second is a 'With Footer' card with the subtext 'Card with action buttons' and 'This card includes a footer section with action buttons for user'.

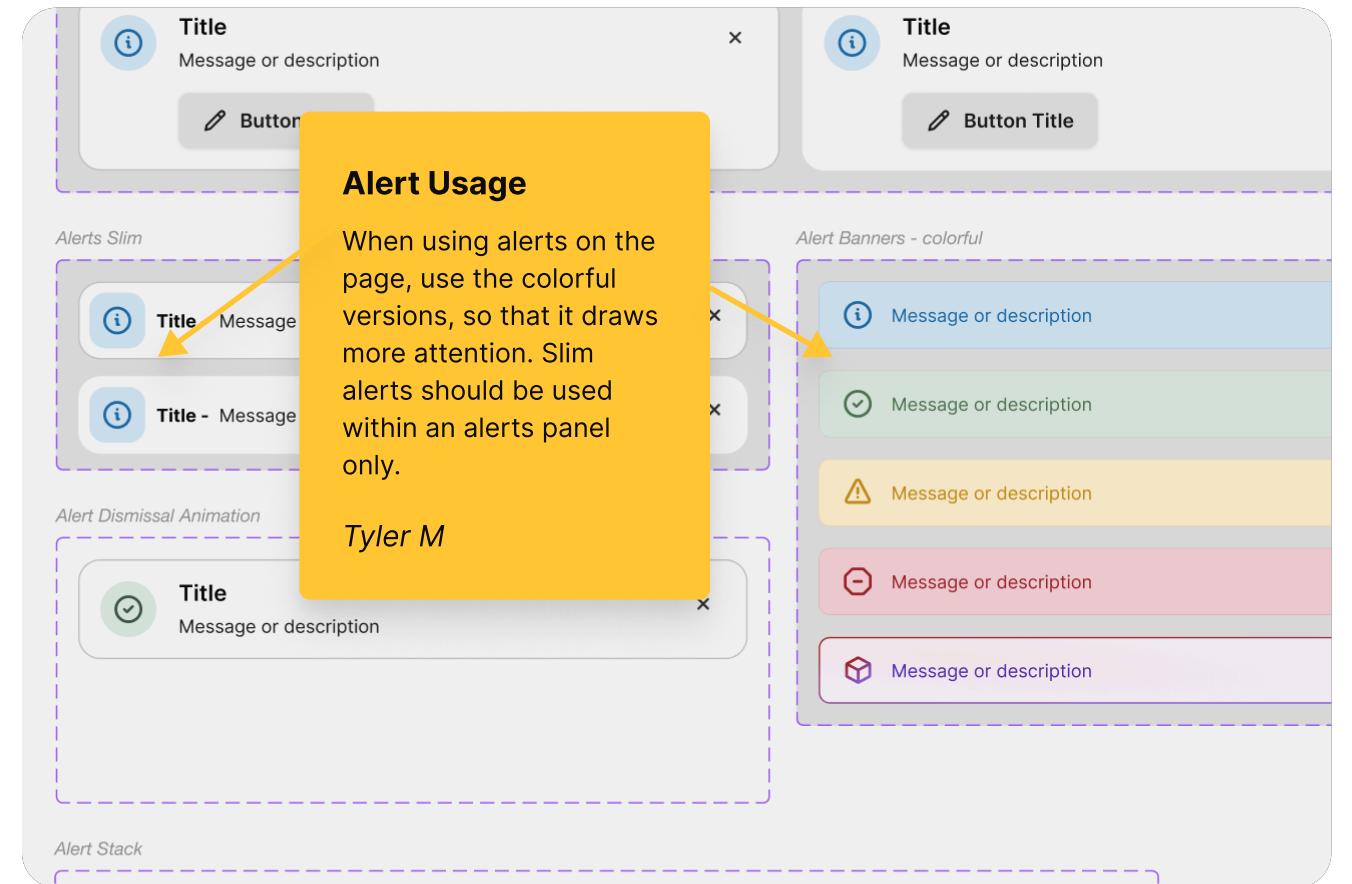
Goal 3

Balance speed increases while maintaining high quality.



