

DESIGN **ACTIVISM**

TI CHANG



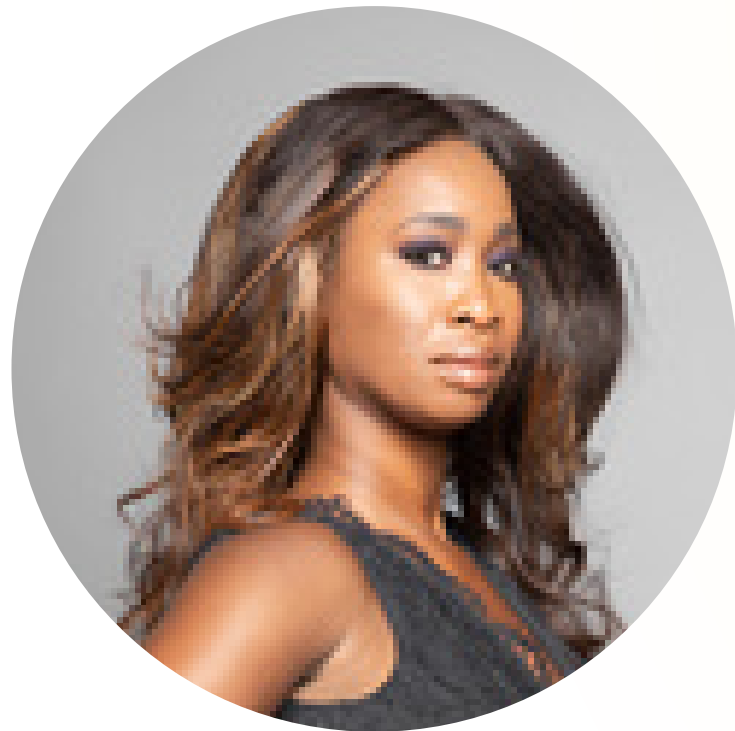
@DesignerTi

ACTIVISM
IS LIKE THE
WORD **SEX**

MYTH #1

ACTIVISM REQUIRES EXTREME TACTICS

*E.g. ramming whaling ships, getting arrested or
moving to a third-world country.*



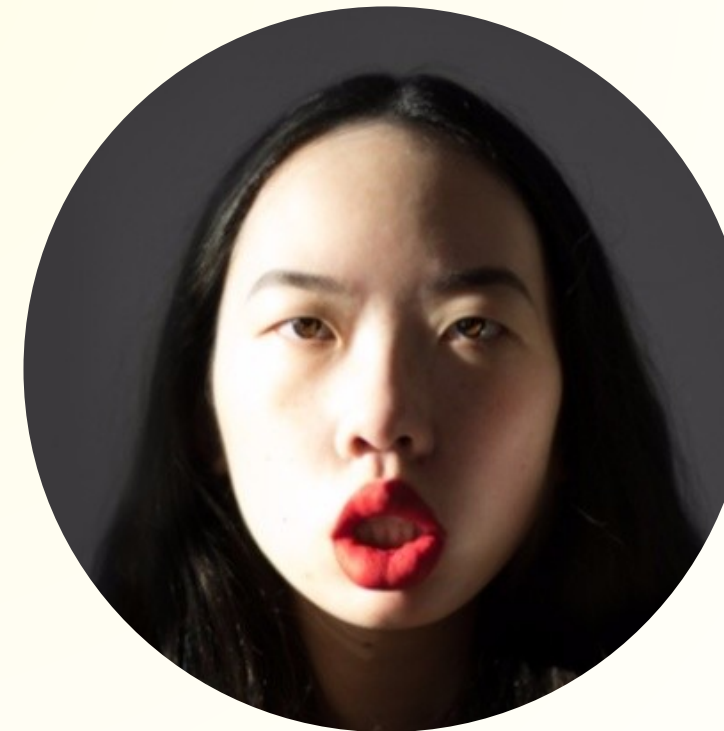
ANNIE JEAN-BAPTISTE
Inclusion activist at
Google



BARRETT PALL
Model/ Social Media Activist



CHRIS HOHN
Hedge fund activist investor



AUBREE LEE
Disability activist at Google



MICHELLE CHUBB
Indigenous activist



LILY TSE
Design activist /
Founder of ThinkDirty



JASMINE BURTON
Entrepreneur / Sanitation
activist



LIZ KLEINROCK
Teacher / Education activist



VERONIKA SCOTT
Design activist / Founder of
Empowerment Plan



GEMMA CHAN
Actress / activist

MYTH #2

**ACTIVISM IS
SOMEONE ELSE'S JOB.**

*Change has always been created by ordinary people
like you and me.*

ACTIVIST.

MYTH #3

ACTIVISM DOESN'T HAVE A PLACE AT WORK.

Business & social impact can co-exist. People are seeking purpose in their work. It is the new paradigm.



Sustainable footwear



better access to puberty
education



radical transparency



Mental health for all



matching every pair of shoes
purchased with a pair of new
shoes for a child in need.



environmental / Climate
Justice

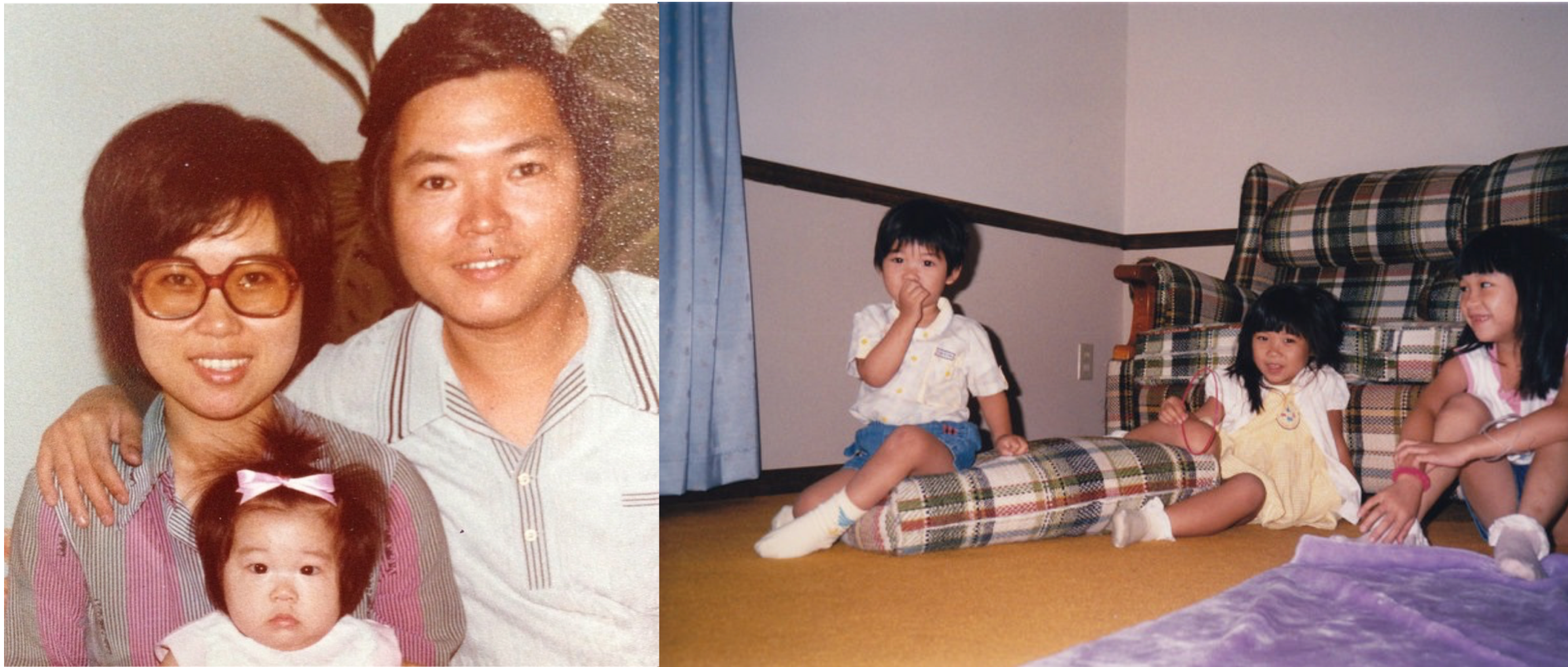


for every pair of glasses
purchased, a pair is
distributed to someone
in need.



