

DON'T DON'T DON'T HATE YOUR JOB



How to take back control &
do work that matters.

UXPA Conference 2025

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HOW'S WORK REALLY GOING?

ECONOMIC INSTABILITY

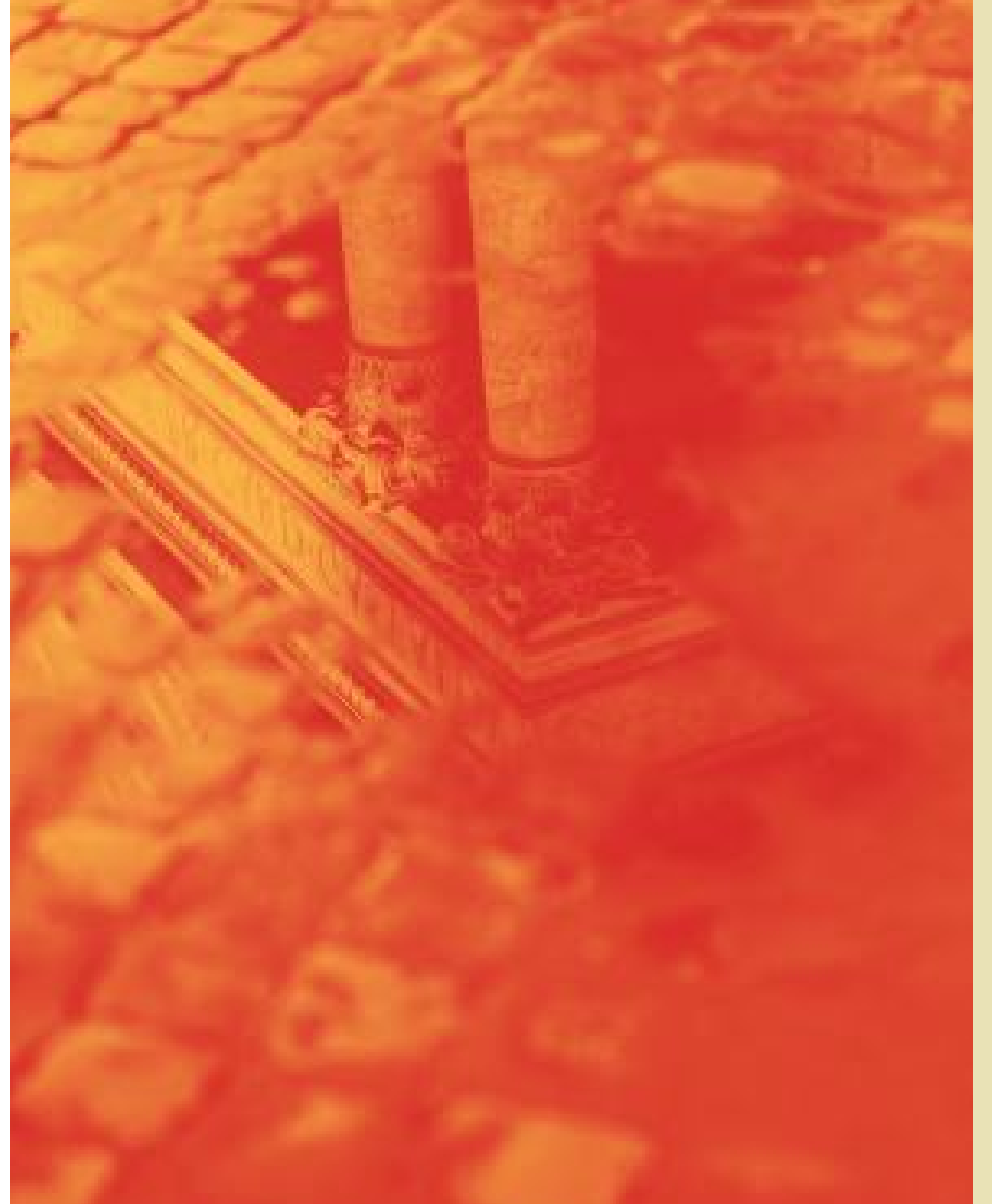
DISRUPTIVE TECHNOLOGY

ERODING INFLUENCE

PERVASIVE BURNOUT

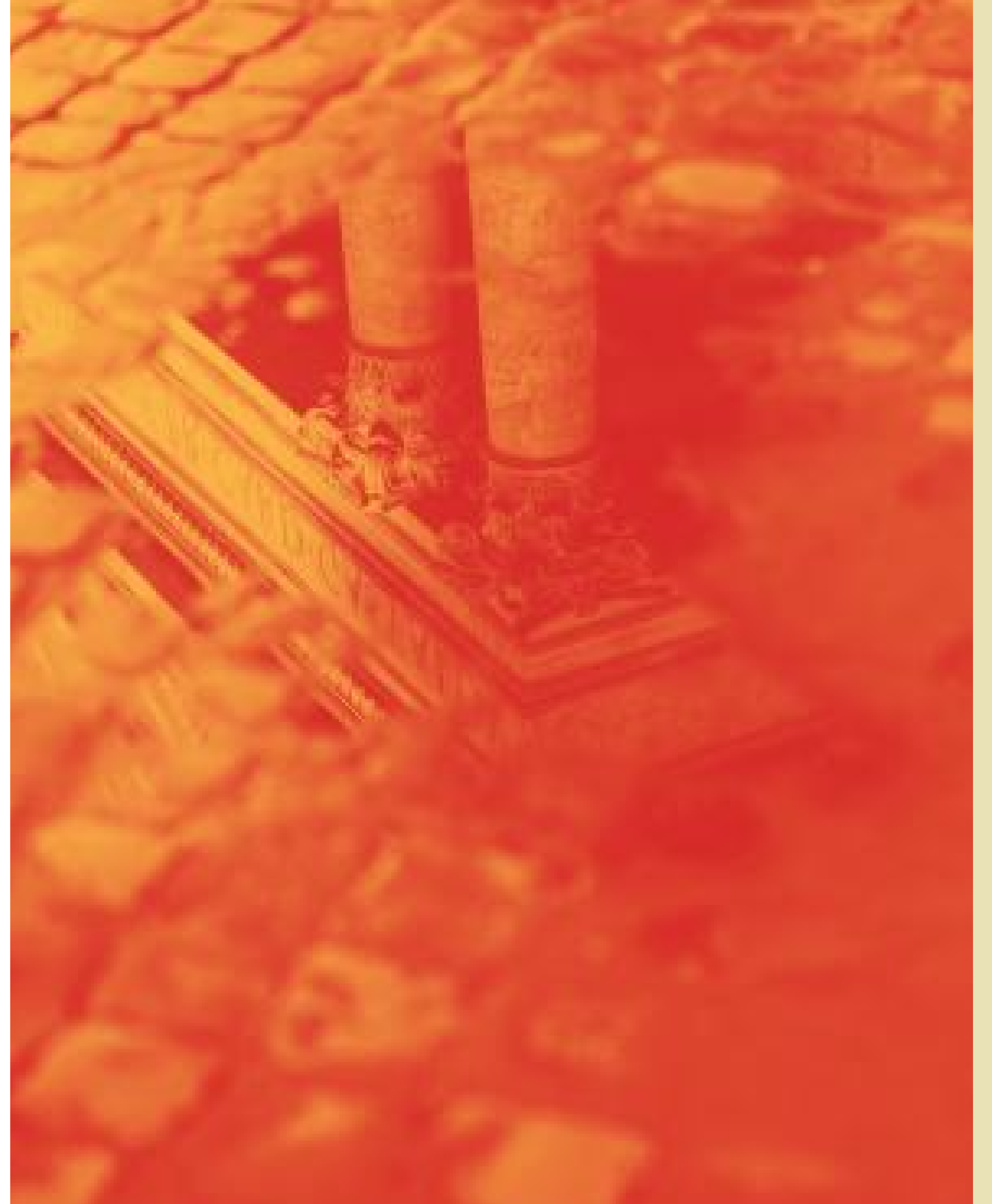
SOUND
SOUND
SOUND
FAMILIAR?

