

# The Inclusion & Diversity Compendium for Designers

This document is intended to equip designers to take action in order to support more inclusive and diverse workplaces and communities.

Many, but not all, of these resources have a design lens. They were compiled by Marissa Louie (UX Director at Expedia Group) and recommended by dozens of diverse designers and design leaders from Expedia Group, [Designers Guild](#), and other members of the design community.

We welcome you to help build out this document. Feel free to [message Marissa Louie on LinkedIn](#) with any suggestions for resources and topics to add.

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## Table of Contents

<b>I. Education and Training</b>	<b>2</b>
1. Racial Diversity in Design	2
2. Anti-Racism Training	3
3. Online Communities	3
Facebook Groups	3
More Communities	4
4. Design Books and Podcasts	4
<b>II. How Others Are Leading By Example</b>	<b>4</b>
1. What Actions are Designers Taking?	5
2. Meaningful Corporate Statements that have Action and Impact	6
<b>III. Social Dynamics</b>	<b>7</b>
1. Build a Diverse and Inclusive Social Circle	7

<b>IV. Recruiting</b>	<b>7</b>
1. Candidate Pipeline (Sourcing)	7
2. Interviewing	8
3. Hiring	9
4. Inclusive Job Descriptions	9
<b>V. Retention</b>	<b>9</b>
1. Inclusive Workplaces	9
2. Promotion	10
3. Managing Mental Health	10
<b>VI. Designing for Inclusion and Diversity</b>	<b>10</b>
1. Designing for Diversity (General)	10
2. Inclusive Sources for Naming, Illustration, and Photography	11
3. Gender and LGBTQIA Inclusion	12
4. Accessibility	12
<b>VII. Supporting a Diverse Community</b>	<b>13</b>
1. Mentoring and Volunteering Opportunities	13
2. Receiving Mentorship	13
3. Organizations and Nonprofits to Support	13
4. Businesses to Support	14
<b>VIII. Adding to this Document</b>	<b>15</b>

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# I. Education and Training

## 1. Racial Diversity in Design

- [Anti-Racist Reading List for Designers](#) - Medium post by Lexi Namer
- [Black in UX](#) - Panel discussion video, event hosted by Twitter Design
- [Design Thinking: Providing Opportunity for Underserved Communities within the Design Discipline](#) - Research paper abstract by [Jessica Walton](#), graduate student at Virginia Commonwealth University School of the Arts
- [Designing for Justice](#) - Talk by [Antionette Carroll](#) (Designer, Speaker)

- [Equity-Centered Community Design Field Guide](#) - Collection of equitable design-thinking frameworks; also has a library of [training webinars for designers](#)
- [How to help your Black friends and your non-Black friends today](#) - Blog post by [Kat Vellos](#), former designer at Slack and Pandora
- [Juneteenth Resources by Black Designers to Read and Watch](#) - Curated by [Stedman Halliday](#)
- [LatinX in UX](#) - Panel discussion video, event hosted by Twitter Design
- [Where are My People? Black in Architecture](#) - Article in ACSA (Association of Collegiate Schools of Architecture) by Kendall A. Nicholson, Ed.D., Assoc. AIA, NOMA, LEED GA ACSA Director of Research and Information
- [Why Do Black People Matter Now, and Why Not Then?](#) - Medium post by [Amber Nechole](#), Designer at Y Media Labs

## 2. Anti-Racism Training

- [Cultivating the Self-Awareness of Privilege](#) - “A meaningful step in the journey towards cultivating the self-awareness of privilege” (Request the password to view from Damian Madray). \$25/seat for a 5 hour workshop with 10 participants. - Workshop organized by [Damian Madray](#), designer founder of [Presence](#) and Hunie.co, and volunteer for the official Black Lives Matter organization.
- [Implicit Bias Resources by Racial Equity Tools](#) - Links to trainings, self-assessment, resources
- [Studio Sessions 2020: Designing from Whiteness to Oneness](#) - The Design Lab at UC San Diego - live virtual conference sessions through the end of 2020