Social justice

**ACTIVISM IS
A WAY OF BEING
& WORKING.**

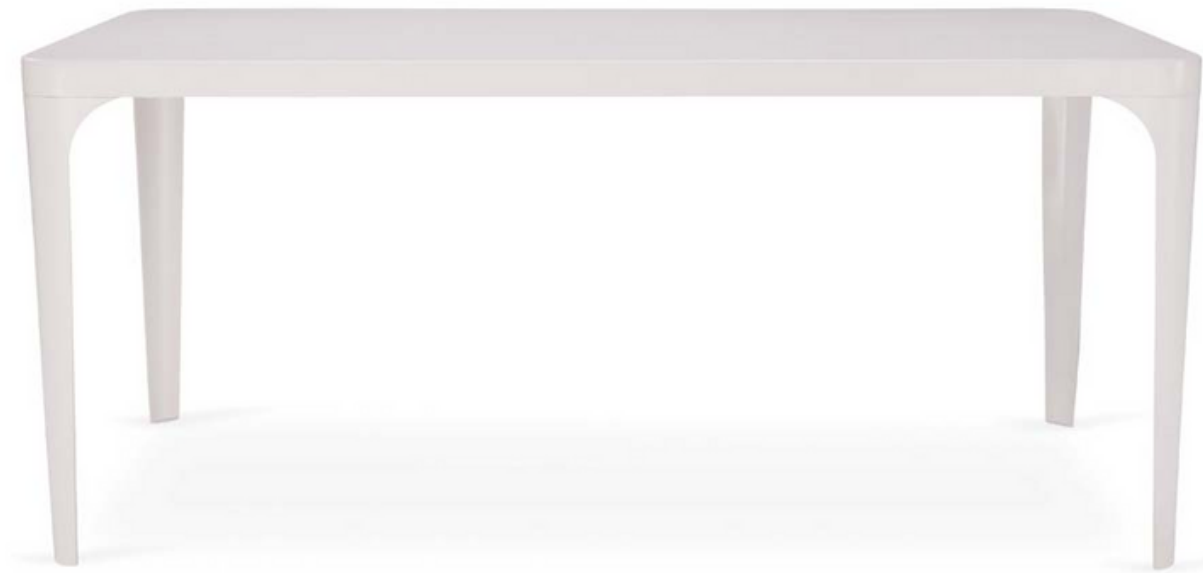


I GREW UP IN AN IMMIGRANT FAMILY IN ATLANTA

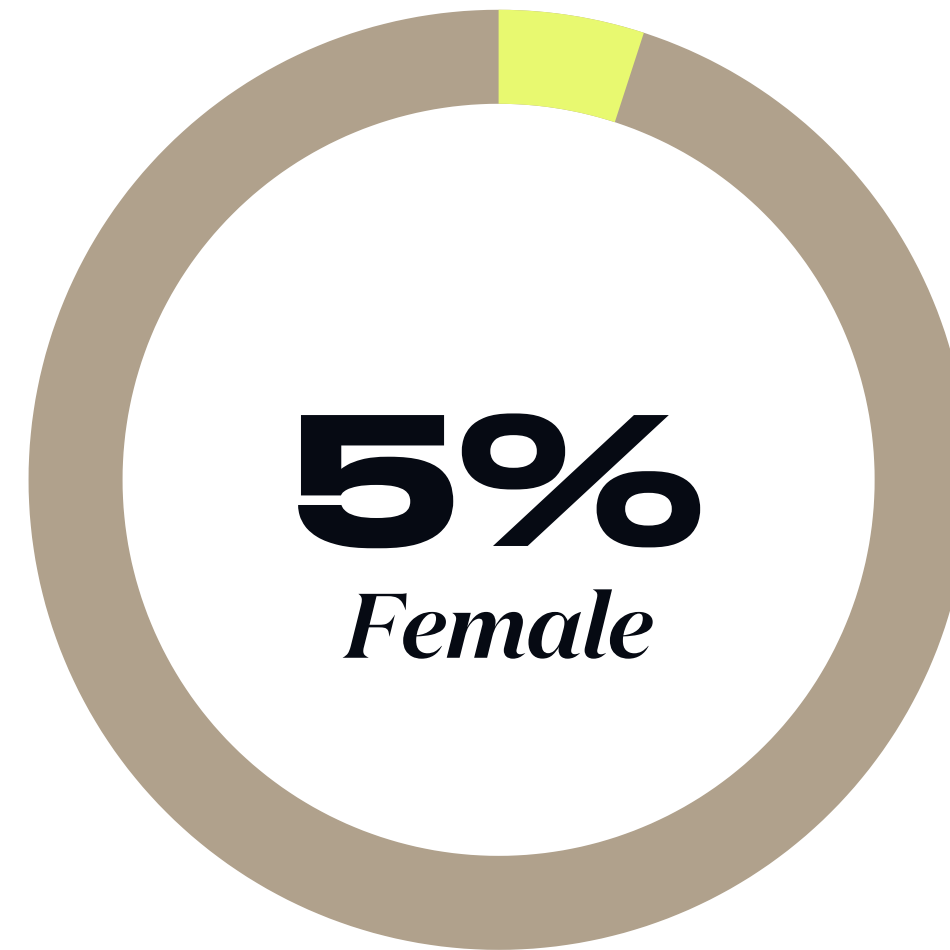


I WORKED AT A FLEA MARKET

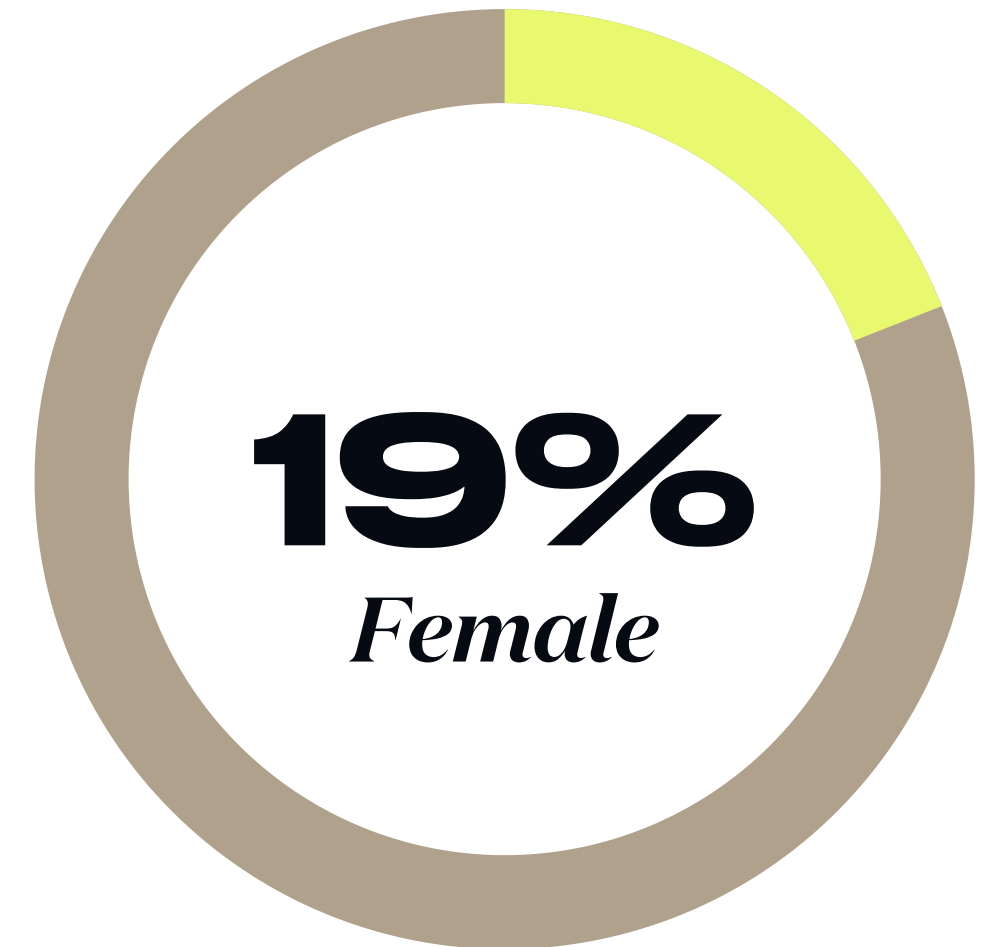




SOURCE: *DESIGN COUNCIL REPORT: The Design
Economy 2018, Core77 Salary Survey