Core Responsibilities

- Facilitate regular “design aligns” to promote consistency and quality.
- Identify UX inconsistencies and propose actionable improvements to Design System team.
- Review every spec for consistency, usability, and design alignment.
- Proctor usability tests for product leads, so they can observe.
- Spend 50% of time in advocacy role and 50% in product lead role.

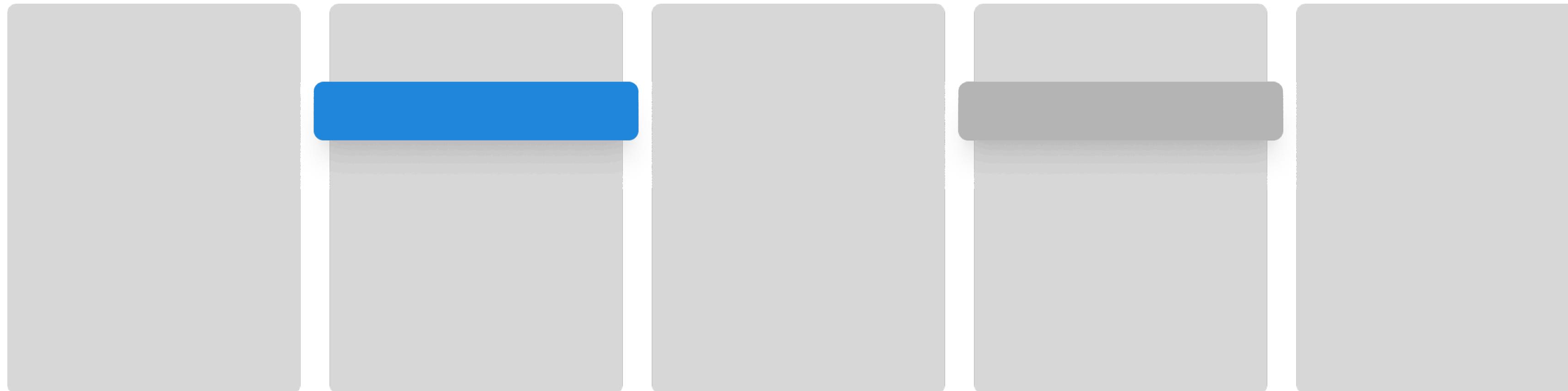


Meetings Proposal

Design-Align

Weekly meeting with Product Leads and Design Advocate to present designs and conduct a group alignment discussion led by the Design Advocate.

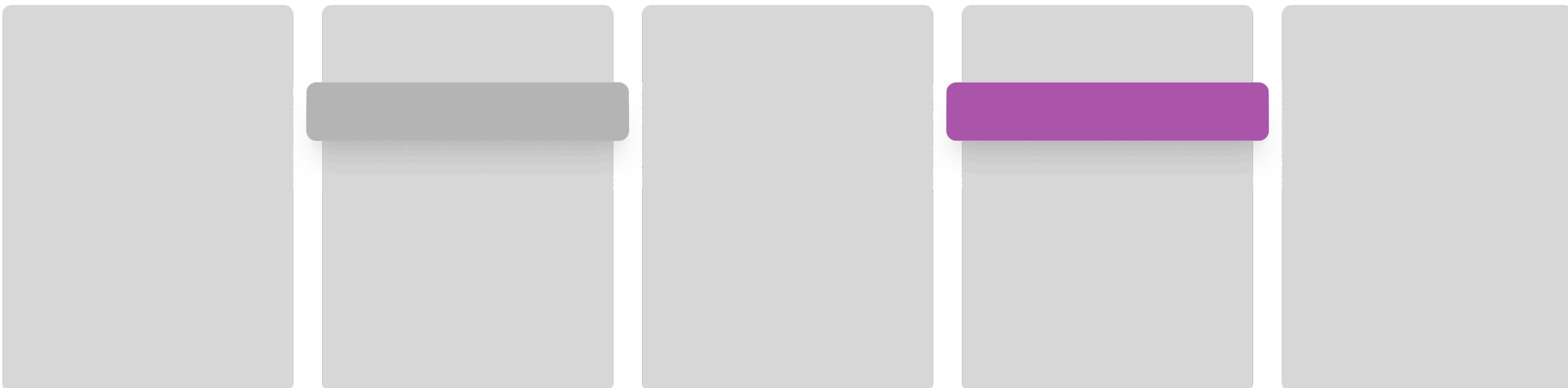
- *Time: 60 min*
- *Attendees: Suite Design Advocate + Product Leads*
- *Topic: Time-boxed equally for each product lead to present 1 spec for a alignment discussion, led by the design advocate.*



