

14. ¿Cuántas tarjetas de crédito tienes?

1 2 +2

15. ¿En que bancos?

01. perfilado 02. salud financiera 03. recomendación 04. contratación

premier evaluation system

Guillermo Pérez

El score de Jorge es realmente bueno!

Total score

84%

Ahorro

94%

Gasto

65%

Seguros

86%

Futuro

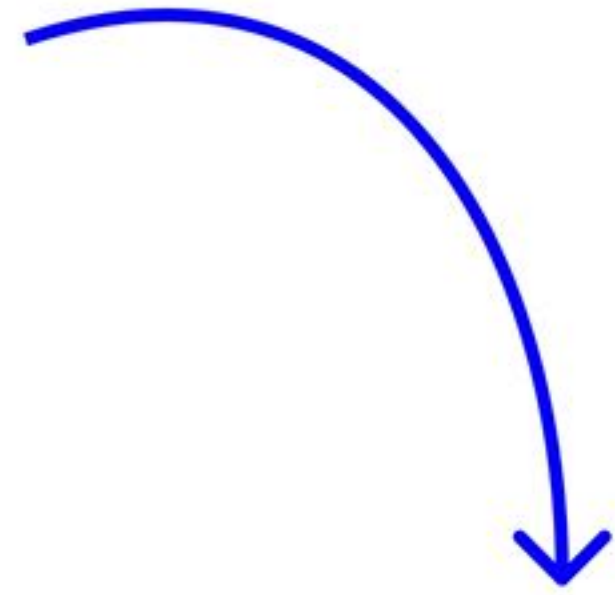
91%

La salud de Jorge se encuentra muy bien. Se recomienda que preste atención a los gastos. Programas de amortización podrían ser útiles, así como una revisión de sus seguros de vida y ahorro a largo plazo.

01. perfilado 02. salud financiera 03. recomendación 04. contratación 23%

cancelar

continuar



@ABOUTAITOR

AITOR  
SF/CDMX/MAD  
@ABOUTAITOR  
AITOR.WORK

USER CENTRIC DESIGN  
PRODUCT DESIGN  
BRAND IDENTITY  
ETHICS + DESIGN  
TYPOGRAPHY

25 YEARS OF EXPERIENCE  
OVER 150 PROJECTS  
4 COUNTRIES

BUTCHERSHOP  
FROG  
INTERBRAND  
MULTIPLICA  
OART STUDIOS

TECH BUBBLE BURST

MASSIVE LAYOFFS +420k (all levels)

DECREASE IN JOB OPENINGS -70% (USA)

TECH SCANDALS Theranos, FTX, Wework, UK Post Office, F.R.A.N.K...

DESIGN & RESEARCH PESSIMISM

AI THREATS EVERYTHING



Bigger Industry

More areas and disciplines

Voice and Text communications

Access to knowledge

Online Learning

Online shopping

24/7 Delivery

Music on streaming

Movies & TV shows

Content Creation

Remote work

IoT

Crypto currencies

Events & tickets

Transport

Taxi / Uber

Online Banking

Digital Insurance

Health Services

Shared Investigations and information



Social media & screen addiction

Social anxiety

Depression

Eyestrain

Damaged Attention spans

Crappy Internet Experience

Information overload

Disinformation

Fake News

Advertising overload

Bullshit & cancel culture

Hiper-Narcissism

Polarization & Hate

Lost of privacy

Dark Patterns

Cyberbullying

Strong inequalities

Breaches on democracies

Financial Bubbles



Voice and Text communications

Access to knowledge

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Advertising overload

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Strong inequalities

Breaches on democracies

Financial Bubbles

# 3 EASY WAYS TO MAKE A MORE RESPONSIBLE DESIGN

# FIRST, DO NOT HARM MINDSET

1



ONCE UPON  
A TIME, IN MEXICO...

# A. CONSEQUENCES

A diagram illustrating the consequences of the word 'CONSEQUENCES'. The word is written in large, bold, black capital letters. Two blue curved arrows originate from the word. One arrow points upwards and to the right towards a black plus sign (+). The other arrow points downwards and to the right towards a black minus sign (-).

# B. RESPONSIBILITY



+



-

WE ARE RESPONSIBLE  
FOR WHAT WE BUILD. OUR  
LEGACY IS IMPACT, NOT OUR  
PORTFOLIO.

WE ARE RESPONSIBLE  
FOR WHAT WE BUILD. OUR  
LEGACY IS IMPACT, NOT OUR  
PORTFOLIO.

WHAT IS THE WORST  
THING THAT CAN HAPPEN  
TO SOMEONE WHO USES  
THIS DESIGN?

