I'm Ade-Lee! Design leader, speaker and workshop facilitator.

Here are some handpicked projects focusing on design leadership and workshop facilitation.

Leadership Principles

Level up, win together, and keep
it real with empathy, not ego.

I'm all about winning as a team, **leading by
example** and enabling everyone to flourish.
I take great care when assembling teams, ensuring
they vibe well, know how to **cross-collaborate**, and
can work independently while growing into leaders
in their field from individual contributors.

Leadership Approach

I recognise that everyone's communication style differs, and I tinker and tweak mine to suit the person and or situation.

I am a firm believer in being transparent and **advocate for Enneagrams** to better understand and refine my approach.

Team Dynamics: I focus on assembling synergetic teams skilled in cross-collaboration and independent growth.

Culture Crafting: I foster an inclusive, accountable, and fun work culture.

Clear and Compassionate Communication: Whether digital or face-to-face, clarity and empathy are my touchstones.

COLLABORATE — TRUST — ~~MICRO MANAGEMENT~~

Team Mentoring and Personal Development

I believe in helping creatives to be their most badass selves. I do this by

Assigning personal development time for learning, reading and hackathons.

Implementing **streamlined skill frameworks** and introducing a level differentiation matrix.

Ensuring my teams understand business needs, cross-collaborate and move away from siloed ways of working

External mentoring

I have over six years of experience guiding designers, project managers, and those changing careers.
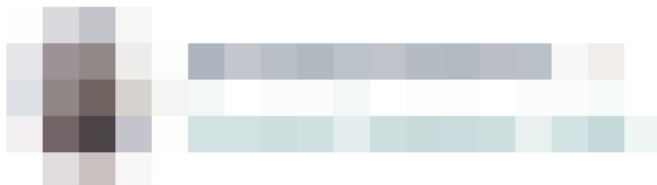
ADPList   Designed™

Real experiences with mentor

February 12, 2024

I cannot recommend Ade highly enough. His combination of kindness, approachability, and professionalism creates an ideal mentorship experience that anyone would be fortunate to have.

🙂 Technically competent   🙂 Amazing problem solver

🙂 Very motivational   🙂 Great communicator   +5

Mentee

January 30, 2024

Ade was super helpful and inspirational. He provided real insights into what it means to be a design leader. He was an amazing listener and shared his journey and learnings with me throughout the session. I appreciated all the practical suggestions he provided and I look forward to catching up with him again soon.

🙂 Technically competent   🙂 Amazing problem solver

🙂 Very motivational   🙂 Great communicator   +5

Mentee

Building an Effective Design Function

❌ The design function at SoPost was fragmented, ineffective, and underused.

Departments didn't communicate, leading to persistent issues with completed work.

I aimed to **create a design function** that supports both **team achievement** and **personal development**, using leadership principles to encourage teamwork and understanding.

Problems that needed solving:

The design team was fragmented, operating in isolation.

This negatively impacted communication and collaboration.

I dismantled operational silos by:

Improve stakeholder collaboration and engagement to **better align with business needs and product roadmap**.

✅ Creating and implementing **better documentation processes and rituals**.

Confluence | Home | Recent | Spaces | Teams | Apps | Templates | Create

24/07/2023 - 28/07/2023

Owned by Jade Parrish ···
Last updated: Aug 01, 2023 · 3 min read · 5 people viewed

@Ade-Lee Adebiyi

Design Work + Research	Meetings
Website Refactor Pages	

eBook (Ongoing)

Online Product Sampling Guide

Persona work

Blockers:

Notes:

Track of the week:

BAIT (with BANKS)
Kim Petras, BANKS · Song · 2023
Spotify   Open preview

CONTENT

Weekly Design Log
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09/10/2023 – 13/10/2023
02/10/2023 – 06/10/2023
25/09/2023 – 29/09/2023
18/09/2023 – 22/09/2023
11/09/2023 – 15/09/2023
04/09/2023 – 08/09/2023
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14/08/2023 – 18/08/2023
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31/07/2023 – 04/08/2023
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19/06/2023 – 23/06/2023
12/06/2023 – 16/06/2023
05/06/2023 – 09/06/2023
29/05/2023 – 02/06/2023
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WEEKLY DESIGN LOG

EVERY WEEK 2+ YEARS

Adopting a Data-Driven Design Approach:

Problems that needed solving:

Design decisions were driven by aesthetics rather than data informed research causing **usability and accessibility issues**.

I solved this by;

Reviewing and revamping the current process ensuring that all design decisions were **informed by research** and aligned with business goals.

Fostered a culture where **data** is at the heart of all design **decision making**.

Created **training materials** and resources tailored to streamline how designers can be **more effective contributors** and decision makers.

Encouraging Knowledge Exchange:

Problems that needed solving:

A **gap in knowledge sharing** within the team led to development problems due to **miscommunication**.

I solved this by;

Introducing **regular company-wide design updates** and interactive sessions that **encourage collaboration**.

Created **user-friendly documentation and templates** that offer clear design updates with explanations, fostering open dialogue.

Ade-Lee Adebiyi 1:11 PM
Hey everyone!

It's time to put on your decision-making hats because we need **YOU** to shape our next big move! Remember our awesome workshop on user personas? Well, it's showtime, and your vote will steer the ship.

Here's the fun part:
You get to pick who we dive into next! Check out these cool contenders and cast your vote for the persona you're most curious about:

1. 🎧 The Trendsetting Gen-Z Customer
2. ⭐ The Dynamic **Campaign Manager** at an External Agency
3. 📈 The Visionary **Marketing Manager** at a Brand We Love
4. 🌍 The **Global Procurement Guru** at a Brand We Partner With
5. 🤝 The Superstar **Brand Partnership Manager**

Let the voting games begin! Just click, pick, and that's it - you've helped shape our next persona adventure!

Your vote matters more than you think, so make it count!

🗳️ Ready, Set, Vote! 🗳️

(Vote with the corresponding emoji)

🌍 7   🎧 5   🤝 1   📈 11   😀⁺
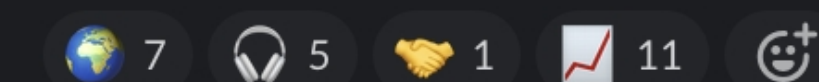
Promoting Collaboration and Accountabality

Problems that needed solving:

Everyone was working in their own silo and not communicating or collaborating causing duplicated work and increased development time.

I solved this by;

Cultivated a **culture of collaboration** by leading **training** sessions and developing a **best practice guide** that encouraged design empathy.