## 3. Online Communities

### Facebook Groups

- [Black in Design](#) - Facebook Group started at Harvard Graduate School of Design that aspires to add nuance to what it means to be Black and work in the field of design across time as well as broaden the conversation around design
- [Designers Guild for Justice](#) - Facebook Group where designers collaborate and volunteer to help cause leaders and nonprofits, led by [Marissa Louie](#)

- [Designers Guild Women of Color](#) - Facebook Group where women of color designers support each other and share job listings, led by [Marissa Louie](#)
- [How to Talk to Other White People About Race](#) - One of its group members says, “This is a place where white folks with white social networks can start exploring the communication issues around race, with info passed on from both other white folks and POC, before engaging POC in real life and making some basic and painful faux pas.” - Facebook Group

## More Communities

- [Antiracism Club](#) - Club that helps its primarily white-identifying membership of 4000+ keep their antiracism work on track for the long haul. Covers colonialism and current events that have deep roots in the country's overlooked past. Founded by product designer [Jon Lewis](#) in June 2020
- [Bay Area Black Designers](#) - Dynamic and supportive professional development community for Black designers living in the San Francisco Bay Area founded by former designer at Slack and Pandora, [Kat Vellos](#)
- [Ethel's Club](#) - A digital membership club designed to help people of color thrive
- [Queer Design Club](#) - A community where LGBTQ+ designers can celebrate queer contributions to the design industry and visual culture, share their work, and connect with each other.
- [The Design Justice Network](#) - “International community of people and organizations who are committed to rethinking design processes so that they center people who are too often marginalized by design”

## 4. Design Books and Podcasts

- [Design Books by Womxn and People of Color](#) - compiled by [Yuan Wang](#), former design lead at AirBnB and Twitter
- [Design + Diversity](#): Podcast and Conference (St. Louis, MO)
- [Revision Path](#) - Podcast showcasing Black designers, developers, and digital creatives

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## II. How Others Are Leading By Example

# 1. What Actions are Designers Taking?

Ranked from most to least popular from opt-in polls on July 19, 2020

- **#1: Donating to civil rights and justice causes that support Black, LatinX, and/or Indigenous people**
  - AT&T, ChowNow, Dropbox, Expedia, Facebook, LinkedIn, Pokemon Company, RigUp, SAP, TripAdvisor, Uber, Walmart, Wunderman Thompson, Zendesk
- **#2: Evaluating our hiring practices to ensure they are inclusive and support diversity**
  - AT&T, Facebook, LinkedIn, Pokemon Company, RigUp, TripAdvisor, Uber, Wunderman Thompson, Zendesk
- **#3: Discussing with other designers about their organization's Inclusion and Diversity initiatives**
  - Expedia, Facebook, Google, Lenovo, Pokemon Company, Uber, Wunderman Thompson, Zendesk
- **#4: Required unconscious bias training**
  - ChowNow, Expedia, Facebook, RigUp, SoFi, Wunderman Thompson, Zendesk
- **#5: Referred underrepresented minority candidates for jobs**
  - AT&T, Expedia, LinkedIn, Pokemon Company, SAP, SoFi, Uber, Wunderman Thompson, Zendesk
- **#6: All our team has Inclusion and Diversity on our Q3 2020 goals**
  - Expedia, Facebook, Pokemon Company, RigUp, Wunderman Thompson, Zendesk
- **#7: Participating in ERGs (Employee Resource Groups)**
  - Expedia, Facebook, LinkedIn, Wunderman Thompson, Zendesk
- **#8: Mentoring Black, LatinX, and/or Indigenous Designers**
  - Expedia, Facebook, LinkedIn, Pokemon Company, Wunderman Thompson, Zendesk
- **#9: Having Online Training for Diversity, Equity, and Inclusion**
  - Facebook, Pokemon Company, Wunderman Thompson, Zendesk

