**By Design**

*Design has never been more central to the advertising and marketing world. From digitally-driven specialisms like user experience design, to stalwarts like like graphic and product design and broad-ranging top level roles like customer experience design or even organisational design.*

*We want to talk to a range of the industry’s design experts about their careers and views on what ‘good’ design looks like. We’d love you to answer the following questions. Please share any of your design projects that you’d like to as well!*

Tell us about your current role and design specialism(s)?

What drew you to design in the first place and how has your design career evolved?

### What aspects of design do you get really nerdy about personally?

There are so many new design tools out - what tools do you like to use and why? (whether digital platforms or old fashioned pen and paper!)

### Design Thinking - thoughts?

What are the most persistent misconceptions about your particular design specialism that you see across the advertising and marketing landscape?

Accessible design is an increasingly prominent topic - from your experience what are the most challenging facets of accessible design? And what does best practice in accessible design in your particular design specialism look like?

### What design controversies or challenges do you find trickiest to navigate or do you find yourself thinking about most frequently?

How do you think about the ethics of design?

What are some of your favourite examples of creative design solutions that inspire you?

Which design projects throughout your career have been the most satisfying to work on and why?

### What’s going on at the moment in design that’s getting you particularly excited?

### 

Who are your design heroes and why?

### Thinking of people at the beginning of their career, what advice would you give them for navigating this constantly changing field?