Streamlined design workflow with a new ticketing system.
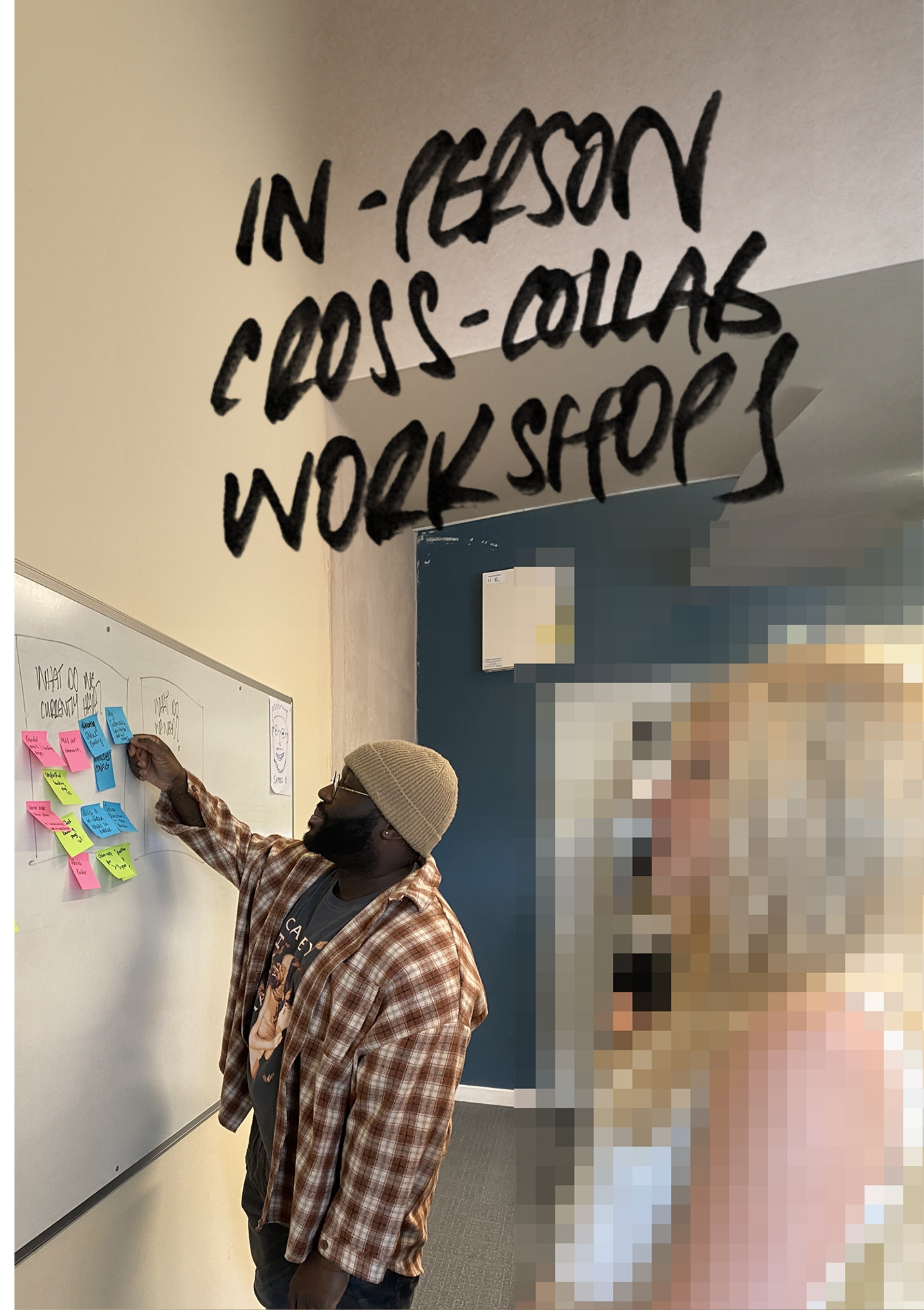
Transitioning from Ego to Confidence:

Problems that needed solving:

Poor communication and ego-driven decisions created a **toxic design culture**.

I solved this by;

Reshaped the design culture to one built on **confidence and radical candor** through open and transparent communication and teamwork.

Built a **culture of knowledge sharing** where designers are encouraged to **evangelise SoPost design principles internationally**.

Watch the talk on YouTube

Aligning Design and Business Objectives:

Problems that needed solving:

❌ There was a noticeable **misalignment** between our **design outputs** and the **broader business strategy**.

I solved this by;

Ensuring design output correlates with company goals by **breaking down leadership objectives** and **communicating effectively** with the team.

✅ Introducing the **Shape-Up methodology** to the design team allowing for more **business-focused design proposals** through pitches.

Results and Insights

Boosted workflow efficiency by 340% through implementing a company-wide ticketing and review system.

Improved project completion by 80% by collaborating with the Head of Product and Chief Engineering Officer, **using Agile and Shape Up methods** and emphasising user-focused design.