- **#10: Championing Underrepresented Minorities Who Deserve a Promotion or Pay Raise**
  - AT&T, Expedia, Facebook, Pokemon Company, Zendesk
- **#11: Nothing At All**
  - Moby
- **#12: Evaluating Pay Differences Between Racial Groups At the Same Seniority Level**
  - Wunderman Thompson, Zendesk
- **#13: Have 1:1 Discussions with My Manager about What We Can Do to Support Inclusion and Diversity**
  - Expedia, RigUp, Zendesk
- **#14: Creating a Pledge That Commits to Specific, Measurable Actions**
  - LinkedIn
- **#15: Using a Diverse Slate Approach: Not Making An Offer Until You've Interviewed Underrepresented and Minority Candidates**
  - Facebook
- **#16: Evaluating Promotion Practices from Entry Level to CEO**
  - Zendesk

## 2. Meaningful Corporate Statements that have Action and Impact

- [Ben and Jerry's](#)
- [Burton Snowboards](#)
- [Firewood Marketing](#)
- [Gap](#)
- [Google](#)
- [Johnson & Johnson](#)
- [Met Museum](#)
- [Microsoft](#)
- [Motion Picture Academy](#)

- [Niantic Labs](#)

[10 Companies Around the World That Are Embracing Diversity in a Big Way](#)

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## III. Social Dynamics

### 1. Build a Diverse and Inclusive Social Circle

- A top tip recommended by several underrepresented designers is for hiring managers, recruiters, and designer teammates to build diverse personal social networks outside of work. This was identified as the most sustainable long-term solution to improving diversity and inclusion.
  - “Having a diverse social circle makes your diverse organization both easier to lead and more authentic. It also minimizes the burden on women and underrepresented groups to explain culture and gender mores in the workplace because you have exposure to these mores outside of work” - Ty Ahmad-Taylor, VP Marketing at Facebook
  - [Build a Diverse Group of Friends](#) - by The Emotion Machine
  - [The Cost of the Closet and the Rewards of Inclusion](#) - Human Rights Campaign
  - [The Personality Trait That Leads to Having Friends That Don't Look Like You](#) - Article on The Cut
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## IV. Recruiting

### 1. Candidate Pipeline (Sourcing)

#### Talent Directories and Showcases

- Asian and Pacific Islander Designers

- [API Who Design](#)
- [Filipinos Who Design](#)
- [Indians Who Design](#)
- [Roots](#) - Podcast about the stories of Filipino designers
- Black Designers
  - [28 Black Designers](#)
  - [Black Creators](#) - Database of Black creatives curated by [Abelle Hayford](#)
  - [Blacks Who Design](#)
  - [Black UX Collective Talent Network](#) by [Jacquelyn Imayah](#)
  - [Revision Path](#) - Showcase of Black designers, developers, and digital creatives
- Diverse Designers (General)
  - [Database Of Diverse Databases](#) - Hosted by [Editors of Color](#); includes directories of Black professionals across multiple industries
  - [Diverse Creatives](#) - Search a database of diverse creatives by discipline and location - created by [Walt Geer](#), Executive Creative Director, Experience Design at VMLY&R
- Dreamer Designers
  - [Dreamer Stories](#)
- LatinX Designers
  - [Brazilians Who Design](#)
  - [Latinxs Who Design](#)
  - [LatinX Design Directory](#)
- LGBTQIA Designers
  - [Queer Design Club](#)
- Native/First Nations Designers
  - [Neebin](#) - Native/First Nations people in graphic design
- People of Color Designers
  - [People of Craft](#) - Creatives of color and their craft in design, art, & more
- [Underrepresented minority designers who are searching for jobs](#) (August 2020)
- Women Designers
  - [Women in Animation](#)
  - [Women Talk Design](#) - Elevates women and gender non-binary speakers, empowers event organizers with resources to engage more diverse speakers, and offers training and support for new speakers
  - [Women Who Design](#)
  - [Women Who Draw](#)
- Women of Color Designers
  - [Women of Color design leaders](#) - Women of color design leaders to hire, promote, and include as conference speakers - Twitter list by Marissa Louie



