Impact for Designers – A Workshop for Product Design Teams

Being great at Figma and design systems isn't what gets designers promoted. It is also not what moves the roadmap forward

This practical, highly actionable workshop teaches your team how to be better designers beyond pixels – gain influence, persuade stakeholders, and ship better products faster.

This workshop is:

- **Based on best practices** – The content comes from my interviews with dozens of designers who have worked at Etsy, Mercury, Dropbox, Meta, Bumble, and more, on what helped them drive business impact and grow as designers.
- **Highly actionable** – Participants will:
    - Learn practical techniques and apply them immediately
    - Get PDF worksheets to practice after the workshop
    - Apply the techniques at work the same week

Exercises

The workshop includes exercises that help designers:

- Turn everyday to-dos into high-impact initiatives
- Sell their ideas better to PMs, engineers, execs, and peers
- Build visibility and credibility within the org
- Make faster, better design decisions

Technical details

- **Seniority levels:** from junior to senior/lead *(content tailored to your team)*
- **Format:** Live on Zoom (with breakout rooms)
- **Company types:** product companies, agencies, and large enterprises.
- **Length:** ranges between 60 min to a full day.

About facilitator

Artiom Dashinsky

In the past 15 years, I have led design at startups, owned a small agency, worked as a consultant, and built my own businesses.

I've designed products at Tvinci (acq. $KLTR), Commerce Sciences (acq. by $TBLA), Empathy (Apple Design Award 2022 Nomination), WeWork ($WE), Mixtiles, etc.

In the last seven years, I've written about the design and UX industry in six books, including three Amazon bestsellers.

In the last few years, I've been working on my own products, used at companies like Google, Sketch, LG, Samsung, DocuSign, McKinsey, and more.

Contact details

For bookings or any questions, reach out to: hvoostik@gmail.com.

If you'd like to access a low-cost version of my knowledge, consider purchasing a company license for my books to share with your team (reach out for bulk pricing).