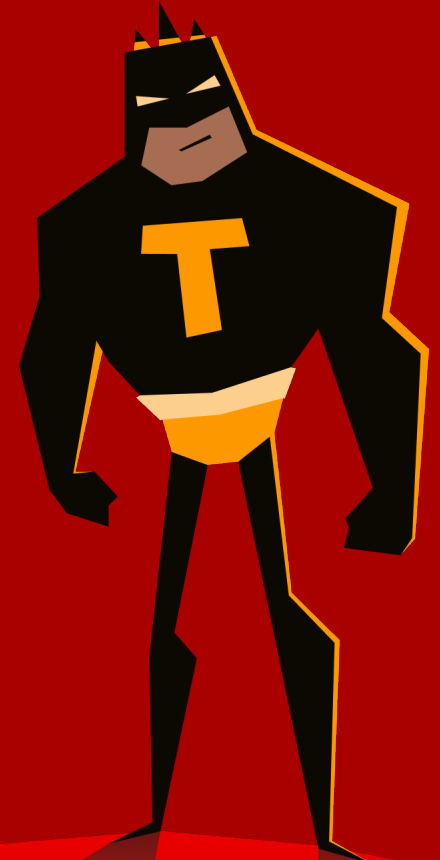


The Ideal Design Superhero

UFOT UBON // DESIGNER & ILLUSTRATOR



Superheros:

these are ordinary people who provide extraordinary solutions to problems faced by many; but they hide behind masks because there's a stereotype that assumes these people don't need help.

After all, they provide help, so...

**Who is your
Favourite Superhero?**



Who is your Favourite
Design Superhero?



Unique giftings & flaws of design superheros:

Giftings	Flaws
Exceptional creativity	Excellent Creative Blocks!
Empathy	Apathy

The making of a Superhero:

Their background

Their works

Their story

Things that makes design Superheros powerful:

Empathy

Vulnerability

Availability

The human in the cotume vs the hero in the cape:

Observation



Execution

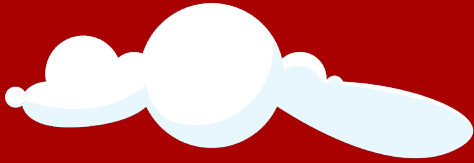
Why we need design superheroes:

For those who are about to get into design

For those who are already in design but
wants to back down because it's hard.

Why we need design superheroes:





FINAL WORDS

The Ideal Design Superhero
is one who understands that
vulnerability is strength.

- UFOT UBON

Thank You!