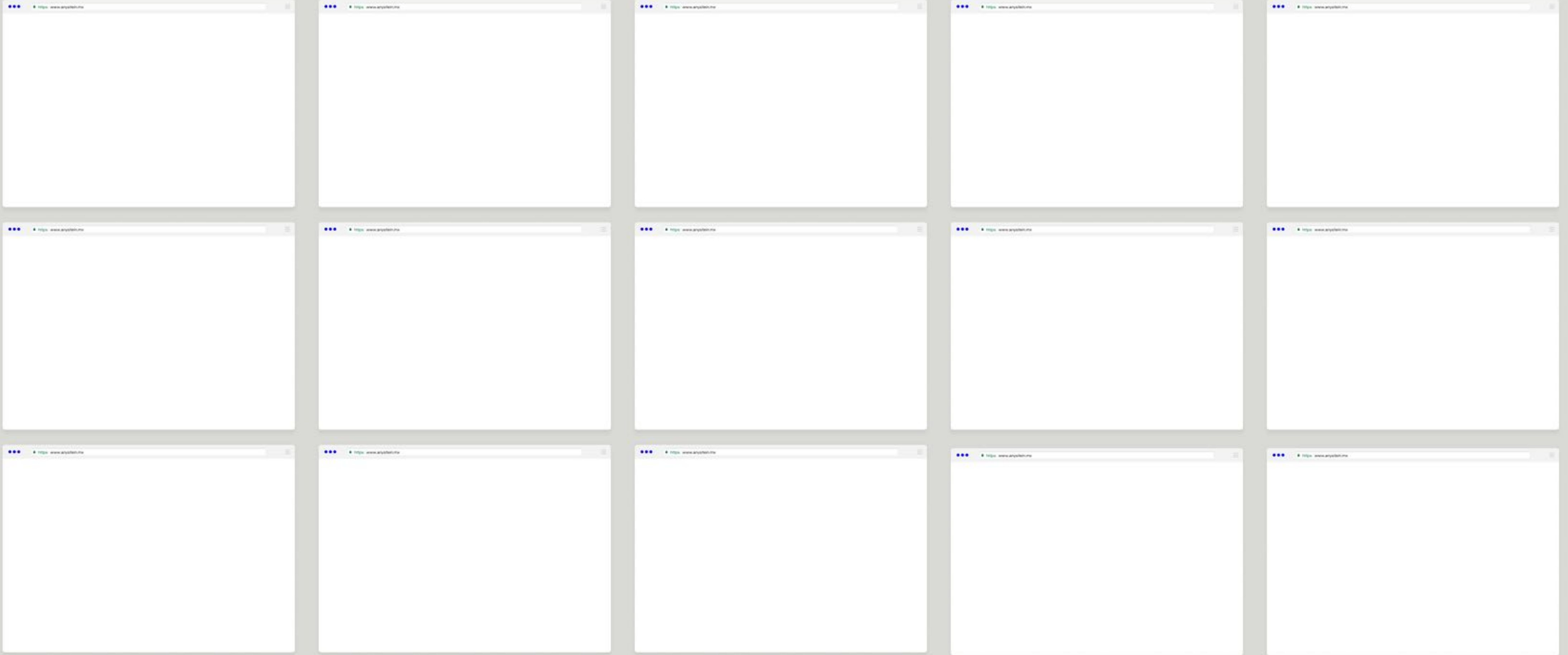
# PREPARE FOR SUCCESS



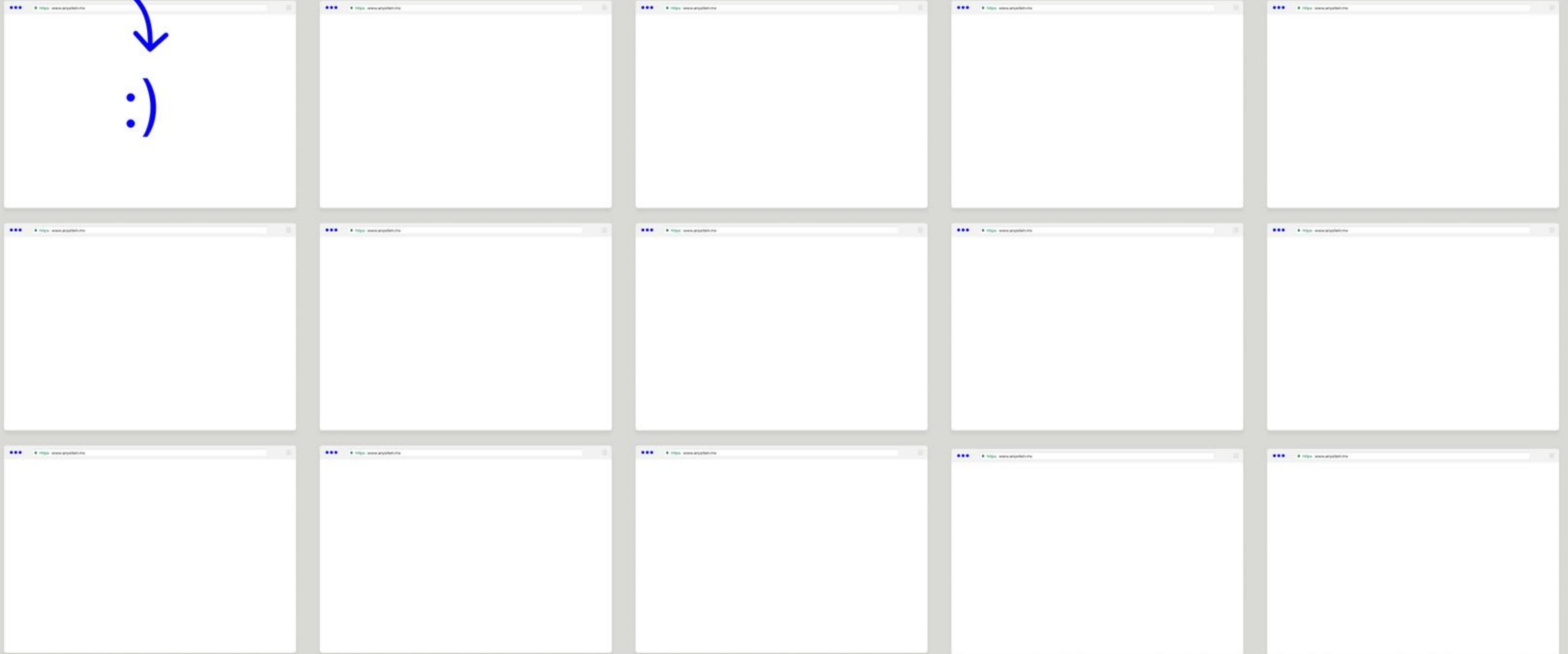
# PREPARE FOR SUCCESSFUL FAILURE

2





UH! THIS IS TOP!



SURVIVORSHIP BIAS:  
WE FOCUS ON SUCCESS  
BUT IGNORE FAILURE



Tight deadlines

Unrealistic goals

Lack of objectives

Lack of prioritization

Lack of clarity

Low value proposition

No product-market fit

Bad communication

Lack of transparency

Wrong stakeholders

Poor management/leadership

Lack of experience

Lack of preparation

Wrong decision making

Uncoordinated team

No research

Ego

Tyrant Stakeholders

Legal restrictions / Policies

Bad practices / Lack of ethics

Bad hire

Poor resourcing

Oversized/undersized teams

Worthless ideas

Solutions to non-existent problems

Poor Brand

Lack of exploration and rationality.

Lack of user knowledge.