## 2. Interviewing

- [Topics and questions to avoid before hiring a candidate](#) - by the US Equal Employment Opportunity Commission (EEOC)

## 3. Hiring

- [How to apply a Diversity and Inclusion lens to your hiring data and the practices that shape them](#) - Thread by [Dr. Erin L. Thomas](#), Head of Diversity, Inclusion & Belonging & Talent at Upwork

## 4. Inclusive Job Descriptions

- [Are You Limiting Candidates With Biased Job Ads?](#) - Article on ZipRecruiter
  - [Removing These Gendered Keywords Gets You More Applicants](#) - Article on ZipRecruiter
  - [Textio](#) - Service for removing bias from job descriptions
  - One designer writes: “A legal startup I applied for used this writing: “We have a strong commitment to building a diverse team. If you’re from a background that’s underrepresented in law and tech, we’d particularly love to meet you.””
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# V. Retention

## 1. Inclusive Workplaces

- [Examples of microaggressions at work and in performance reviews](#) - LinkedIn post and comment thread by Walt Geer, ECD at VLMY&R
- [15 Steps You Can Take To Build a More Diverse Workforce](#) - Blog post on Lifespeak
- [A 12 Step Program for Retaining Your Diverse Workforce](#) - Blog post on Talent Management & HR
- [Diversity in Tech: 3 Ways to Build a More Inclusive Workplace](#) - Medium post
- [How to Lead An Inclusive Organization](#) - Medium post by Ty Ahmad Taylor, VP Marketing at Facebook

- [Inclusive Language Guide](#) - by Geneseo
- [LGBTQIA Inclusive Workplaces](#) - Presentation by Michigan Technological University
- [Neurodiversity in an Inclusive Work Environment](#) - Post by Robert Atkinson, Senior Designer at Interior Architects
- [Tips for inclusive 1:1 meetings](#) - Post by [Dr. Erin L. Thomas](#), Head of Diversity, Inclusion & Belonging & Talent at Upwork
- [What Anybody at Any Level Can Do To Increase Inclusion and Diversity in the Workplace](#) - Medium post
- [What Does Sponsorship Look Like?](#)
- [Woke at Work](#) - Blog by [Equity in the Center](#)
- Slack: Rising Tides is an internal program that advances underrepresented minorities and women. Mentorship was not the thing holding these groups back, it was executive visibility and access. ERGs (Employee Resource Groups) that reach ambitious OKRs get more internal funding; Fuego for LatinX employees has been very successful at this.

## 2. Promotion

- [Intel Leads the Way: How Transparency Can Fix Pay and Promotion Gaps](#) - Post on Medium
- [Making Talent Decisions Less Biased - Workplace Performance Promotion Study](#) - Post on Medium
- [“Yass” - Self-Promotion for Diverse Professionals](#) - Post on Medium

## 3. Managing Mental Health

- [BIPOC Mental Health Resources](#)
- [Black Mental Health Resources](#)
- [Managing Mental Health](#) - Resource for managing mental health during COVID - watch on YouTube

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# VI. Designing for Inclusion and Diversity