Fostered an inclusive design culture prioritising user research and UX, resulting in more substantial alignment with client needs.
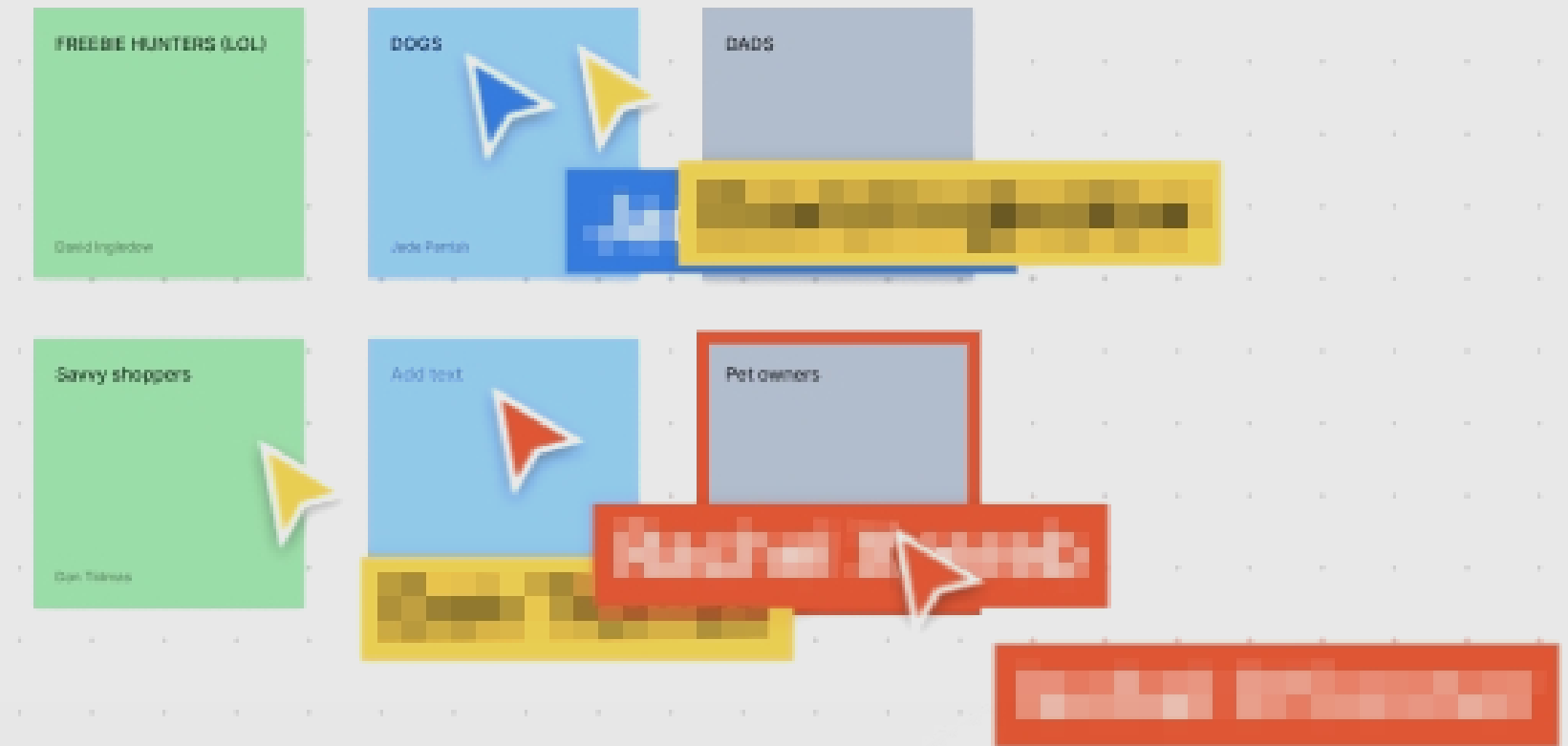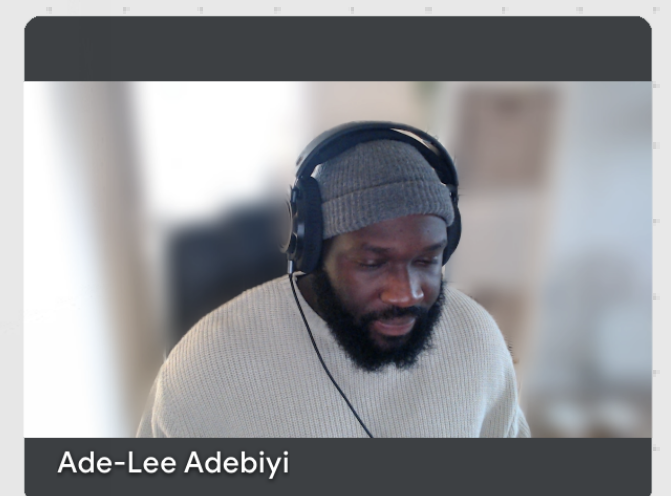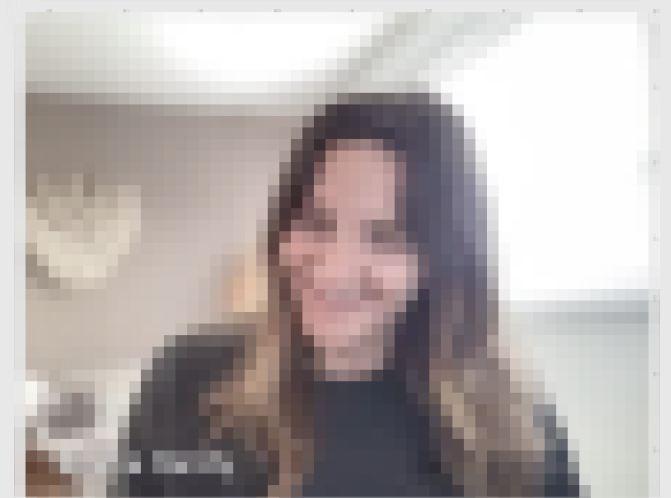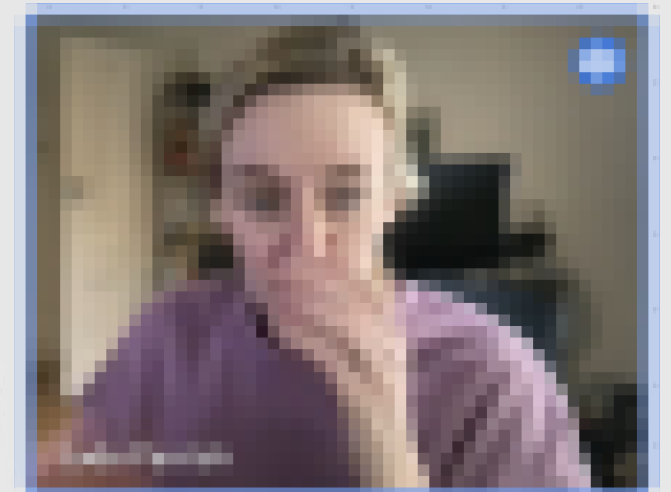
Auditing the current and creating a new colour system for the Turnitin's core tooling

The Problem:

With over 20 years in academic integrity services, Turnitin faces a **challenge with its colour scheme**. Many colours in their applications are **not meaningful or accessible**. The task is to assess and ensure colours meet AA accessibility guidelines while enhancing their purpose and perception.

It all started with a Jira ticket!

[Audit] How is color utilized across our ████████ apps?

📎 Attach   ☑ Create subtask   🔗 Link issue   ⌄   •••

Description

To complete this ticket:

- Produce a simple, brief audit document that answers the following questions:
  - How is color utilized across our ████████ apps?
  - When do colors have meanings attributed to them, where, why?
  - What is the current header color experience across our upcoming GA workflows: ████████ ████████ ████████ ████████ ████████ ████████

What are the goals of this design

This ticket is knowledge-gathering for a V1 color system proposal.

████████ ████████ ████████
• ████████ ████████ ████████ ████████ ████████ ████████
• ████████ ████████ ████████ ████████ ████████

What type of feedback are you looking for?

Knowledge-sharing. Identifying high impact areas to clean things up.

Which I used to identify primary and secondary users as well as any subject matter experts.

Primary Users	Secondary Users	Business Stakeholders	Subject Matter Experts (SME)
████ UX ████ Engineering	████ Marketing ████ Support ████ Engineering ████ People and Places		Ade-Lee Adebiyi ████████

ASSEMBLE THE A-TEAM

I used the JIRA ticket and my prior knowledge to dive deeper into the scope of the problem.