Sometimes you feel like...



Sometimes
you feel like...

GIVING
UP on your
work.



**WE KNOW
HOW WE
GOT HERE**

**DELI-
VERY
GRIND**

PROCESS BACK- LASH

UNCLEAR VALUE

**It doesn't have
to be this way.**

Take control
of your
circumstances.

WORK

PEOPLE

CAREER

**DO LESS TO DO
MORE**

or
AVOIDING DEATH
BY PAPER CUT

Scrum is a process that optimizes **ENGINEER- EER OUTPUT**

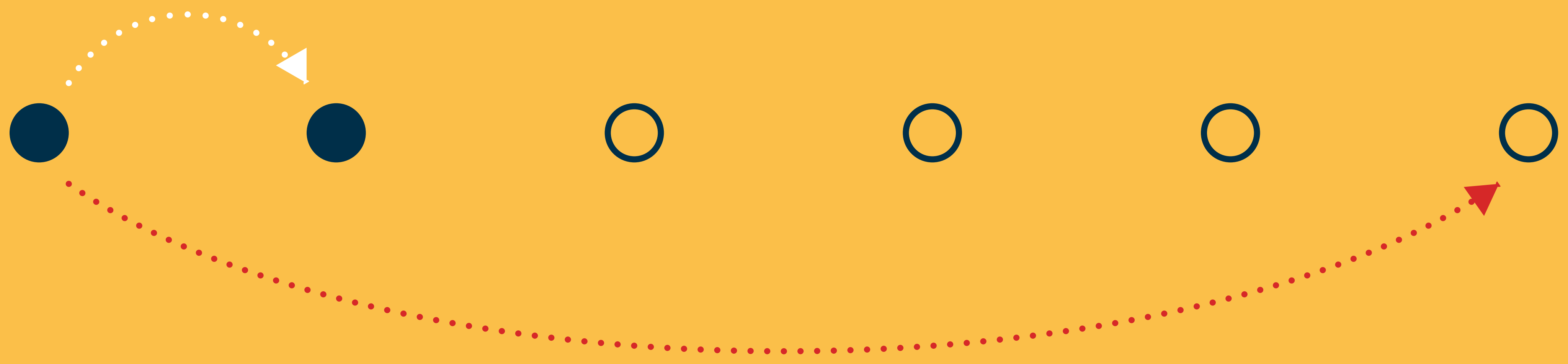


QUIETLY
OUTLETLY
QUIETLY
STOPPED
DOING



The super power of
UX & design is

**CREATING
POSSIBLE
FUTURES**



1

**Help others make better
design decisions**

2

Let go where you can

3

Create a simple vision

Help others make better design decisions

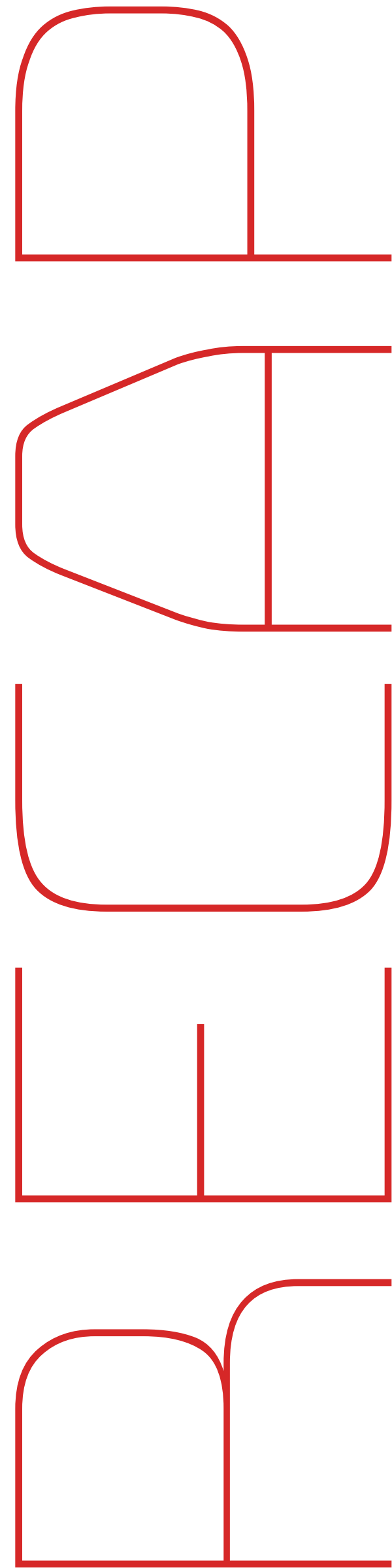
- principles
- design systems
- frameworks

Let go where you can

- design systems
- set targets
- let go