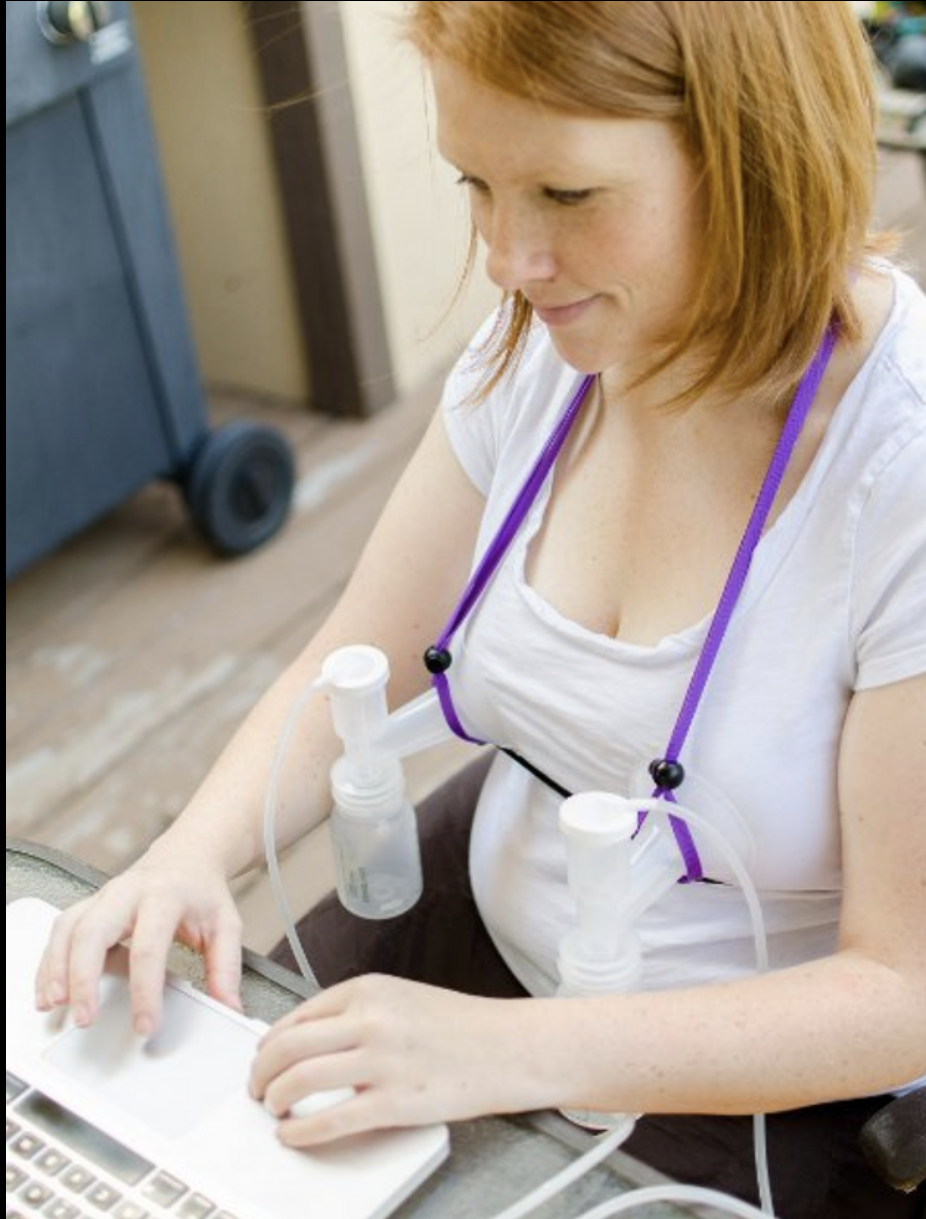


UK
Male 95%



US
Male 81%

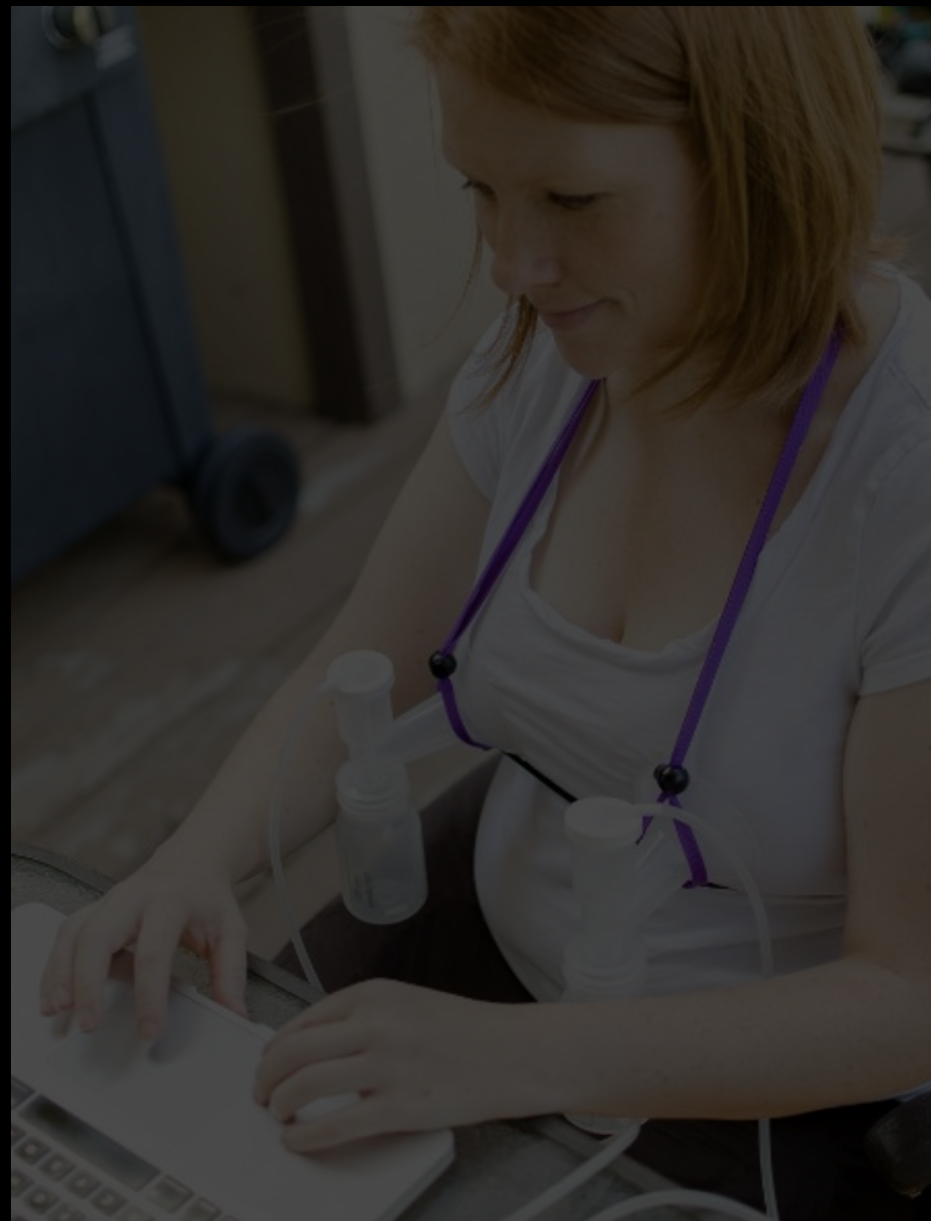
5%-19%*
**Product &
Industrial Designers**
are women



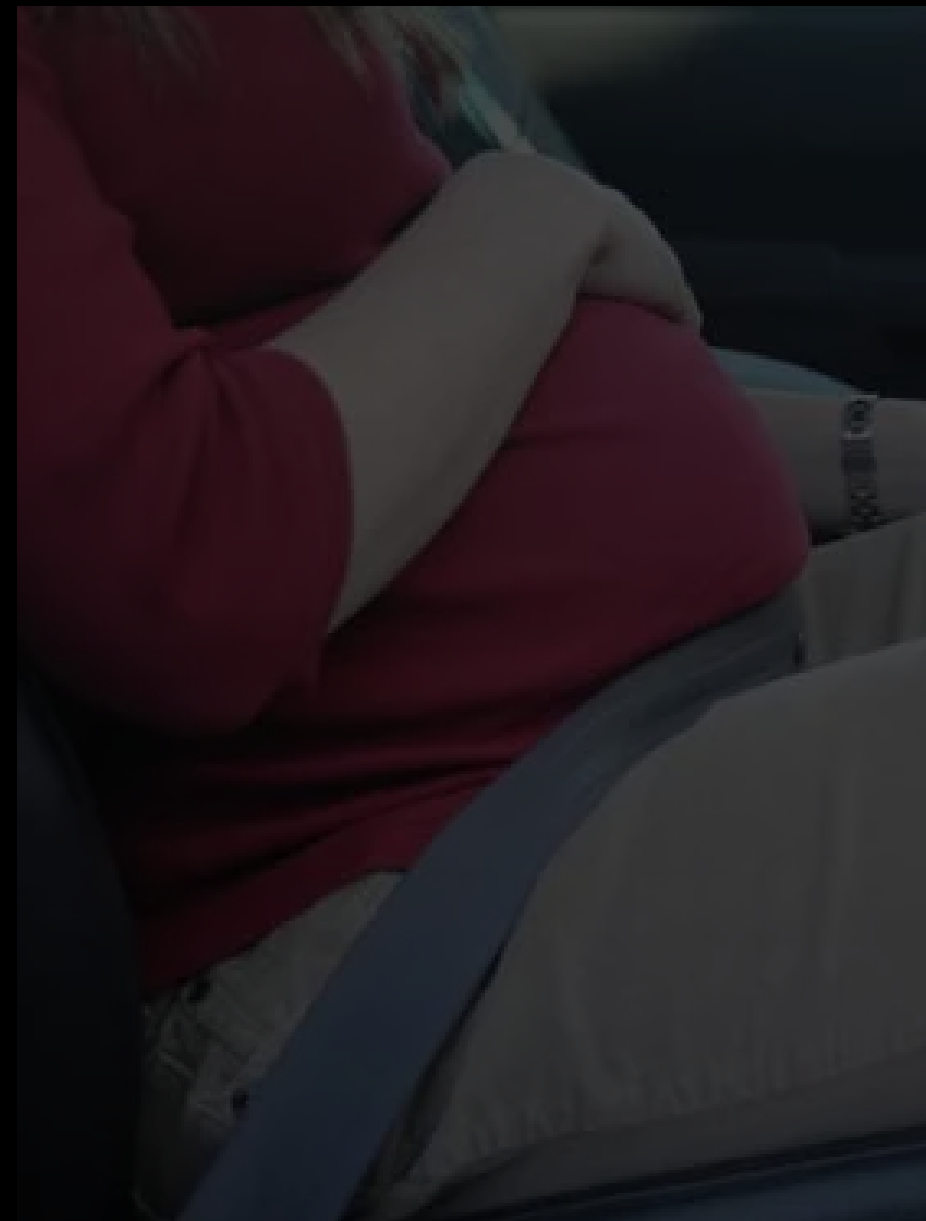
BREAST PUMPS



SEAT BELTS



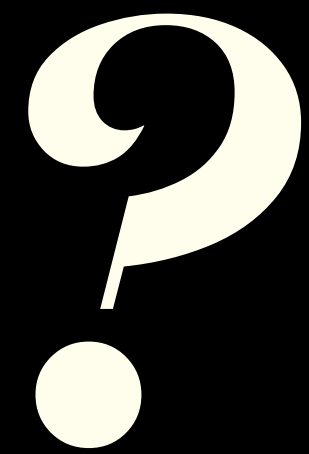
BREAST PUMPS



SEAT BELTS



VIBRATORS



A woman with long dark hair is shown from the chest up, wearing a black ribbed top. She is wearing multiple leather and metal bracelets on her right wrist and a black leather strap on her left wrist. She is holding a silver chain in her left hand. The background is dark. The brand name INCOQNITO is overlaid in the center.

