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SHOPIFY

past four years

Enabling ENTREPRENEURS to SELL anywhere

	ACTIVE STORES	COUNTRIES	CHANNELS
2013	40k	80	1
DESIGNERS		10 generalists	
2016	325k	150	
DESIGNERS		170 specialists	



SELL YOUR STRENGTHS (IN JOB DESCRIPTIONS and INTERVIEWS)

FOR EXAMPLE) If your company is committed to research lead with that

SPECIALIZE WHEN YOU SEE EXTENDED SKILL GAPS

- Look for people who have created change in past
- Set them up to succeed!

The best hires are always different (skillsets)



#CanUX

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How We Scaled Our UX Team from 1 to ~~150~~ 171

BUILDING YOUR TEAM IS A DESIGN PROJECT

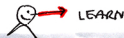
- Structure is not about bureaucracy; it exists to support people
- Autonomy shouldn't be lost; it should be enabled

CREATE MORE THAN ONE WAY TO GROW

- Take the time to think about growth paths for people

Growth is HARD

GROWTH MINDSET



FIXED MINDSET



- the valley of DESPAIR IS REAL
- Be aware of the IMPACT of CONSTANT CHANGE
- Balance pressure with creative outlets

SPEND TIME ON GETTING THE RIGHT PEOPLE

- THE MOST IMPORTANT THING!
- Short term wins versus long-term gains
- Work out what's important to you - challenge norms