Poor information architecture

Bad user experience/UI

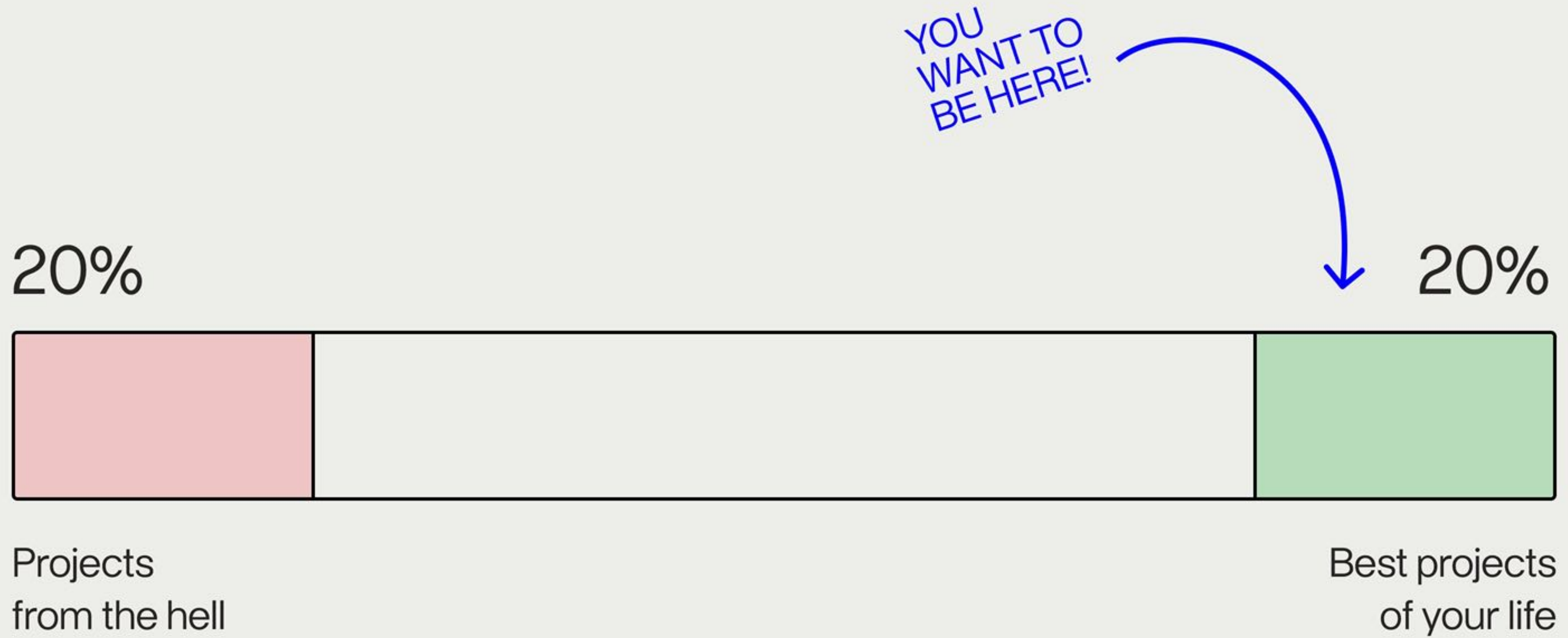
Bad interface/interaction design

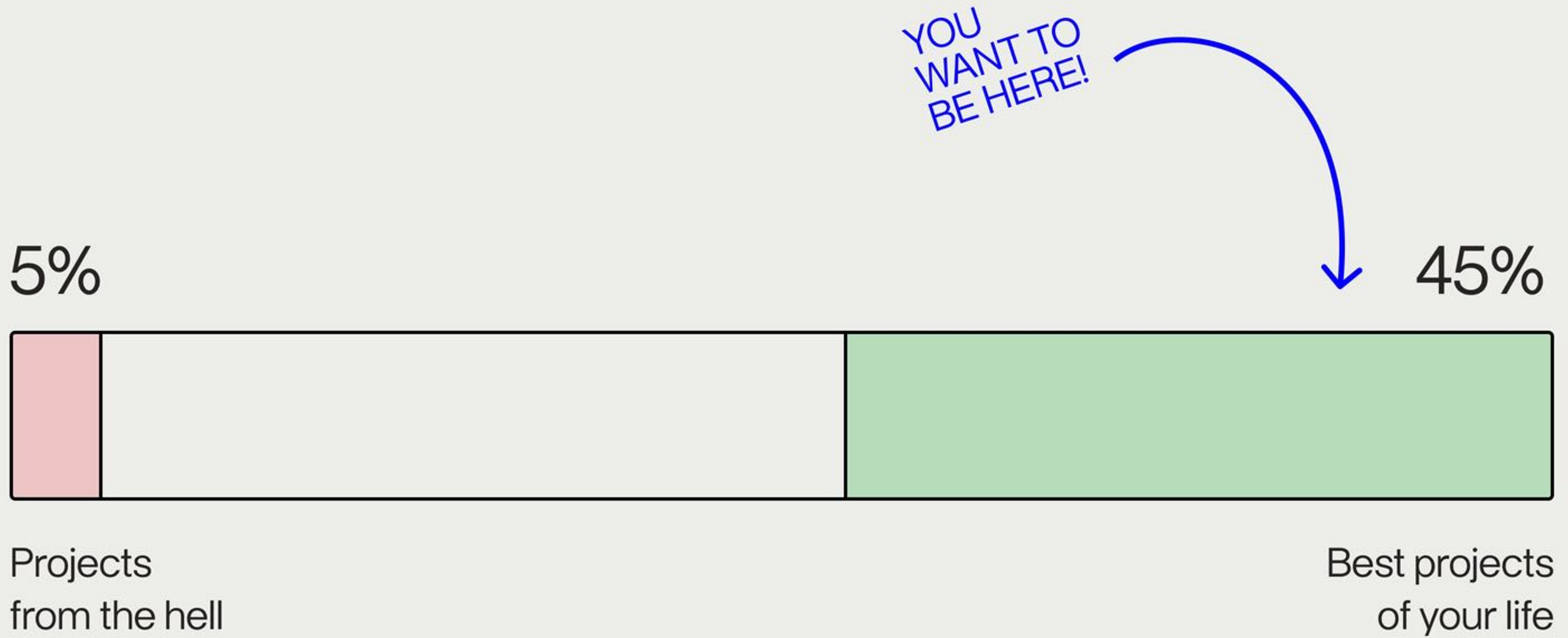
Lack of critical thinking / honesty

Lack of user knowledge

Bad performance

Complexity





Source: Internal Research with over 30 designers

IF YOU WANT TO DESIGN  
GREAT PRODUCTS, LEARN  
**WHY** THEY FAIL

# BRING BACK CREATIVITY TO THE CENTER

# 3



# TODAY'S DESIGNERS ARE MORE PREPARED THAN EVER



REPETITIVE

REPETITIVE

REPETITIVE

REPETITIVE

YVES SAINT LAURENT → SAINT LAURENT

BALENCIAGA → BALENCIAGA

BURBERRY  
*London, England* → BURBERRY  
LONDON ENGLAND

Berluti  
Paris → BERLUTI  
PARIS

BALMAIN  
PARIS → BALMAIN  
PARIS

3:54

Following Discover

**Erika Hall** @erikahall.bsky.social · 5h  
Great to have so many messy bitches in charge of Skynet

0 2 11

**FT** Financial Times Visual & Data J... · 16h  
In maps: half of northern Gaza's buildings wrecked by war

[on.ft.com/46nNnE0](https://on.ft.com/46nNnE0)



on.ft.com  
**In maps: half of northern Gaza's buildings wrecked by war**  
News, analysis and comment from the Financial Times, the world's leading global business publication