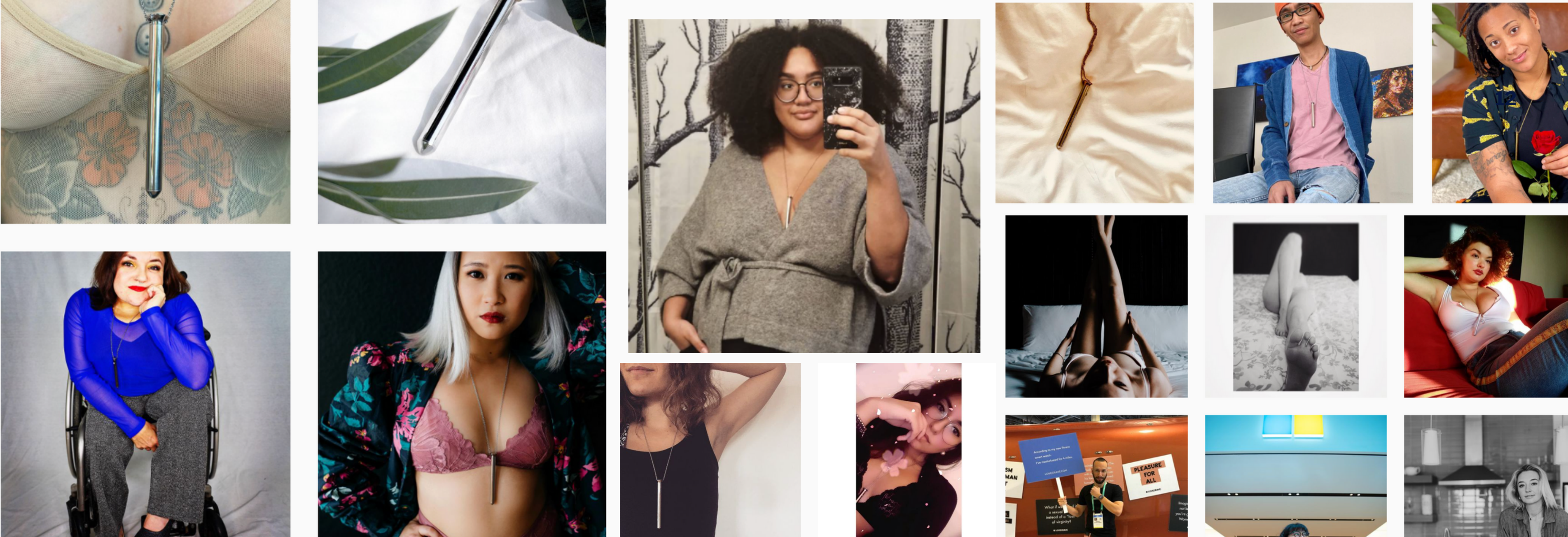
INCOQNITO



INCOQ^NNITO





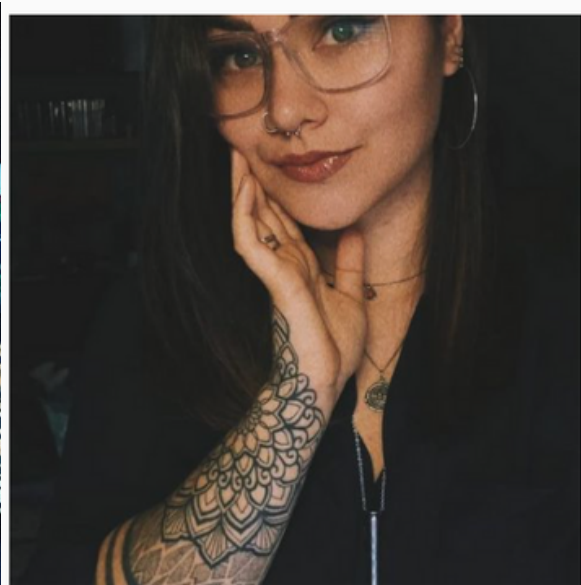
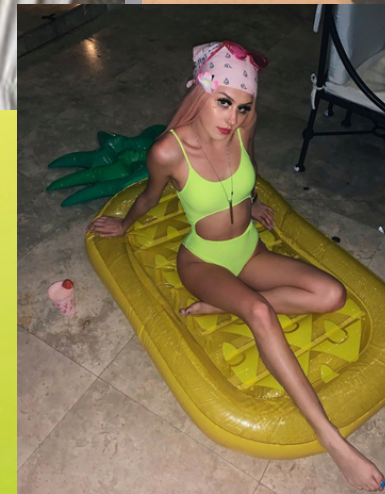
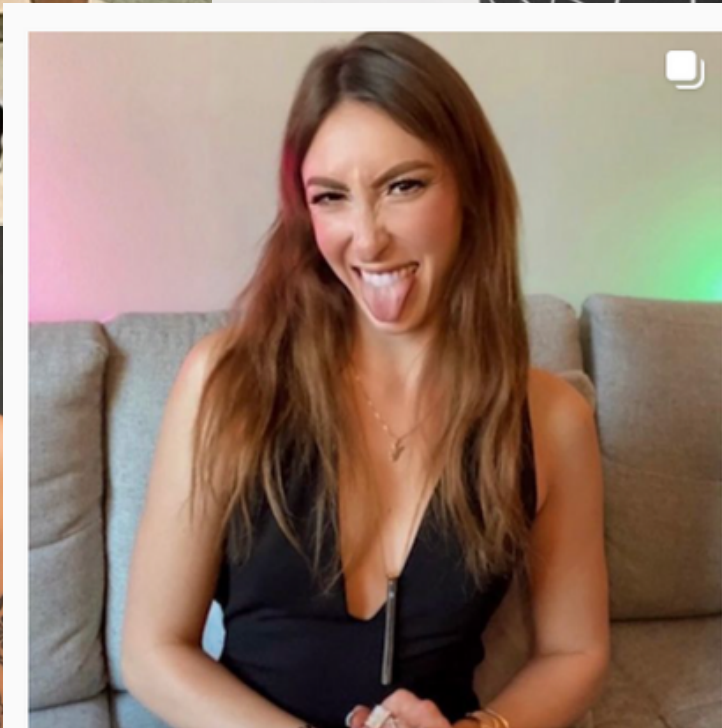
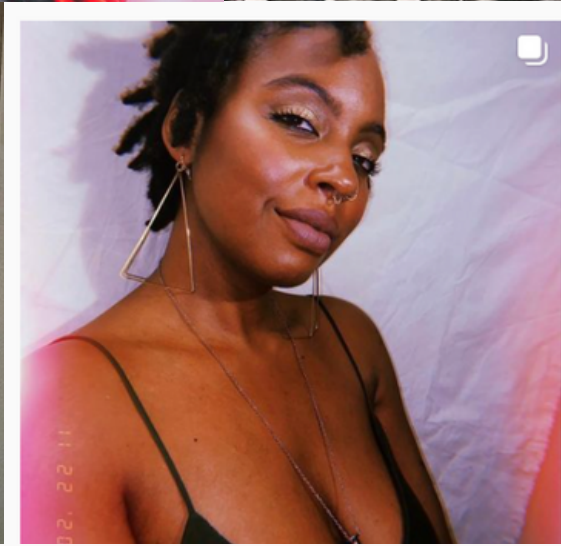
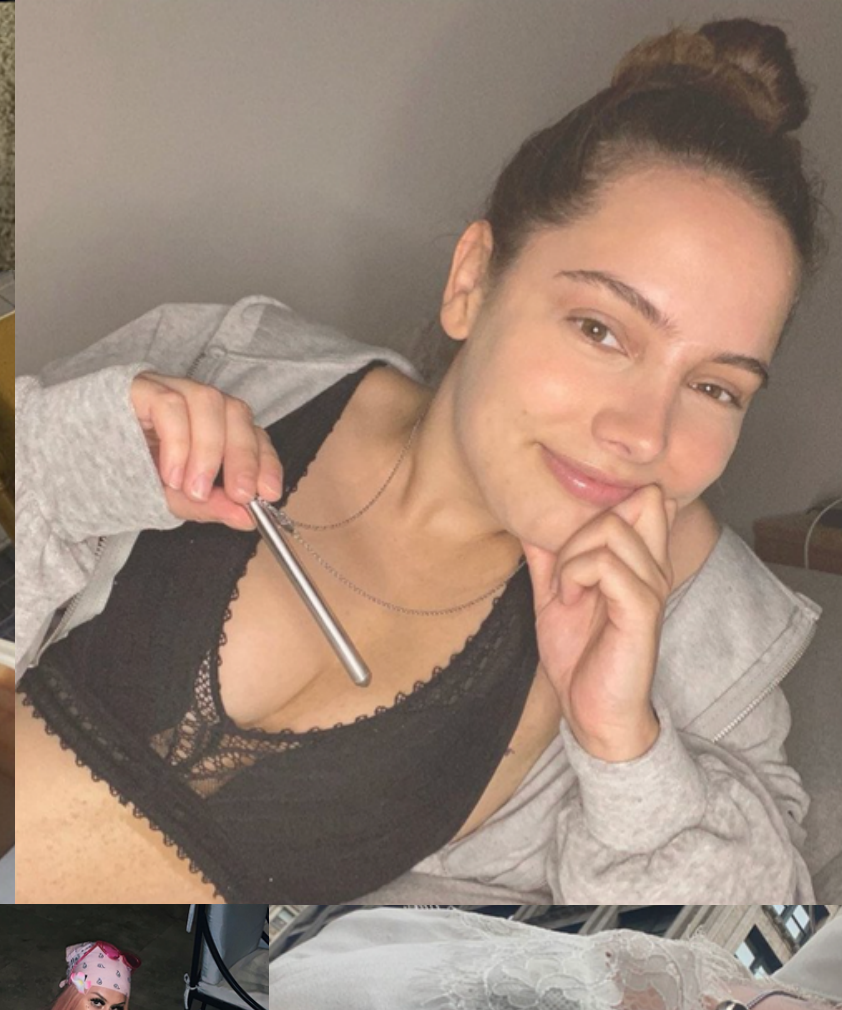
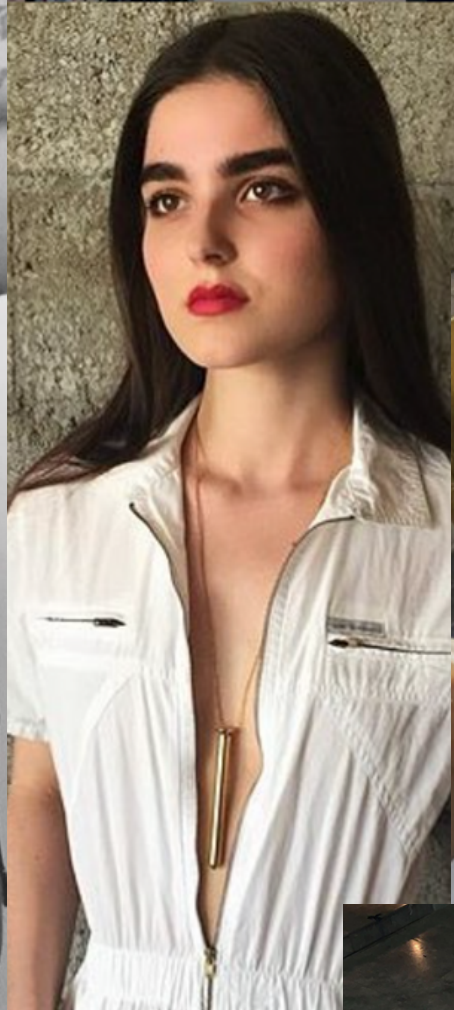