Create a simple vision

- start small
- bring others along
- align with the strategy



Favorable
environment

Support others
doing design

Remove
bottlenecks

Create a vision

**HOW YOU SHOW
UP SHAPES HOW
YOU ARE SEEN**

or
FINDING WORK
BESTIES

**YOU DON'T
NEED A NEW
TITLE**

**ADVOCACY
MODE**

VS

**PARTNER
MODE**

Defend

Ask for inclusion

Explain process

React to requests

Push for buy-in

VS

Shape direction

Join early

Speak their language

Co-create decisions

Build alignment

HOW
HOW
HOW

ARE YOU

SHOWING UP

1

Reframe the work

2

Show what shapes decisions

3

Build trust over time

Reframe the work

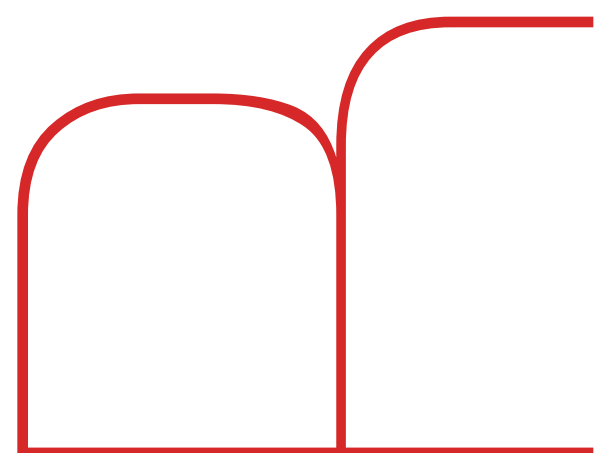
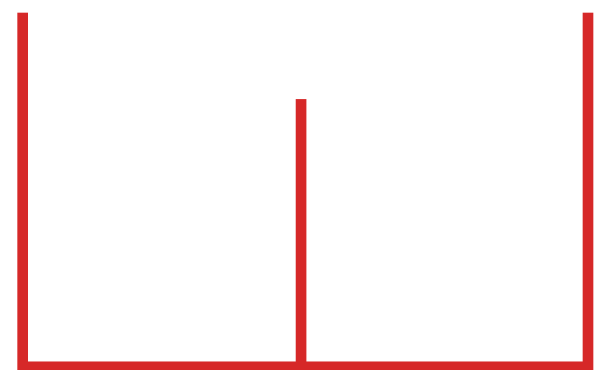
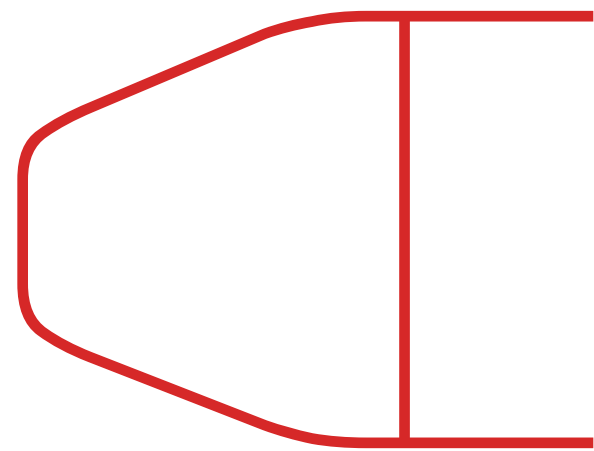
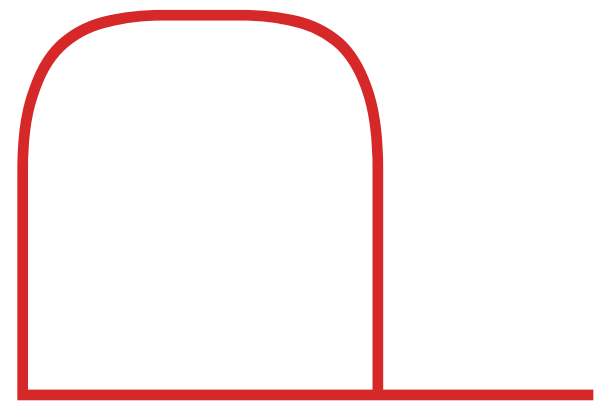
- language
- assumptions
- risk