FOUL WHYS
FOUR HOWS
EXERCISE

	Scoped problem
Why	Colour usage is inconsistent from a global standpoint.
Why	~~Because the PDK is in working progress and colour~~
Why	Because no rules have been established as to individual colour usage
Why	Because colours have been added to products that have since been cancelled.
Perceived problem	Colours throughout ▓▓ and ▓▓ are inconsistent and individual use cases. Rules need to be set and each colour needs to have a specified use case.
How	By conducting an audit with all the colours currently available and understanding the current situation with colour.
How	By conducting research on how colour is percieved internally.
How	By doing a colour audit to better understand which colours pass AA/AAA contrast tests.
How	By creating a new set of rules that are based around my findings and present them to the team.

Problems Identified

Unified Colours: The colour use was random and a clear system was needed.

Colour Knowledge: People weren't sure how to use colours effectively as there was little to no documentation.

Streamlined Palette: Many colours lacked meaning and a clear use case.

Refined problem statement

In which way might we enable Designers and Engineers to better use colour within turnitin applications.

Diving into Turnitin's colour scheme, I uncovered that many hues fell short of the AA/AAA WCAG accessibility standards.

A closer look revealed that **some shades were barely distinguishable**, highlighting an urgent call to revamp our colour theory or simplify our palette to ensure it's accessible for all.

A majority of users did not accurately recognise the intended meaning behind our colour choices.

I conducted a study with 50 internal and external participants to evaluate the effectiveness of our app's colour scheme.

13

37

37/50
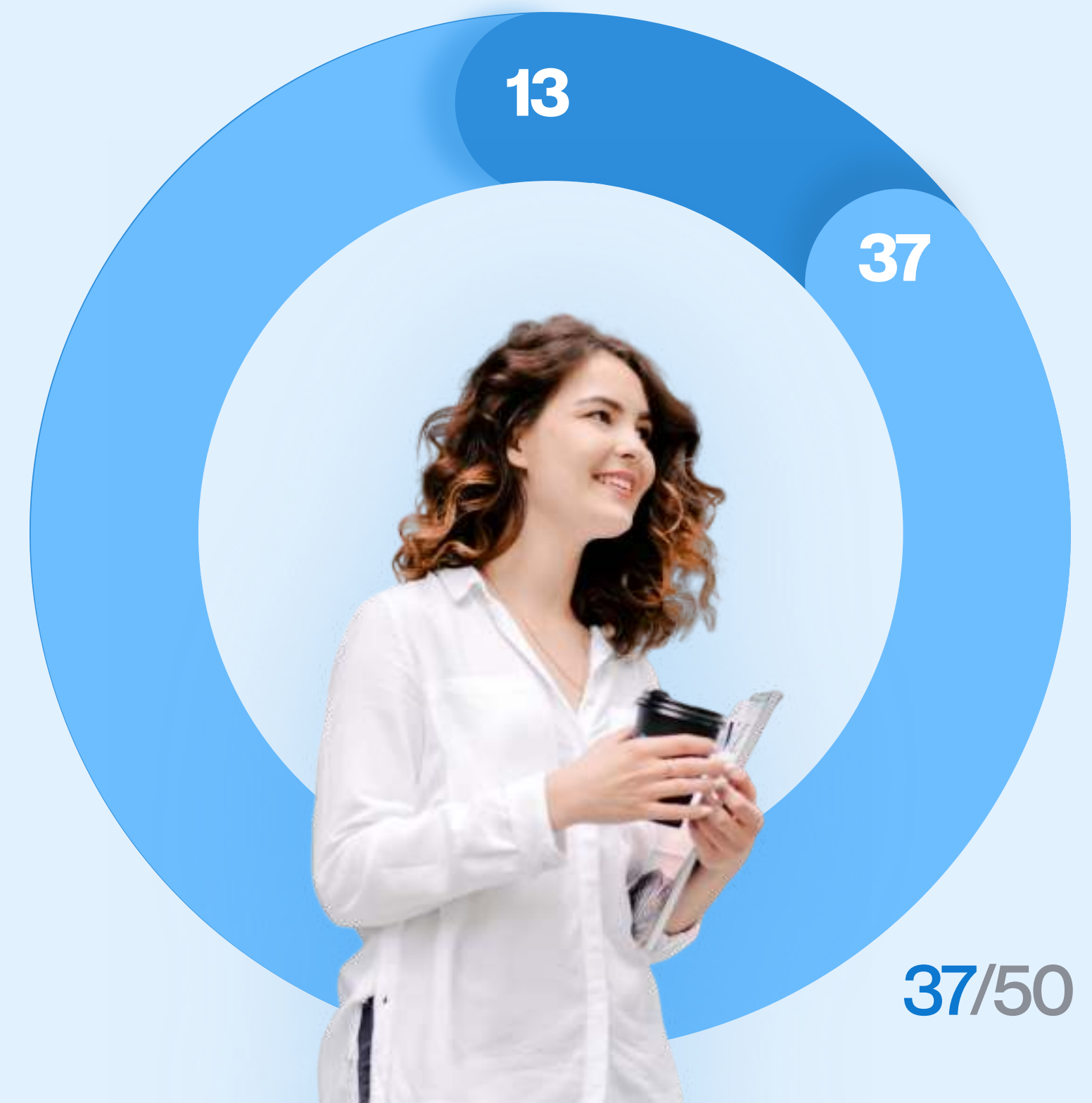
TESTING PAIRINGS + HUES
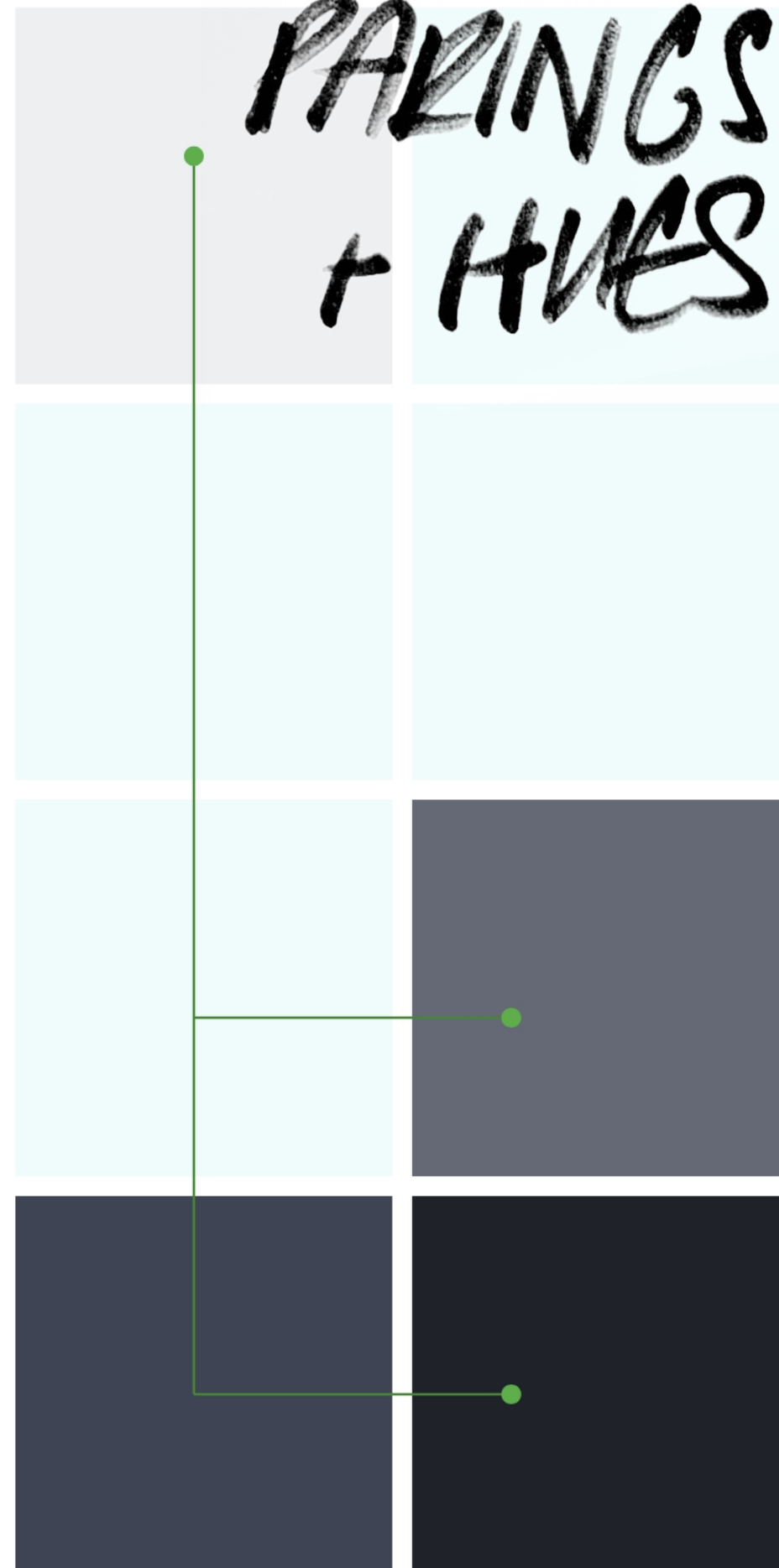
GREY1 + GREY2
AA + AAA: Fail
Similarity: Low

