

# Leading through mentorship

Ask any educator and they'll say you learn as much from your students as they do from you.

I've spent my time outside of my UX work teaching and mentoring future UX designers at General Assembly and Parsons. It's my way of giving back to the world that's given me so much.

Some of my students and me.





# Organizational design at National Geographic

A significant portion of my effort leading Nat Geo’s digital design team is spent facilitating project intake and presenting artifacts. Although the right people aren’t always in the room, to address this we solicit feedback on UX work in a monthly newsletter—complete with animations.



**UX Team of the Month**

**Context:** Identified the circumstances that form the existing design and in terms of which it can be fully understood and assessed.

Users expect to be able to complete a desired action in the channel of their choice, and they want the experience to incorporate both local and remote content, specific elements. To create exceptional experiences that are optimized for the channel and context, it's important for organizations to understand:

- 1. users' use cases
- 2. users' operating system or environment when they complete particular tasks
- 3. the common channels used to complete each top task
- 4. the strengths of those channels

– **NH Group, Content Strategy, Design in the User Channel, User Experience**

**User's 3rd note:**

The needs of our readers are under our control at every point: design, editorial voice, platform. Publishing velocity has been the most interesting to me in terms of speed. The frequency across channels (web, social, mobile apps, email) and the better that inform when we publish are currently not considered. Moving forward I'm interested in understanding when users access our content most and what measures we can design and build it out that meet.

**Design Thinking Activity**

[See activity card](#)

This monthly activity, collectively called mapping, is useful for analyzing and prioritizing research data across feature ideas. Ryan's own team is made where some research has pointed up points, maps, and newspaper clippings to a wall, and is actively looking for a pattern. They've been actively mapping.



**NATIONAL GEOGRAPHIC** UX NEWSLETTER

**UX Team of the Month**

**Project Learning**

As opposed to focusing on business or milestones, it's reporting on learning that can be continuously applied to our process. This is an experimental format, feedback is welcome. [See an example](#)

**Team Story Share**

Using the feature toggle capability, specially built in to Flow that by our partners' engineers, eight users were asked to screen share straight into the new feature **see other updates**. These super users were asked to submit their screen share image before debriefing behaviors for every instance of Flow that usage team has an ability to read more about story studies in the UI team of the month looking activity section.

- **Plan to proceed:** We identified another player (Omnivert) that supports Safari however there are security and advertising issues.
- **What's needed to proceed:** With no good option for a player on our O&O, we are going to continue publishing VR/360 content to Facebook.

**Interactive Audible Sponsorship**

From Lauren Glazer

Based on our popular **24 hours Around the World** article, Audible approached us and requested a similar treatment for a new piece titled, **12 Books Around the World**. In addition to imagery, our new challenge was to incorporate video, audio and ad units throughout the piece.

- **What we learned:** How to customize an HTML5 audio player! Instead of using the default interface, we wanted to provide our users with a seamless brand experience. In order to do so, we needed to rebuild the



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