0 4 17


Reposted by Erika Hall  
**Helena Fitzgerald** @hellafitzgeral... · 19h

3:49

**rgabydesign** · 10m  
Today I, too, pardoned a turkey (kept a highly dubious idea in the deck)

1 1 1

**wired** · 8h  
BREAKING: Nearly 500 employees of OpenAI have signed a letter saying they may quit and join Sam Altman at Microsoft unless the startup's board resigns and reappoints the ousted CEO.




wired.com  
OpenAI Staff Threaten to Quit Unless Board Resigns

1 1 1

RY 28 replies · View activity

**profgalloway** · 1d  
Yep




3:47

App Store


Following Tech people Digital Design Studios

**SPACE.com** @SPACEdotcom · 5m  
Watch all the Star Trek you want and save 67% on 3 months of Paramount Plus in this early Black Friday deal



1 3 1.3K

**inter.mx** @intermx Ad  
En **inter.mx** queremos que estés seguro, seguro, por eso decidimos invertir en tu seguridad regalándote un seguro.



11:47  
App Store



**fukumean**   
Gunna


0:40  -1:25

◀ || ▶

🗨️ 🎧 Aitor's AirPods Max

11:45

▼ "fukumean" in Search



**fukumean**  
Gunna



0:06 -1:58


🔁 ⏪ || ⏩ 🔄


🔗 📄


Lyrics

11:43  
App Store

PLAYING FROM Search  LIVE 



**fukumean**   
Gunna

00:05  -01:59

🔁 ⏪ || ⏩ 🔄

📄 🎧 🗨️ ⓘ

### El nuevo Gobierno

DIRECTO



**Pedro Sánchez**  
Presidente del Gobierno



**Nadia Calviño**  
Vicepresidenta primera y ministra de Asuntos Económicos, Comercio y Empresa



**Yolanda Díaz**  
Vicepresidenta segunda y ministra de Trabajo y Economía Social



**Teresa Ribera**  
Vicepresidenta tercera y ministra de Transición Ecológica



**María Jesús Montero**  
Vicepresidenta cuarta y ministra de Hacienda



**José Manuel Albares**  
Ministro de Asuntos Exteriores, UE y Cooperación



**Félix Bolaños**  
Ministro de Justicia y Presidencia

## Sánchez asciende a Bolaños y Montero en un Gobierno "de alto perfil político"

Alegría será la portavoz, Ana Redondo, la ministra de Igualdad y Puente, el de Transportes



Pedro Sánchez, este lunes en La Moncloa, MONCLOA

CARLOS E. CUE / JOSÉ MARCOS | Madrid

El presidente asegura, en una comparecencia sin preguntas, que esta será "la legislatura del diálogo". Bolaños será el ministro de Justicia y Presidencia. María Jesús Montero seguirá en Hacienda y ocupará la cuarta vicepresidencia. Ángel Víctor Torres asumirá Política Territorial. Robles, Marlaska, Albares y Planas repiten en sus cargos. Isabel Rodríguez será titular de Vivienda y Jordi Hereu, de Industria. Morant une Universidades a Ciencia

VIDEO: Quién es quién entre los nuevos fichajes del Ejecutivo

### EN DIRECTO Unas 1.000 personas protestan en Ferraz

La policía detiene al 'youtuber' ultra Vito Quiles en una manifestación no comunicada cerca de la sede del PSOE

El PP bautiza al nuevo gabinete como "el Gobierno de la bronca"

### "Nuevo Gobierno"

CLAUDI PÉREZ

Hay cuatro vicepresidencias, pero Bolaños se alza como claro número dos de un Gobierno diseñado para fajarse en una legislatura bronca