GREY2 + GREY3
AA + AAA: Fail
Similarity: Med

GREY3 + GREY4
AA + AAA: Fail
Similarity: Low

GREY4 + GREY5
AA + AAA: Fail
Similarity: High

GREY5 + GREY6
AA + AAA: Fail
Similarity: High

GREY6 + GREY7
AA + AAA : Fail
Similarity: Med

GREY7 + GREY8
AA + AAA: Fail
Similarity: Low

GREY1 + GREY8
AA + AAA: Pass
Similarity: Low

GREY2 + GREY8
AA + AAA: Pass
Similarity: Low

GREY3 + GREY8
AA + AAA: Pass
Similarity: Low

GREY4 + GREY8
AA + AAA: Pass
Similarity: Low

GREY5 + GREY8
AA: Pass
Similarity: Low

Note(s): A majority of the tint combinations are not expected to pass by default.

Note(s): The lightest tint e.g. **[colour]**-1 and the darkest **[colour]**-6 should pass accessibility tests when used together. They should be AA-AAA.

Note(s): Similarity in tint variations has also been tested. Do these different shades closely resemble each other?

IT WAS ROUGH!

Grey 1 #EEEFF1

Grey 2 #DEDFE2

Grey 3 #C8CACE

Grey 4 #A9ACB3

Grey 5 #8A8E97

Grey 6 #646976

Grey 7 #3D4454

Grey 8 #1F222A

× GREY1 + GREY2
AA + AAA: Fail
Similarity: Low

× GREY2 + GREY3
AA + AAA: Fail
Similarity: Med

× GREY3 + GREY4
AA + AAA: Fail
Similarity: Low

× GREY4 + GREY5
AA + AAA: Fail
Similarity: High

× GREY5 + GREY6
AA + AAA: Fail
Similarity: High

× GREY6 + GREY7
AA + AAA : Fail
Similarity: Med

× GREY7 + GREY8
AA + AAA: Fail
Similarity: Low

✓ GREY1 + GREY8
AA + AAA: Pass
Similarity: Low

✓ GREY2 + GREY8
AA + AAA: Pass
Similarity: Low

✓ GREY3 + GREY8
AA + AAA: Pass
Similarity: Low

✓ GREY4 + GREY8
AA + AAA: Pass
Similarity: Low

✓ GREY5 + GREY8
AA: Pass
Similarity: Low

Teal 1 #EDFBFC

Teal 2 #D3F4F8

Teal 3 #72D7E4

Teal 4 #08B9D0

Teal 5 #07A1B6

Teal 6 #008097

× T1 +T2
AA + AAA: Fail
Similarity: Low

× T2 + T3
AA + AAA: Fail
Similarity: Med

× T3 + T4
AA + AAA: Fail
Similarity: Low

× T4 + T5
AA + AAA: Fail
Similarity: High

× T5 + T6
AA + AAA: Fail
Similarity: High

× T1 + T6
AA + AAA: Fail
Similarity: Low

✓ T1 + GREY8
AA + AAA: Pass
Similarity: Low

✓ T1 + GREY6
AA: Pass
Similarity: Low

✓ T1 + B10
AA + AAA: Pass
Similarity: Low

THESE COLOURS NEEDED WORK!

Immediate, cost-effective action points

Utilise a single primary colour consistently across each application.

Remove redundant colours from the design system library.

▮▮▮▮▮▮▮▮ ▮▮▮▮ INBOX - PROPOSED COLOUR SYSTEM

Exploring how the ▮▮▮▮▮▮▮ ▮▮▮▮ inbox looks with the proposed ▮▮▮▮▮ colours and a blue header.