Weekly Alignment Standup

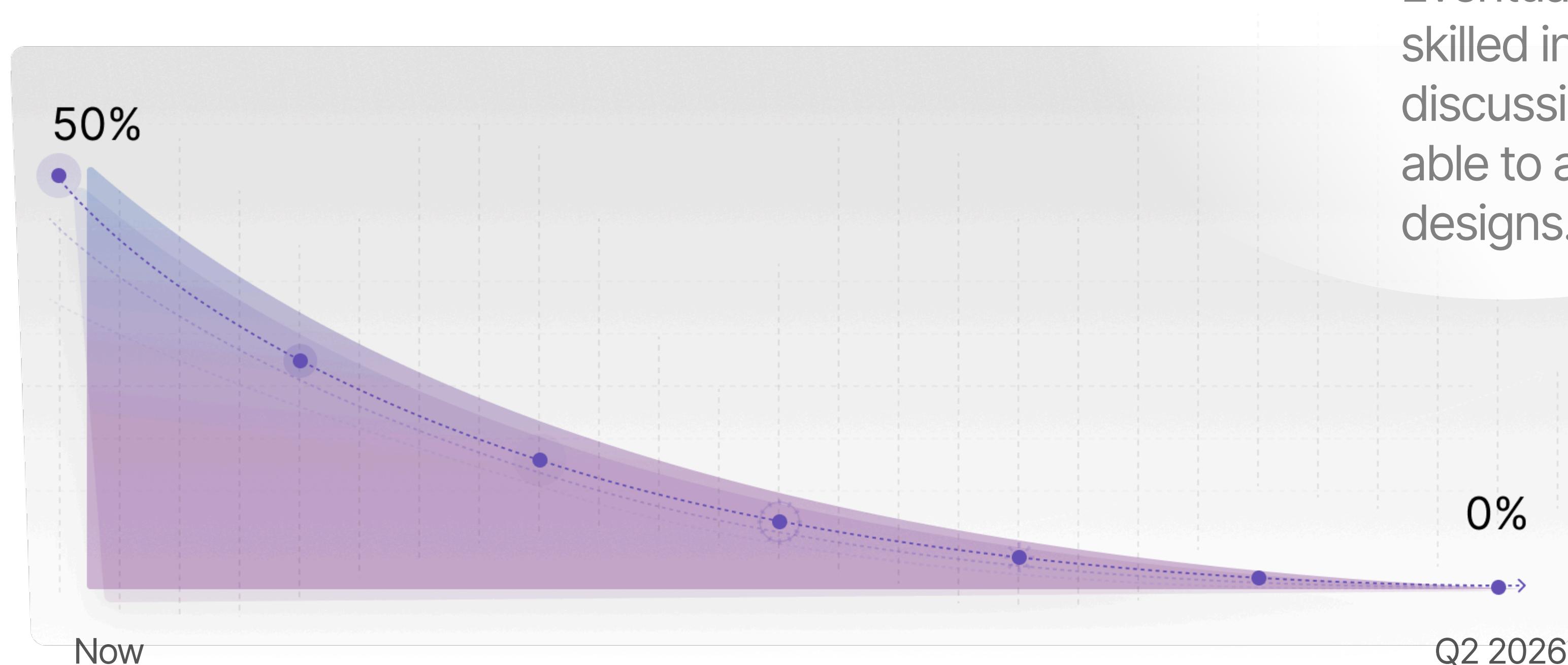
Weekly meeting of Design Advocates to identify trends, propose new patterns, and address concerns with system-wide misalignment.