### Sumar sigue con cinco carteras

PAULA CHOUZA | Madrid

Díaz estará acompañada de Urtasun, García, Rego y Bustinduy

DIRECTO Guerra entre Israel y Hamas DIRECTO Guerra en Ucrania

### GOBIERNO DE PEDRO SÁNCHEZ

Más información

#### PRESIDENCIA



**PEDRO SÁNCHEZ**  
Presidente del Gobierno

#### VICEPRESIDENCIAS



**NADIA CALVIÑO**  
Asuntos Económicos



**YOLANDA DÍAZ**  
Trabajo



**TERESA RIBERA**  
Transición Ecológica



**MARÍA JESÚS MONTERO**  
Hacienda

#### MINISTERIOS



**FÉLIX BOLAÑOS**  
Presidencia y Justicia



**ÁNGEL VÍCTOR TORRES**  
Política Territorial



**JORDI HEREU**  
Industria



**FERNANDO GRANDE-MARLASKA**  
Interior



**MARGARITA ROBLES**  
Defensa



**LUIS PLANAS**  
Agricultura



**JOSÉ MANUEL ALBARES**  
Exteriores

### INVESTIDURA DE SÁNCHEZ

# Sánchez fortifica Moncloa con dos grandes ministerios para Bolaños y Alegría

RACEL PISA

## UE. Bolaños llama a Reynders y le pide "respetar el debate político en España" sobre la amnistía

SERVIMEDIA, Madrid 100

Congreso. El letrado mayor no ve 'palmaría inconstitucionalidad' y da luz verde a tramitar la amnistía