Header
Background: #0C7BCF = Blue 7
Text: #FFFFFF = White
—————
Icon Active
Background: #FFFFFF = White
Border: #FFFFFF = White

REDUCE COLOUR USAGE

| | | Jon Jones | ⚙ | Expan |

Due Date	Start Date
15 Nov 2019, 12:00 AM EST	13 Nov 2019, 12:00 AM EST

My Inbox   Last updated 13 Nov 4:59 PM

Sho

☐	Student Name ↑	Title	Date submitted	Similarity	I
☐	Amy Davis	Goblins para usted	15 Nov 2019 2:45 PM	23% 🟦	
☐	Remy Green	Goblins en la mañana	15 Nov 2019 8:01 AM	0% 🟩	
☐	Missy Lewis		ⓘ Not Submitted		
☐	Decklan Matthews	La toma de Tolkien del duende moderno....	14 Nov 2019 4:50 PM	13% 🟦	
☐	Mason Nesbitt	Goblinistria	14 Nov 2019 2:38 PM	89% 🟥	
☐	Kamaru Usman	Beep Boop Goblin Soupa	15 Nov 2019 1:11 PM	8% 🌐	

Similarity for the English translation wa
You are shown the English Translation
by default.

Learn more about Translation Similari

Instruction / Notification
Background: #E2F1FE = Blue 1
Text: #3D4454 = Grey 7
—————
CTA
Border: #0C78CF = Blue 7

Checkbox
Border: #C8CACE = Grey 3
—————
Checkbox Selected
Background: #0C78CF = Blue 7

Tooltip
Background: #3D445
Text: #FFFFFF = Whit
Link: #C0E3FF = Blu

Immediate, cost-effective action points

Assign a distinct use case to each colour and tint.

Is it their own work?

Address contract cheating with confidence.

Authorship gives data-backed insight into whether students are doing their own work. It helps instructors verify their concerns and easily escalate cases for investigation.

Authorship helps instructors validate suspicions of contract cheating and gives investigators a path to quickly gather facts, collate information, and make impartial judgments.

Integrity Flags
Background: Coral 2

Similarity
Background: Teal 2

Integrity Flags
Background: Coral 2

Highlighting/UI Colours

Teal 2
#D3F4F8

Coral 2
#FFB3AD

Blue 2
#C0E3FF

Purple 2
#E0D7FA

MAKING SURE EACH COLOUR HAS A SPECIFIC USE CASE

Immediate, cost-effective action points
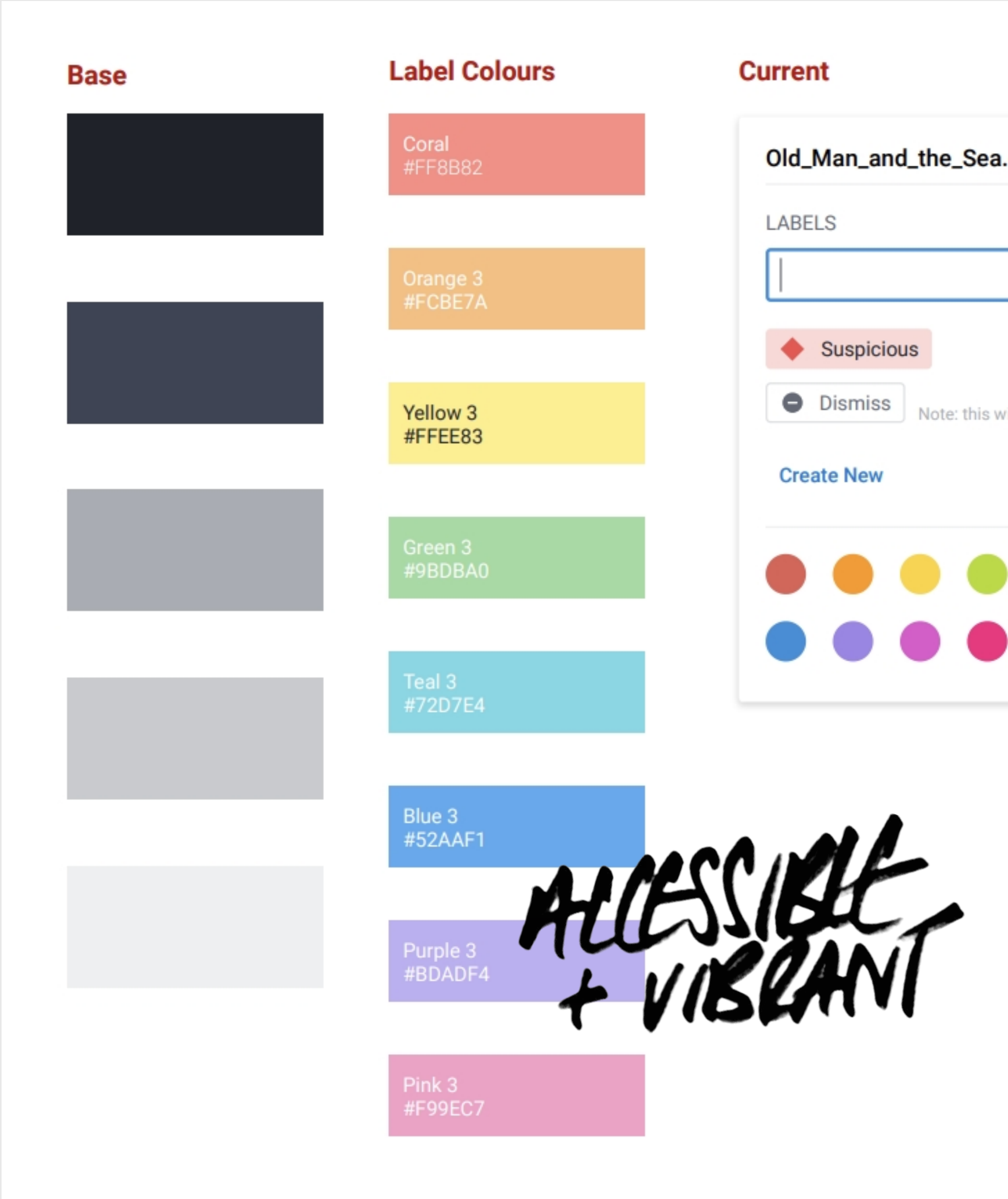
Decrease the number of available tints for each colour.

Blue	Teal	Green	Lime	Yellow	Orange	Red	Pink	Magenta
Blue 10 #003766	Teal 6 #008097	Green 6 #278829		Yellow 6 #FBC02D	Orange 6 #BD5B0E	Red 6 #B70404	Pink 6 #E11973	
	Teal 5 #07A1B6	Green 5 #389E3D		Yellow 5 #FED42A	Orange 5 #E27600	Red 5 #EC0000	Pink 5 #F9197F	
			Lime #B4DB4E	Yellow 4 #FFE229	Orange 4 #FF9800			
Blue 7 #0C78CF	Teal 3 #72D7E4	Green 3 #9BDBA0	Lime 3 #CFE660	Yellow 3 #FFEE83	Orange 3 #FCBE7A	Red 3 #FC9A9A	Pink 3 #F99EC7	Magenta 3 #F194E4
	Teal 2 #D3F4F8	Green 2 #C4EAC8	Lime 2 #EAF0AC	Yellow 2 #FFF7C7	Orange 2 #FDE0C3	Red 2 #FDD9D7	Pink 2 #F9D7E6	Magenta 2 #FDD5F9
Blue 5 #52AAF1	Teal 1 #EDFBFC	Green 1 #E7F7E9	Lime 1 #F7F9DE	Yellow 1 #FFFDED	Orange 1 #FEF3E7	Red 1 #FEF0EF	Pink 1 #FDEFF5	Magenta 1 #FEEEFD
Blue 4 #6DBEFF								
Blue 3 #97D1FF								
Blue 2 #C0E3FF								
Blue 1 #E2F1FE								

LIME? YUCK?