## 1. Designing for Diversity (General)

- [Arabic UX](#) - List of articles
- [Black Lives Matter is Not a Design Challenge](#) - Medium post by Schessa Garbutt
- [Centering the Margins in Digital Spaces](#) - Talk from Confab 2019 by Marché Grair
- [Designing for Diversity: A Framework Approach](#) - a podcast episode by InVision, featuring Jahan Mantin and Boyuan Gao
- [Designing forms for gender diversity and inclusion](#) - Medium post by Sabrina Fonseca
- [Design Leadership: Now What? How We Begin to Achieve Equity by Design](#) - Medium post by Jennifer Rittner
- [Equity Screen for Content Creators](#) - Checklist for content inclusiveness by Vu Le/Nonprofit AF
- [Fight Bias with Content Strategy](#) - Talk from Confab 2019 by David Dylan Thomas, author of Design for Cognitive Bias
- [How to Begin Designing for Diversity](#) - Resource of frameworks from The Creative Independent
- [How Traditional Design Thinking Supports White Supremacy](#) - Events hosted by The Creative Reaction Lab led by [Antionette Caroll](#) (Designer, Speaker), based on Tema Okun's [white supremacy culture writing](#)
- [Inclusion and Diversity at Accenture](#) - Resource hub of videos
- [Mirroring: How to Design for Arabic Users](#) - Medium post by Gabriela Pineda

## 2. Inclusive Sources for Naming, Illustration, and Photography

### Diverse Names for Mockups

- [List of Diverse Name Generators](#) - by eLearning Uncovered

### Illustration

- [Black Illustrations](#) (including [The Disability Pack](#))
- [Humaaans](#) - Diverse, remixable illustrations of humans by Pablo Stanley

### Photography

- [Disabled and Here](#) - Disabled Black, Indigenous, people of color from the Pacific Northwest (US)
- [Diverse UI](#) - Free Sketch plugin to include images of diverse skin tones and genders in design comps
- [EyeEm](#)
- [Getty](#)

- [Nappy](#)
- [Stocksy](#)
- [TONL](#)

### 3. Gender and LGBTQIA Inclusion

- [Beyond the Binary: 5 steps to designing gender inclusive fields in your product](#) - by Micah Bennett
- [Case Study on Gender Inclusivity](#) - by Dscout.com
- [Designing with gender inclusion in mind](#) - by InVision
- [Design Principles for Gender and Identity Inclusion \(and How to Get Them Implemented\)](#) - by Dscout.com
- [How I designed for gender inclusion at Supernatural](#) - by Zachary Deocadiz
- [How to Design for Every Gender](#) - by Vale Querini
- [LGBTQ+ Inclusive Language Do's and Don'ts](#)
- [LGBTQIA Glossary of Terms](#)
- [Navigating the Internet as a Non-Binary Designer](#) - by Sarah L. Fossheim
- [Technically Wrong: Sexist Apps, Biased Algorithms, and Other Threats of Toxic Tech](#) - Book by Sara Wachter-Boettcher; covers multiple dimensions of inclusive design for AI, along with gender inclusion
- [Trans-Inclusive Design](#) - article by A List Apart

### 4. Accessibility

- [A11y Resources](#) - 200+ hand-curated accessibility plugins, tools, articles, case studies, design patterns, assistive technologies, design resources, and accessibility standards
- [Accessibility is Usability](#) - Talk from Confab 2019 by Sarah Richards, author of Content Design
- [Building For Everyone: Expand Your Market With Design Practices From Google's Product Inclusion Team](#) - book by [Annie Jean-Baptiste](#), Google's Head of Product Inclusion
- [Disability in UX Panel](#) - Accessibility and Intersectionality - Panel discussion video, event hosted by Twitter Design
- [Mismatch: How Inclusion Shapes Design](#) - book by [Kat Holmes](#), SVP of Product Design and UX at Salesforce
- [Neurodiversity and the digital divide: how our neurological differences shape the way we experience the web](#) - Interview of Kathy Isaacs and Wojciech Nadachowski from the National Cooperative Research Centre for Autism

- [Rethink What Inclusive Design Means](#) - talk by [Kat Holmes](#), SVP of Product Design and UX at Salesforce
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## VII. Supporting a Diverse Community

