

Hello! 🙌 You are applying for the
Product Designer (Lead) role at Stampede.

Please make a copy of this read-only document by clicking **File -> Make a Copy**. Once copied, complete your answers and download it as a PDF. Finally, upload the PDF to our application form.

Tip: Save your copy for future reference or updates.

How long should my answers be?

[More FAQs here](#) 🙌

Keep it concise but detailed—around 1-2 paragraphs for each question should be sufficient.

Section B: Professional Journey & Growth

We're invested in your professional journey and where you're headed. We want to understand your experiences and aspirations and how we can support your growth while you contribute to our team's success.

Career Trajectory and Design Philosophy

Describe a pivotal moment that fundamentally transformed your approach to design leadership. What specific experience triggered this shift?

How did your thinking or process change?

Provide concrete examples of how this insight has influenced your subsequent work.

Role Alignment

What aspects of our team and the work we do at Stampede excite you the most?

How does this align with your career aspirations?

What unique perspective would you bring to these areas?

Growth and Development

Choose a design skill or area where you excel and can drive team growth:

- What is this specific capability?
- How have you developed mastery in this area?
- Provide specific examples of how you've shared this expertise with others

Identify a design skill or area where you are actively developing expertise:

- What is this capability and why is it important for design leadership?
- How are you systematically approaching your growth?
- What progress have you made so far?
- What are your long-term development goals in this area?

Section C: Experience & Impact

At Stampede, we recognise that experience comes in different forms. This section focuses on your role and contributions to specific teams and how they've shaped your growth as a designer and leader. Let's get started.

Important: Please ensure any work examples you share are cleared for use by employers or clients and don't violate confidentiality agreements. We want to see clear demonstrations of your skills while respecting any proprietary information restrictions.

Product Design Practice Deep Dive

Tell us about a design practice you built or transformed. Walk us through:

- What was the state of things when you took over?
- What were the key challenges you identified?
- What was the team composition and maturity level?

Share three significant changes you implemented. For each, tell us:

- What specific problem were you solving?
- How did you introduce and roll out the change?
- What resistance or challenges did you face?
- How did you measure success?
- Is this change still in place today? How has it evolved?

What metrics or indicators showed the practice's growth over time?

Strategic Decision Making

Tell us about a strategic decision you made that faced initial strong opposition but ultimately proved successful.

What was the full context and what constraints were you working with?

How did you analyse the situation and what data informed your decision?

Walk us through how you handled the opposition and brought stakeholders along.

What steps did you take to implement the decision and track its impact?

What were the concrete results and key learnings?

Team Development Case Study

Tell us about a team you transformed.

What was the initial state of the team?

- Team makeup and skill levels
- Main challenges and blockers
- Team dynamics and cultural aspects

How did you approach the transformation?

- Share 2-3 examples of individual growth plans
- What team-wide initiatives did you implement?
- What processes did you improve or introduce? Include key milestones and outcomes for each

What evidence showed the transformation was successful?

- How did key metrics change?
- What growth did you see in team members?
- What feedback did you receive?
- What improvements lasted after you moved on?

System Architecture Deep Dive

Choose the most complex system your team designed.

Describe the full problem space and constraints. Include:

- Business challenges
- Technical limitations
- User needs
- Timeline and resource constraints

Walk us through the approach you took to actively lead the team through this complexity. Include specific examples and decision points where you:

- Break down complexity (include specific frameworks or methods)
- Manage dependencies
- Ensure scalability
- Maintain quality

Discuss lessons from this experience that have shaped your approach to designing complex systems.

- Discuss trade-offs you had to make
- How you explained complex decisions to stakeholders
- How you helped your team navigate the complexity
- What would you do differently today

Innovation Leadership

Share a story about introducing a significant change or innovation in your organisation.

What sparked this initiative, and how did you implement it?

How did you help your team and stakeholders adapt to this change?

What would you do differently if you were starting this initiative today?

Future-readiness

Based on your experience leading complex projects, what capabilities do you believe are crucial for design teams tackling large-scale, complex challenges? Consider:

- Technical and craft skills
- Process and quality frameworks
- Team structures and dynamics

What excites you most about the possibility of preparing a design team for such challenges? What approaches would you take to get them ready?

Congrats on reaching the finish line! 🎉

We hope these questions have been helpful for you to reflect on your strengths and areas for growth, not just for Stampede, but for any role you apply to.

Now, please convert this document to a PDF and upload it through the application form on Stampede's website. Make sure everything is saved and ready for your submission. Best of luck!