Mónica García. La ministra que ascendió agitando las calles

PAULO R. BOCES 100

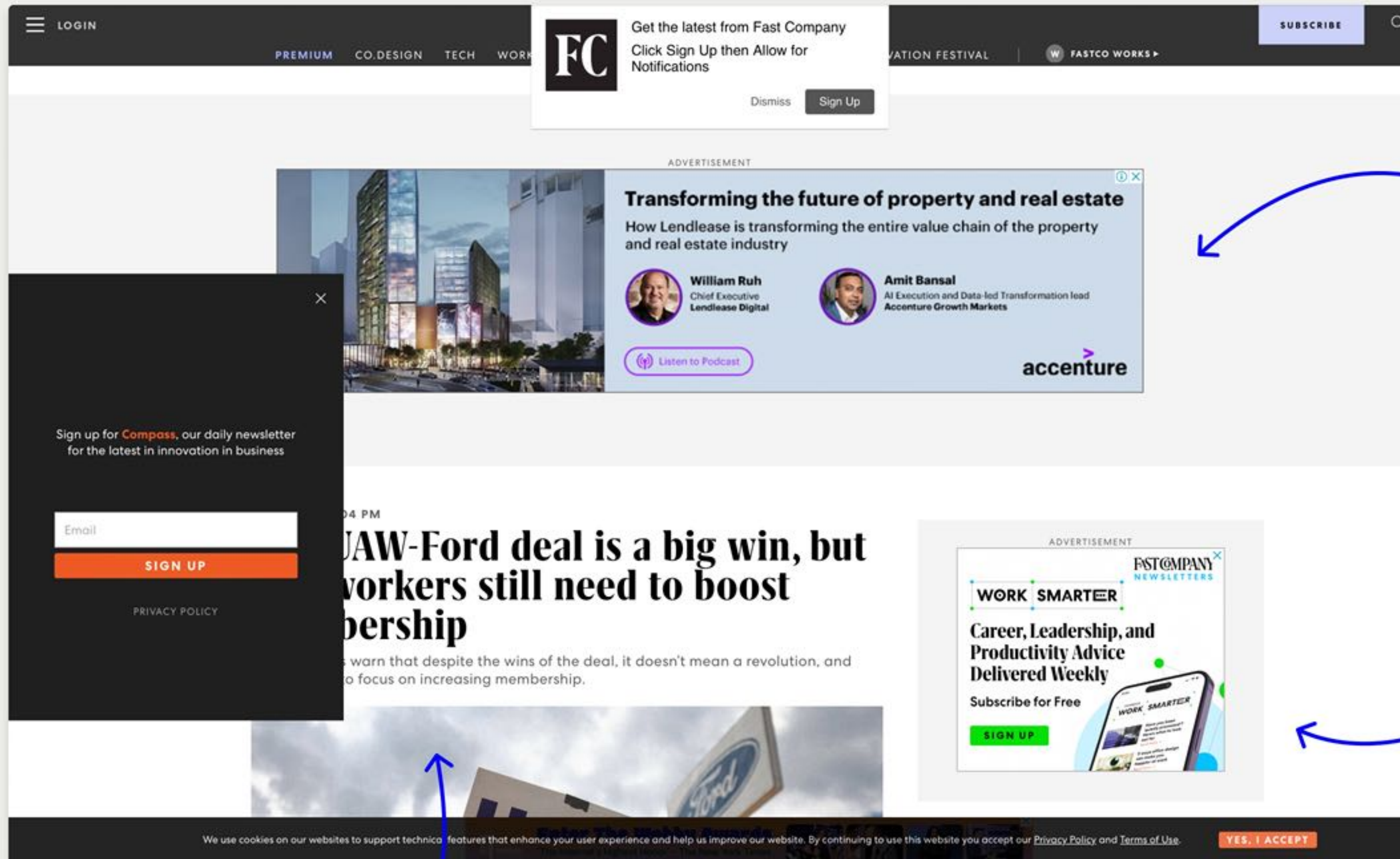


Óscar Puente. Una piedra clave para