### 1. Mentoring and Volunteering Opportunities

- [CampaignWith](#) - Teach or take online classes to fundraise for causes you care about; 100% of proceeds go to the charity of your choice - Founded by [Lucy Guo](#), startup investor and Designer at Snapchat
- [Dantley Davis' Mentorship Circle](#) - Mentorship of Black and Brown Designers by Dantley Davis (Chief Design Officer at Twitter), Steve Johnson (VP Design at Netflix), Skye Lee (Director of UX at Google)
- [Design Gigs for Good](#) - A jobs board for opportunities at the intersection of design and social impact, founded by designers Sarah Fathallah and Mollie Ruskin
- [Inneract Project](#) - Mentorship for Black and Brown youth interested in design in the San Francisco Bay Area - Founded by [Maurice Woods](#), Principal Designer at Microsoft. (Mentees can schedule mock interviews [here](#))
- [iUrban Teen](#) - STEM+Arts education program that brings together underrepresented teens and young adults for career exploration and mentoring. Located in Seattle
- [Technology Access Foundation \(TAF\)](#) - located in Seattle
- [Techqueria](#) - 501 (c)(3) nonprofit that empowers Latinx professionals with the resources and support that they need to thrive and become leaders in the tech industry
- [YearUp](#) - Help close the Opportunity Divide by ensuring that young adults gain the skills, experiences, and support that will empower them to reach their potential through careers and higher education. Use your knowledge, experience, and perspective to support young adults in their professional journey. 26 locations across the US.

### 2. Receiving Mentorship

- [Finding a Mentor, Advisor, or Sponsor](#) by Ty Ahmad-Taylor, VP Marketing at Facebook

- [Amazing Design People List \(ADPList\)](#) - Find and instantly book time with a design mentor for free

### 3. Organizations and Nonprofits to Support

- [&Design](#) - Cultivating and activating Black, Latinx, and Indigenous Designers by providing tools, resources and training to support them on their creative career journey - Founded by [Antionette Caroli](#) (Designer, Speaker) and Timothy Bardlavens (Product Design Manager at Facebook).
- [BRIDGEGOOD](#) - Prepares student creatives of color (Black, Latino/a/x, Southeast Asians, ages 18+) for tech jobs and meaningful careers. Provides the Inspire Oakland design challenge, and the UX Design Apprenticeship program. Founded by designer and philanthropist [Shaun Tai](#). Based in Chinatown, Oakland, CA.
- [Creative Reaction Lab](#) - Designing healthy and racially equitable futures for Black and Latinx populations - by activating Black/Latinx youth. Priorities: Edu, Health, Govt, Media. Based in St. Louis, MO - Founded by [Antionette Caroli](#) (Designer, Speaker).
- [Design School X](#) - Founded in 2014 on the values of equity + creativity, DSX beckons youth and adults to build their agency to affect change, agility to seek out and navigate complex dilemmas, and access to their character and purpose. Learning is structured in a school model, focused on designing for liberation. Based in Oakland, CA.
- [Inneract Project](#) - Donate to support free design education for students and help increase diversity and representation in design and technology. Based in San Francisco, CA
- [Inner-City Arts](#) - Helps unlock the creative potential of underserved Los Angeles children and teens. Based in Los Angeles, CA.
- [Raheem.ai](#) - Aiming to end police terror against Black people by making police behavior visible and accountable. Launched by Brandon D. Anderson with the help of volunteer designers from [Designers Guild for Justice](#).

### 4. Businesses to Support

- [100 Black-Owned Businesses to Support](#)
- [Beyonce's Black Parade](#) - Curated directory of Black-owned small businesses that design and sell goods.
- [Black LGBTQ+ Small Businesses to Support](#)
- [The COVID-19 Crisis Has Wiped Out Nearly Half of Black Small Businesses](#) - Forbes. "Black businesses experienced the most acute decline, with a 41% drop. Latinx business owners fell by 32% and Asian business owners dropped by 26%...The number of white-owned small firms, in contrast, fell just 17%."

- [Women-owned businesses on Google Maps and Search](#) - Use Google Maps and Google Search to find businesses that identify as owned, led, or founded by women.
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## VIII. Adding to this Document

Have suggestions for resources to add?

Awesome! Please [message Marissa Louie on LinkedIn](#).