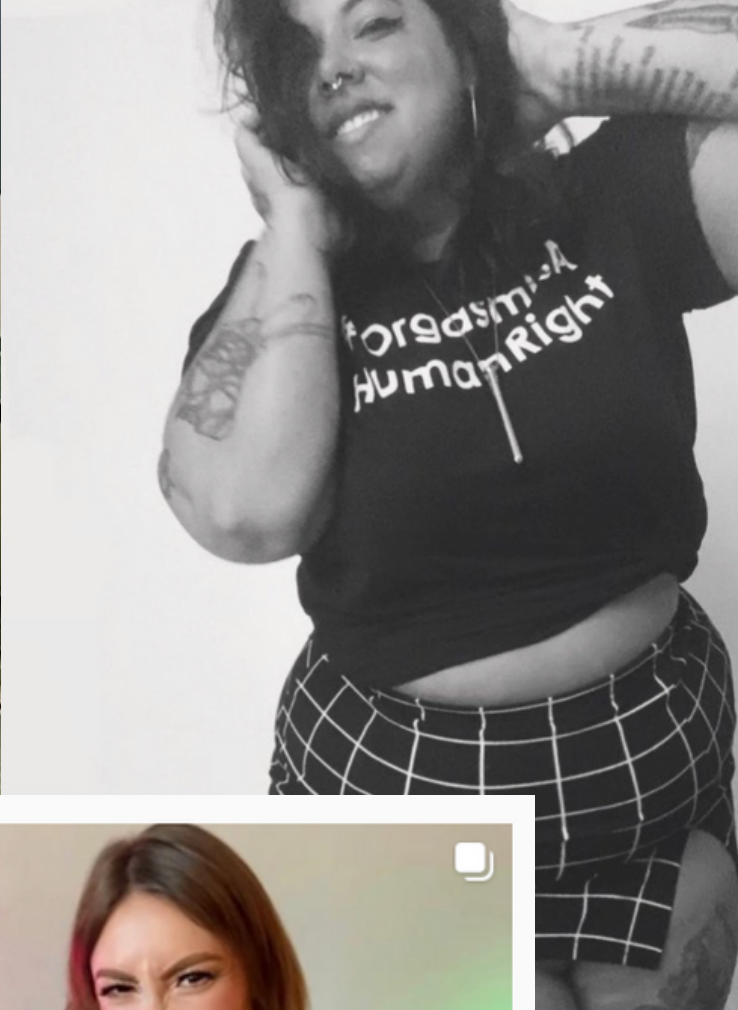


SYMBOL OF INDEPENDENCE AND SELF-CARE

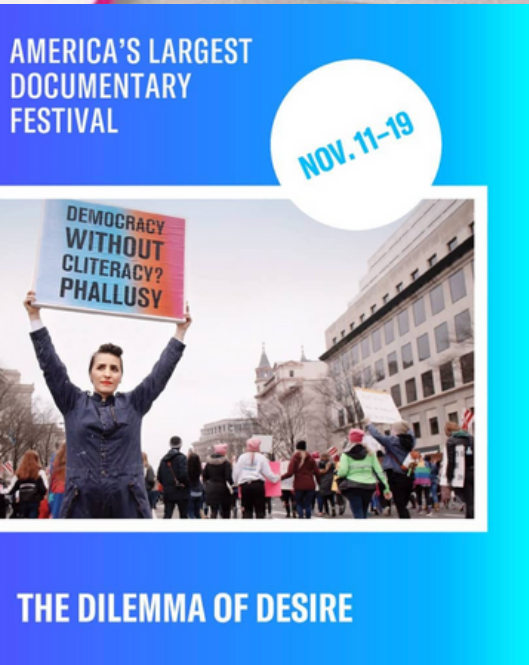
Not only is the Vesper a beautiful accessory, it is also a symbol of independence and self-care. Unlike other self-care products I will NEVER feel the need to stash my Vesper in a sock drawer.