TOO MANY TINTS

Results and Insights

My analysis **cut the colour palette by 43%**, clearing excess and enhancing the design system's clarity and accessibility.

My efforts resulted in a **complete overhaul of colour usage**, achieving a 100% rate of accessible colour pairings in all designs.

My insights played a role in guiding the vibrant £25m+ Turnitin rebrand, expertly carried out by the creative team at Ueno.

Base

Label Colours

Coral
#FF8B82

Orange 3
#FCBE7A

Yellow 3
#FFEE83

Green 3
#9BDBA0

Teal 3
#72D7E4

Blue 3
#52AAF1

Purple 3
#BDADF4

Pink 3
#F99EC7

Current

Old_Man_and_the_Sea.

LABELS

Suspicious

Dismiss   Note: this w

Create New

ACCESSIBLE
+ VIBRANT

Reflections

For future projects, I aim to allocate more time for testing colours with individuals who have visual impairments.

I devoted excessive time to the research phase, at the expense of more frequent engagements with stakeholders.

SENTENCE TYPES

Compare how each paper has utilized the different sentence structure types.

Learn More

1. Simple

2. Compound

3. Complex

4. Compound Complex

5. Other

Button
Button
Button

Button
Button
Button

SENTENCE TYPES

Compare how each paper has utilized the different sentence structure types.

COMPOUND
32%
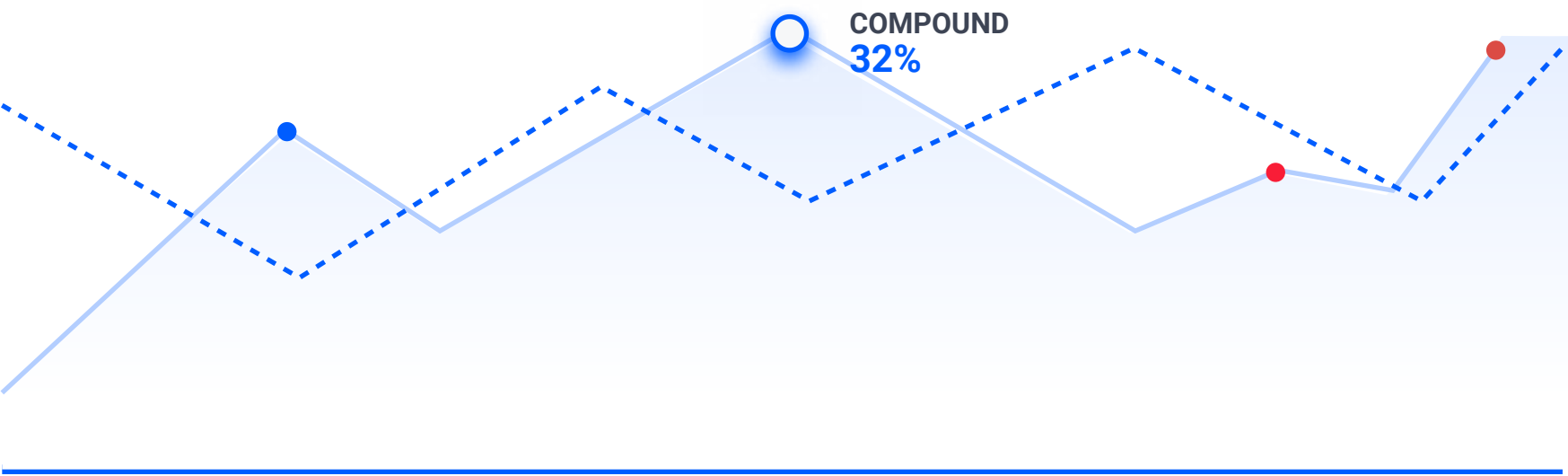
Simple
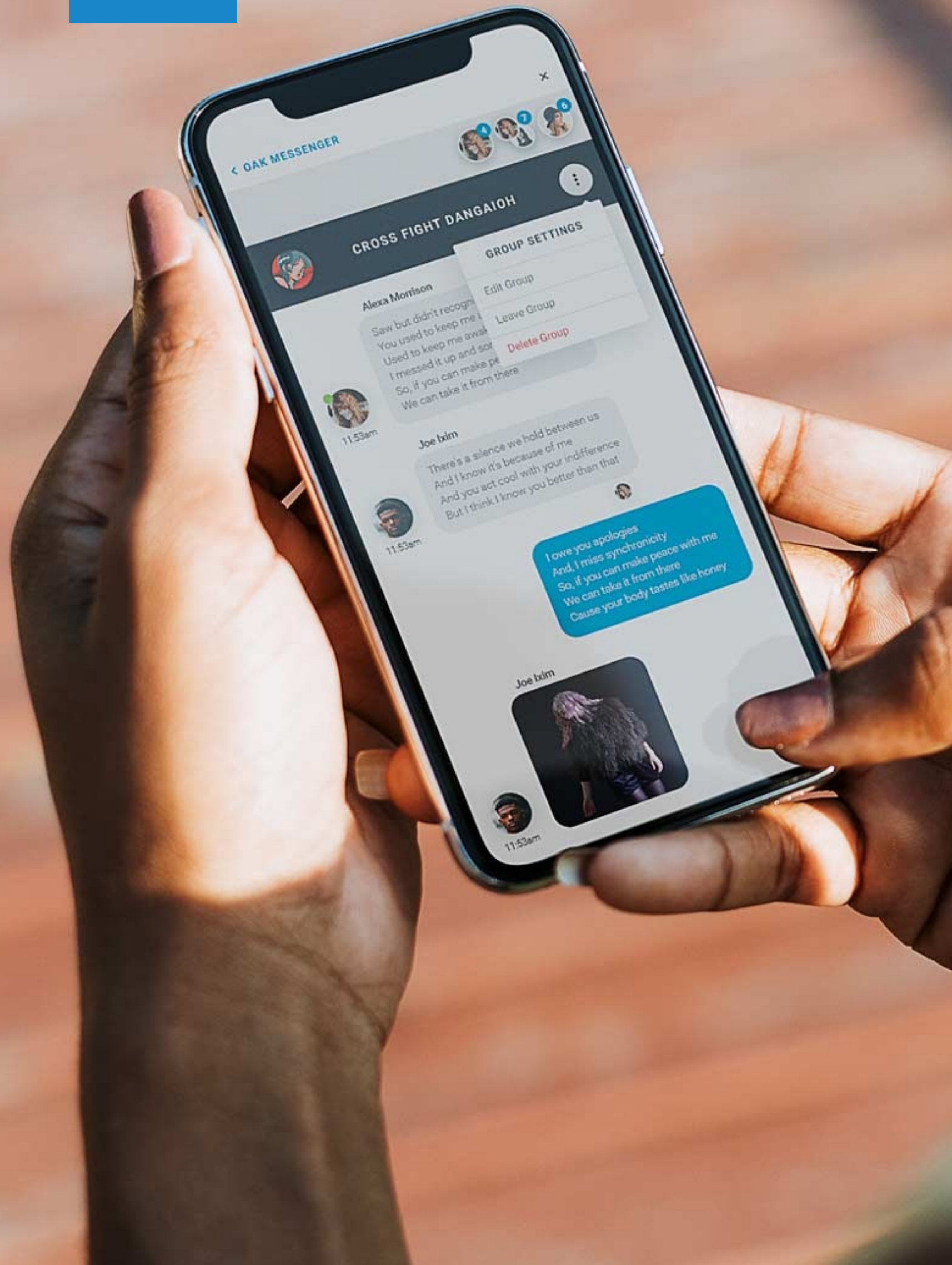
Designing and developing a lightweight end-to-end encrypted internal messenger