el muro ante la oposición

MARISA CRUZ, Madrid 100



Notifications



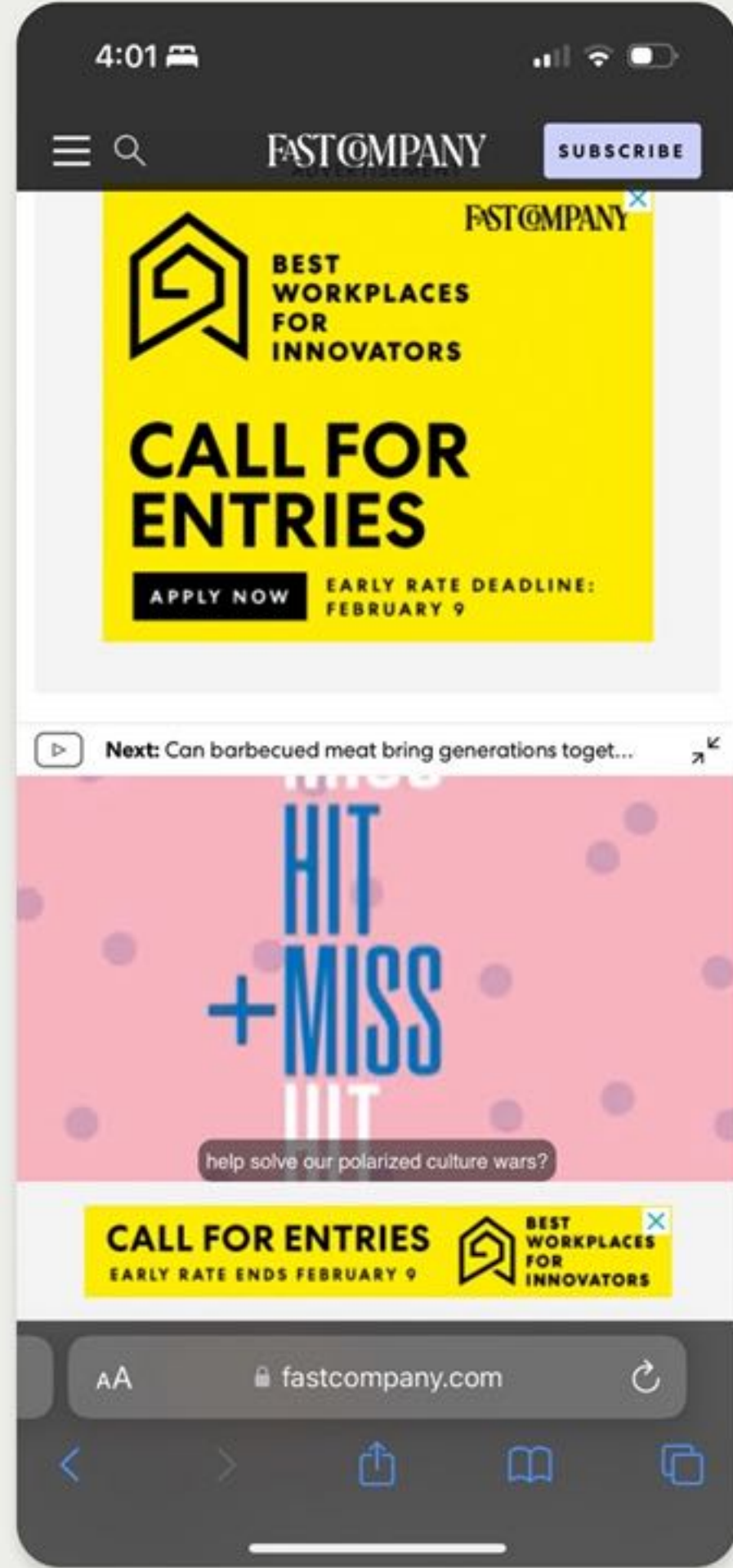
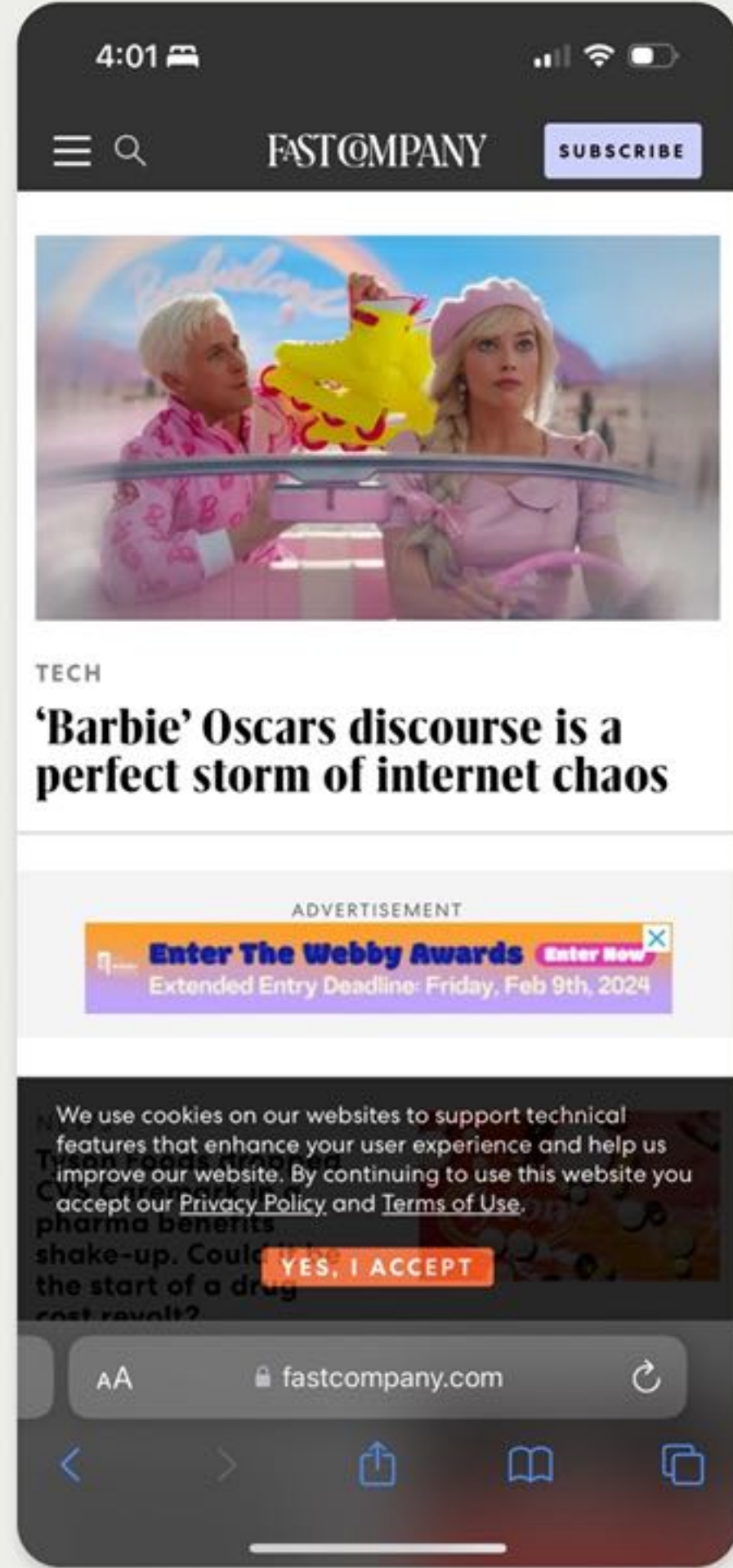
Sing-ups