SEXUAL EMPOWERMENT AROUND MY NECK

I loveee the Vesper! Energetically, I can feel myself instantly connect with my sensual and sexual self as I wear it around my neck.









NORDSTROM

PUBLIC

goop

The Standard

ULTA
BEAUTY

uncommon
goods

VIOLET GREY

Grommet

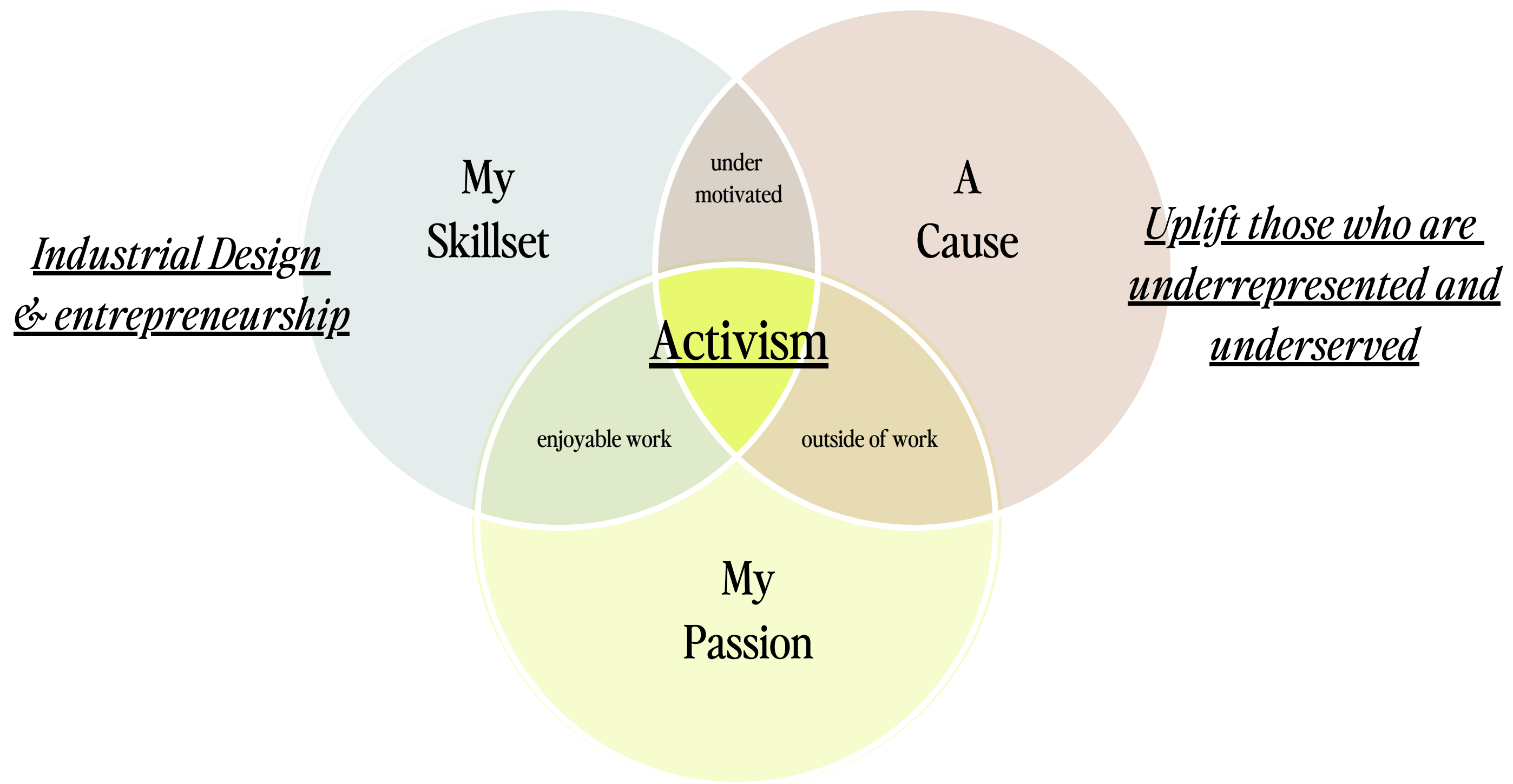


SAINT LAURENT
PARIS
x
CRΔVE

MY SECRET TO ACTIVISM:

MY SECRET TO ACTIVISM:

I was able to apply my unique skillset to a cause
that is fueled by my passion.



WHAT IS PASSION?

A MORE HELPFUL DEFINITION OF PASSION:

“a positive intense feeling that you experience for something that is profoundly meaningful to you as an individual”

Melissa Cardon is the Haslam Professor of Entrepreneurship and Innovation at the University of Tennessee, Knoxville.

YOUR PASSION IS CORE TO YOUR IDENTITY



Richard Branson
"to challenge the status quo"