Show what shapes decisions

- outcomes
- tradeoffs
- drafts

Build trust over time

- big picture
- empathy
- consistency



Common
language

Get out of the
weeds

Find a bestie

Be a partner

3

DESIGN YOUR OWN CAREER or MAKING SHOES FOR COBBLERS

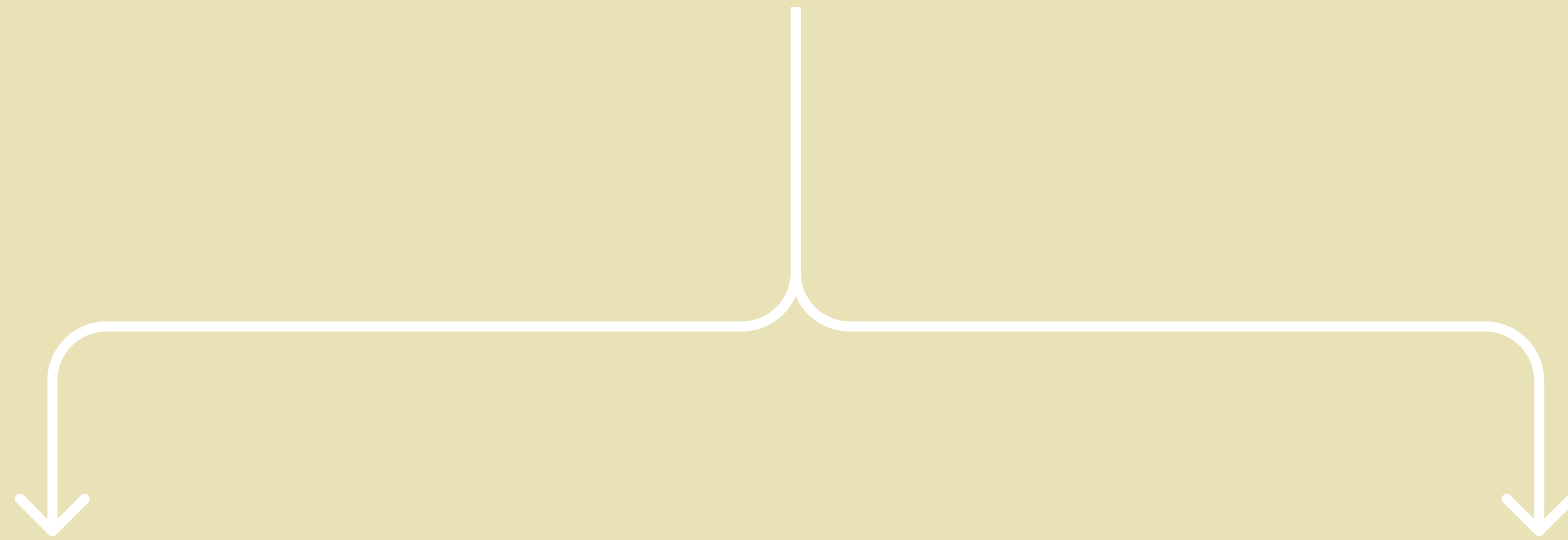
STORYTIME
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STORYTIME