- *Time: 30 min*
- *Attendees: Design Advocates*
- *Topic: Follow-up on previous meeting to address concerns from collective design critiques.*



Timeline to Combine roles

Timeline



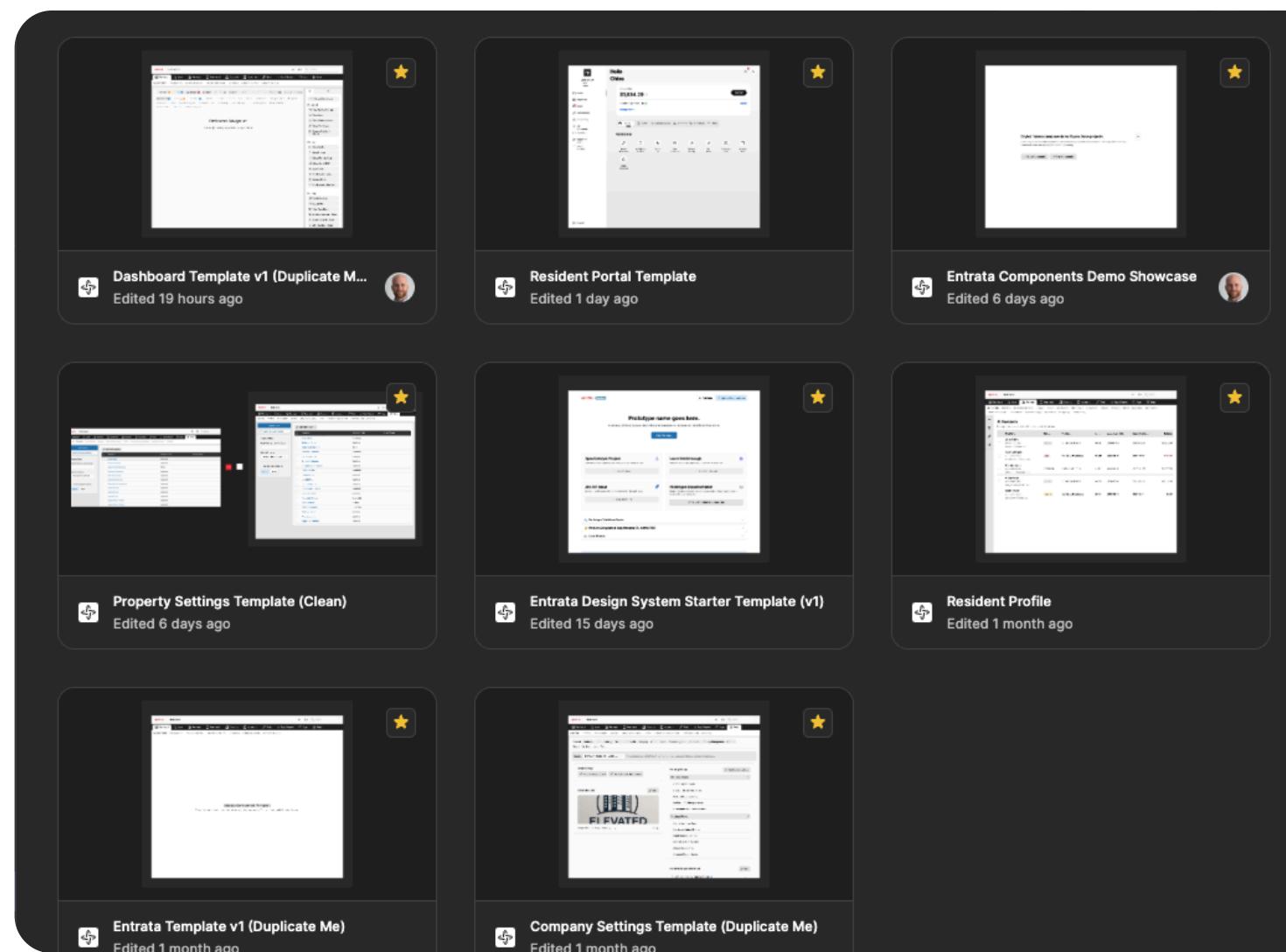
This should not be a permanent role, but a transitory one, until sufficient up-skilling has taken place.