Howard Schultz
*"third place between
work and home"*

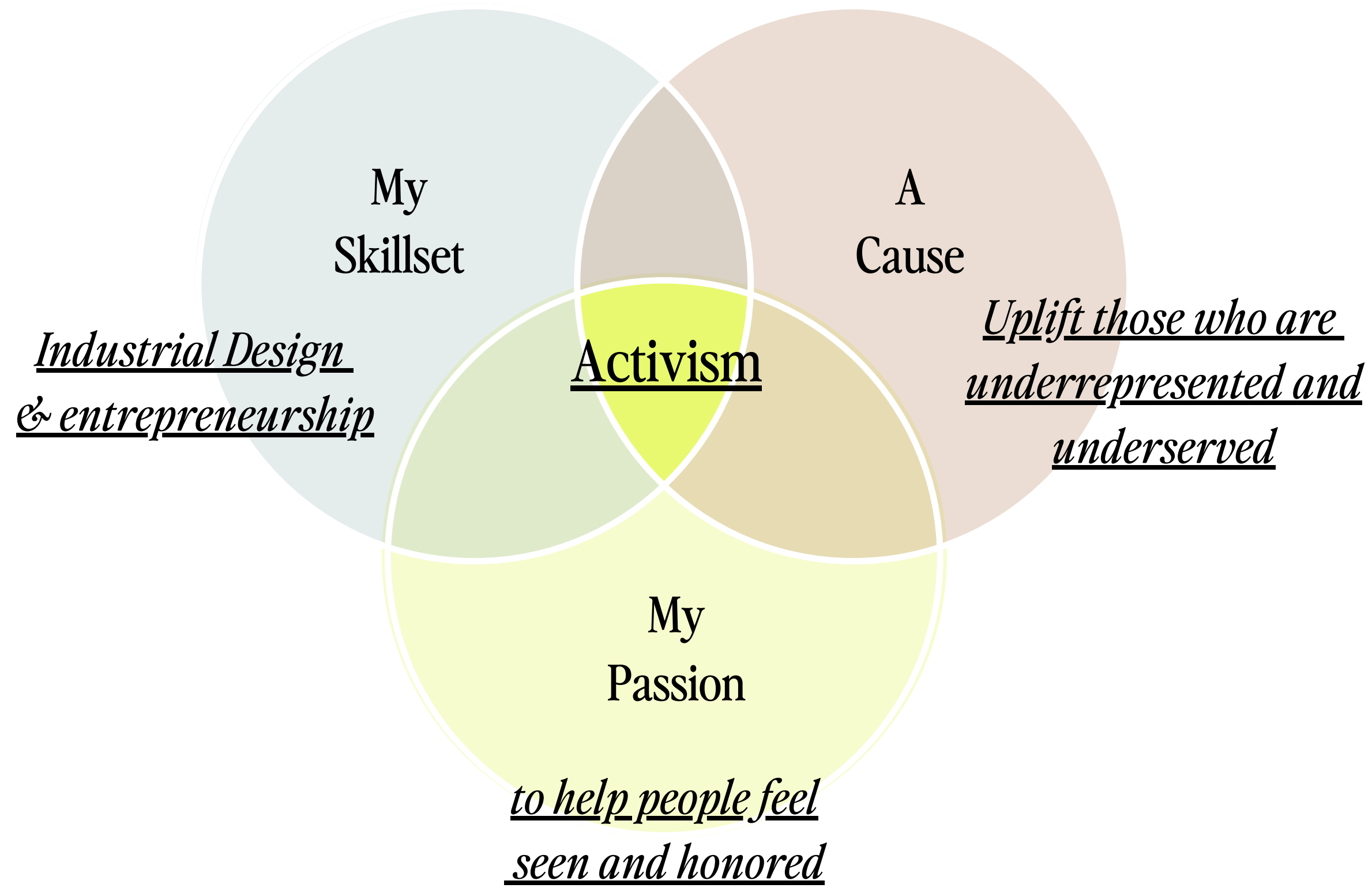


Jessica Herrin
*"creating better
workplaces for women"*



Tony Hsieh
*"delivering happiness
to his employees"*

for me

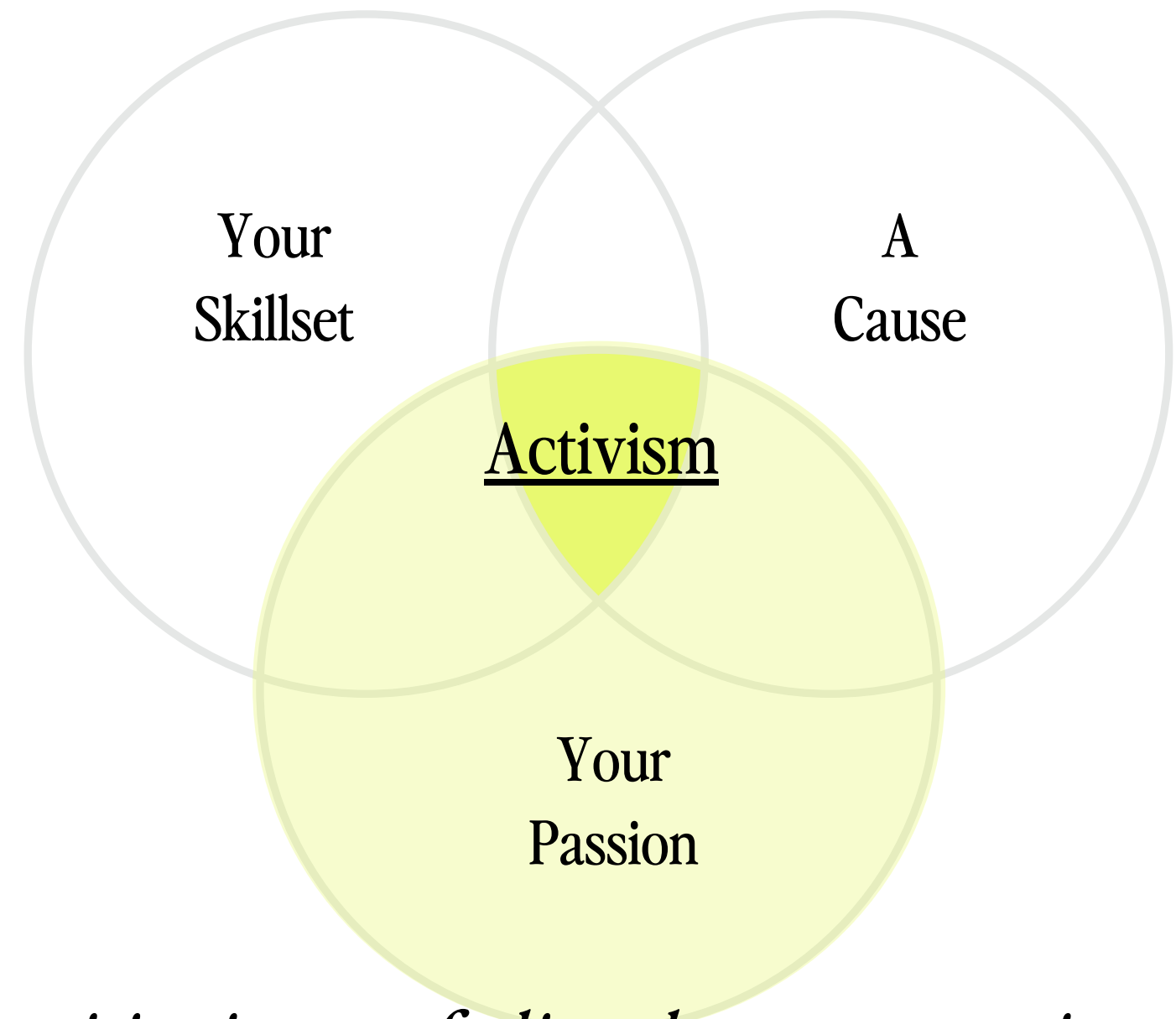


5 TIPS TO DISCOVER YOUR ACTIVISM:

TIP 1:

IDENTIFY *YOUR PASSION(S)*

*Your passion is core to
your identity.*



*“a positive intense feeling that you experience for
something that is profoundly meaningful to you
as an individual”*

TIP 2:

FIND *YOUR CAUSE*

*Tip: Allow yourself to feel.
Emotions are telling.*



TIP 3:

EDUCATE YOURSELF

Listen. It's better to come from an "informed" place than a "good" place.

TIP 4:

TAKE ACTION
& ITERATE

Try different things to hone in on how you can best apply your unique skillset to a cause.

TIP 5:

BE PATIENT

*Causes are lifelong pursuits.
Having passion will help provide fulfillment
even when you don't see progress.*

“The moral arc of the universe is long but it bends toward justice, and we can’t be fully evolved human beings until we care about human rights and basic dignity. Our survival is tied to the survival of everyone. that our visions of technology, design, entertainment, and creativity have to be married with the visions of humanity, compassion, and justice.”

BRYAN STEVENSON

Lawyer, social justice activist



A NEW PARADIGM FOR ACTIVISM



TOP 3 MYTHS ABOUT ACTIVISM:

1. Activism requires extreme tactics
2. Activism is someone else's job
3. Activism doesn't belong at work

5 TIPS TO DISCOVER YOUR ACTIVISM:

1. Identify your passion(s)
2. Discover your cause
3. Educate yourself
4. Take action and iterate
5. Be patient