REFRAME THE SUNDAY SCARIES

TAKE CARE

**MONDAY IS AN
OPPORTUNITY**

OPPORTUNITY



**What can you
get out of it?**

**What can you
achieve?**

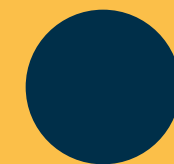
**Decide
where you
want to go.**

CHANGE IS HARD

Low effort,
low cost



High effort,
high cost



Fixed,
immovable



Weigh the
benefits and
costs.

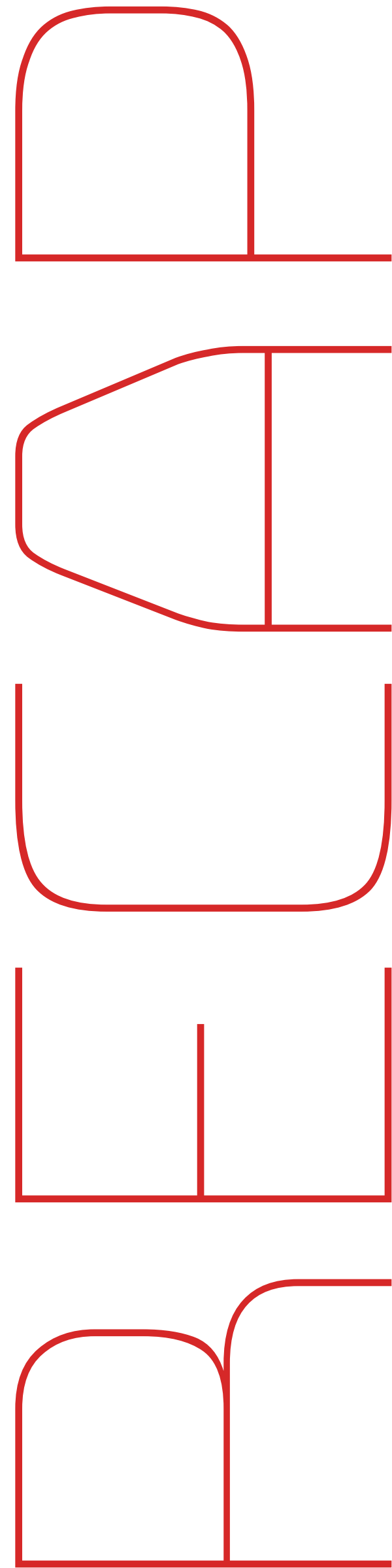
WHERE
WHERE

WHERE DO
YOU WANT
TO GO?

Get more
**OBJECT-
IVE** distance.



**DESIGNER,
HEAL
THYSELF.**



Prioritize self care

Chart your path

Find
opportunities



**BRINGING IT
ALL HOME**

Don't hate your job.

1

You don't need a new job

2

You don't need permission

3

You don't owe the system

ONE
ONE

ONE THING
YOU'LL DO
DIFFERENT

**DESIGN A
FUTURE THAT
MATTERS TO
YOU**

(THANKS)

**HOW CAN WE
HELP?**



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