Eventually, all Product Leads should be skilled in leading design alignment discussions, conducting usability tests, and able to apply UX principles in product designs.

Key Outcomes

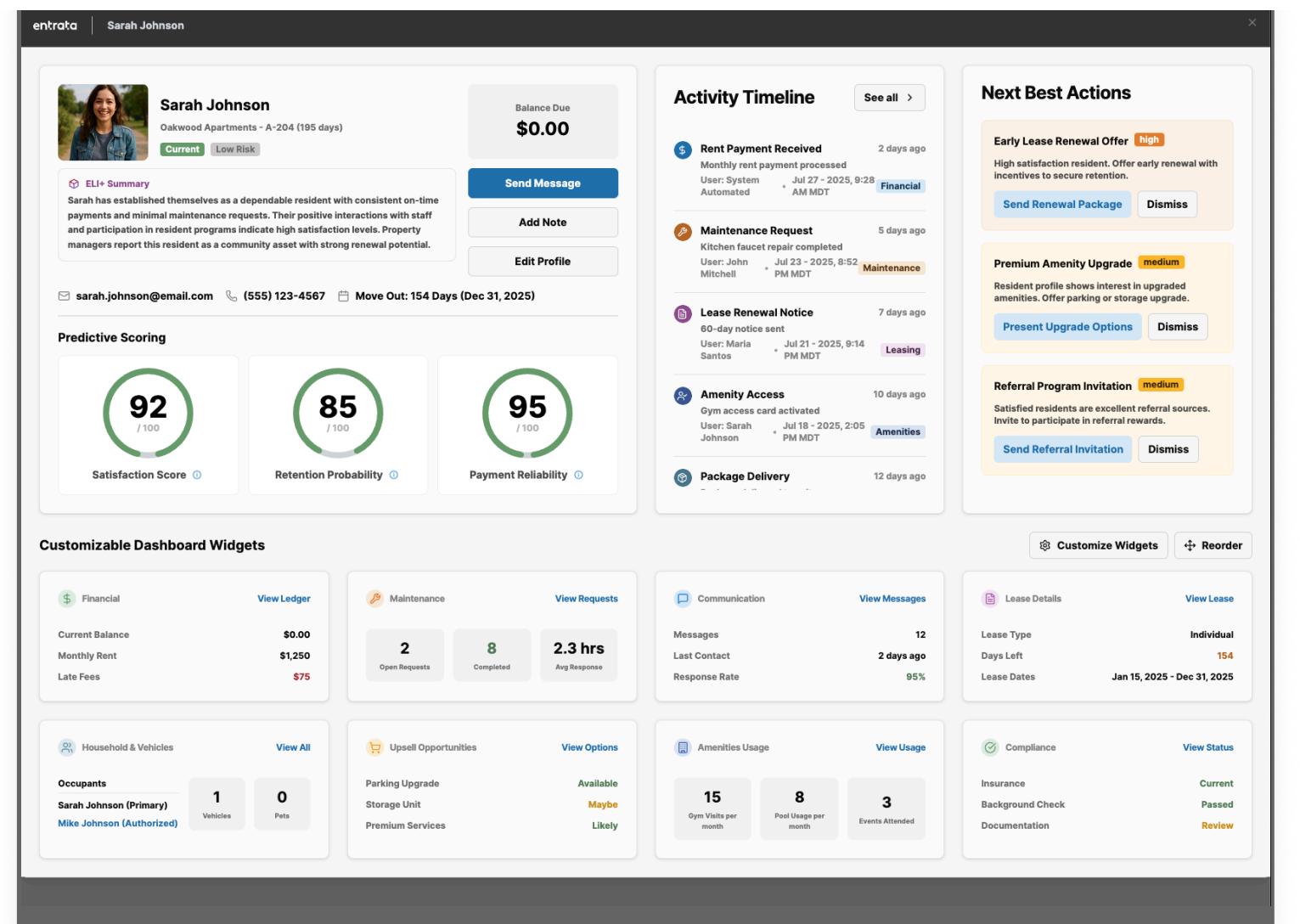
Outcome 1

A cohesive, intuitive, and accessible user experience across all products.