Intrusive Banners / Ads Everywhere

Content becomes secondary

Cookies

Cookies



Intrusive  
Banners / Ads  
Everywhere





M3TR1CS  
M3TR1CS  
M3TR1CS  
M3TR1CS  
M3TR1CS

1. TASK COMPLETION RATE
2. DAILY ACTIVE USERS
3. MONTHLY ACTIVE USERS
4. USER ERROR RATE
5. AVERAGE SESSION LENGTH
6. CONVERSION RATE
7. CUSTOMER EFFORT SCORE
8. NET PROMOTER SCORE
9. SYSTEM USABILITY SCALE

PATTERNS  
PATTERNS  
PATTERNS  
PATTERNS  
PATTERNS  
PATTERNS



# THE VALUE OF DESIGN

Improve conversion

Saving time and money

Productivity and efficiency

# THE VALUE OF DESIGN

Improve conversion

Saving time and money

Productivity and efficiency

Differentiation & Recognition / Personality

Unique Positioning

Memorable experiences

Create emotions, Attachment + Connection

Desire & Preference, Loyalty

Higher quality

Beauty, Aspiration, Inspiration

Solve critical problems

Disruption & Innovation

\$

\$F\*\*\*\*\*G\$\$\$\$\$\$\$\$

\$

BUSINESS\$

\$

\$VALUE\$

\$

WE NEED TO BRING BACK  
CREATIVITY TO THE CENTER  
OF OUR WORK





# LET'S FINISH

2023

WE ALL KNOW THE  
WORLD COULD WORK  
BETTER AND WE HAVE  
TOOLS TO HELP

IS NOT ABOUT  
DO MORE, BUT  
BETTER

01 FIRST, DO  
NOT HARM

02 PREPARE  
FOR FAILURE

03 CREATIVITY TO  
THE CENTER

01 FIRST, DO  
NOT HARM

02 PREPARE  
FOR FAILURE

03 CREATIVITY TO  
THE CENTER

01 FIRST, DO  
NOT HARM

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FOR FAILURE

03 CREATIVITY TO  
THE CENTER

# @ABOUTAITOR

INSTAGRAM

THREADS

SUBSTACK

LINKEDIN

# A@AITOR.WORK

THANKS

MX