Outcome 2

Improved design maturity and confidence among Product Leads.

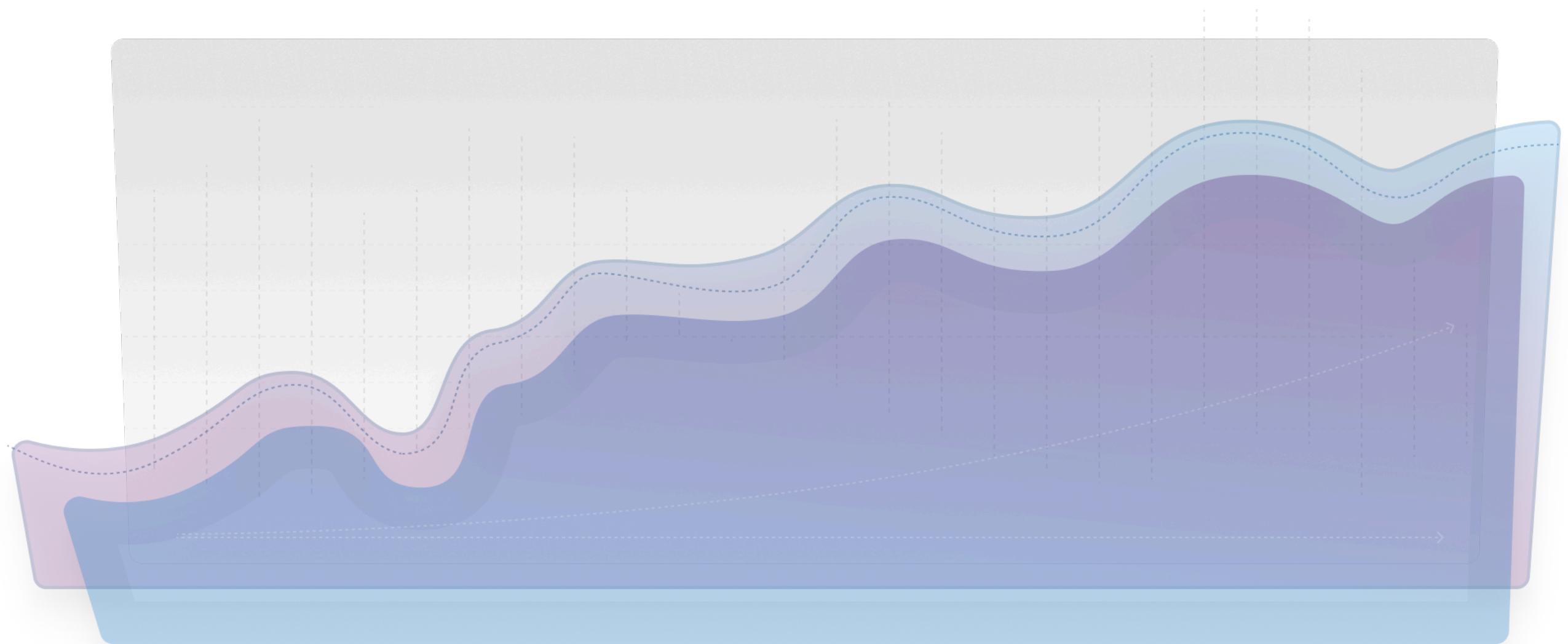


Outcome 3

Enhanced customer satisfaction through consistent and thoughtful design.



Success Metrics



Positive feedback from Product Leads on design support and mentorship.

Increased adoption of design system components.

Reduced design inconsistencies identified during QA and usability testing.

Enhanced usability scores and customer satisfaction metrics.

Fin.