The Problem:

With more intranet managers choosing Oak's cloud services, I took charge of upgrading Oak Messenger. We aimed to make it the top choice for safe, internal conversations, helping teams work together in real time and easily connect with other software.

Design Principles

Agile + Design Thinking = More focus on user needs to drive innovation through open dialogue.

I prioritise a deep understanding of tasks, as it's crucial for developing innovative solutions. Regular, clear communication with stakeholders, engineers, QA testers, and project managers is key to my approach.

These practices have driven successful outcomes and guided future improvements.

UNDERSTAND
+
DEMYSTIFY
+
INNOVATE
+
REFLECT
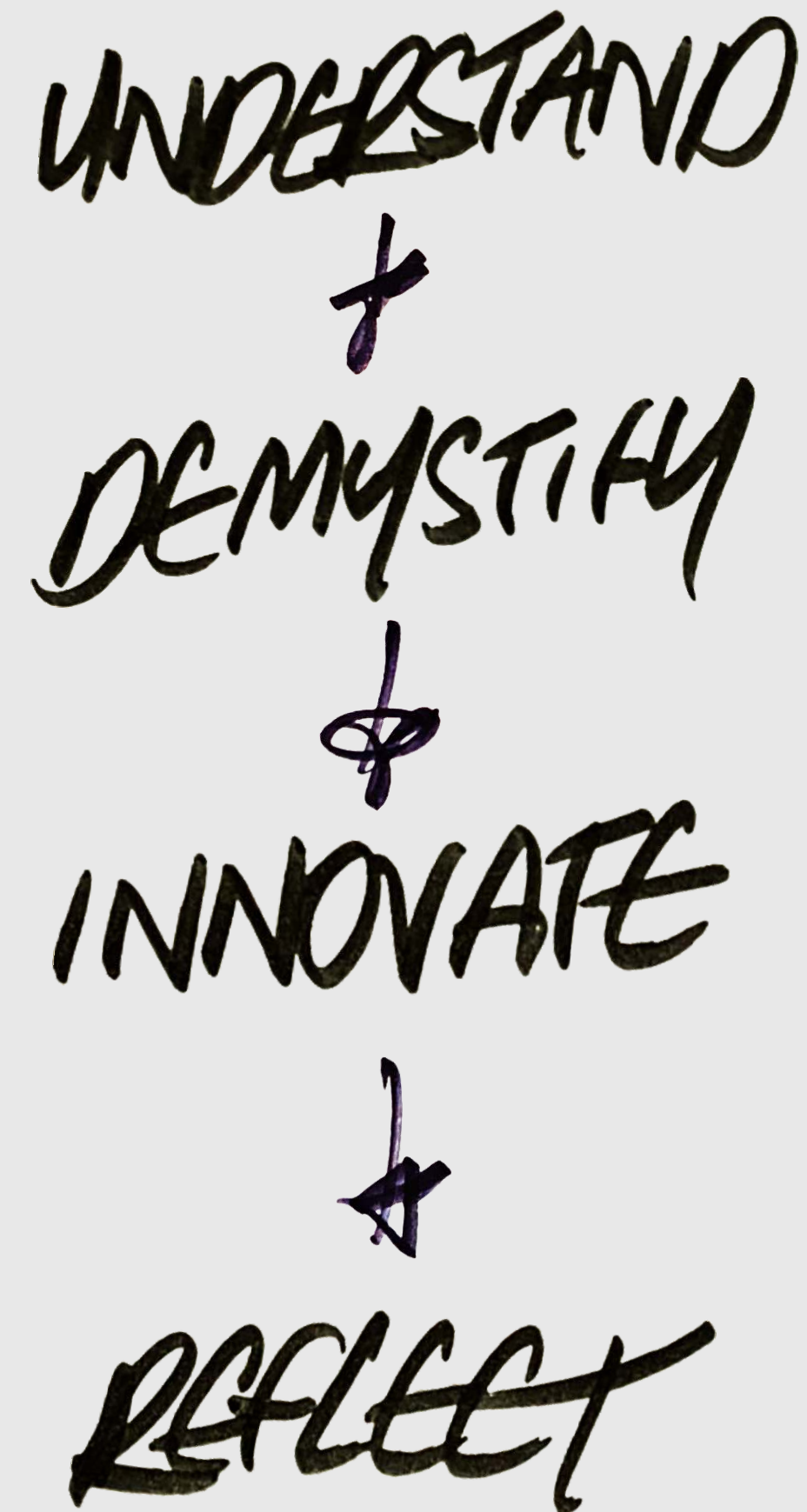
I created these principles to enable me to work more efficiently while meeting all business and user requirements.

Design Approach

Drawing inspiration from the Oak design team's mantra, **"Empower Through Communication"**, I crafted a refined approach to this design task:

Is It Streamlined?
Aim for a lean, straightforward design focusing on smooth, secure conversations.

Does It Enhance Teamwork?
Focus design efforts on solving real user pain points to improve team communication.
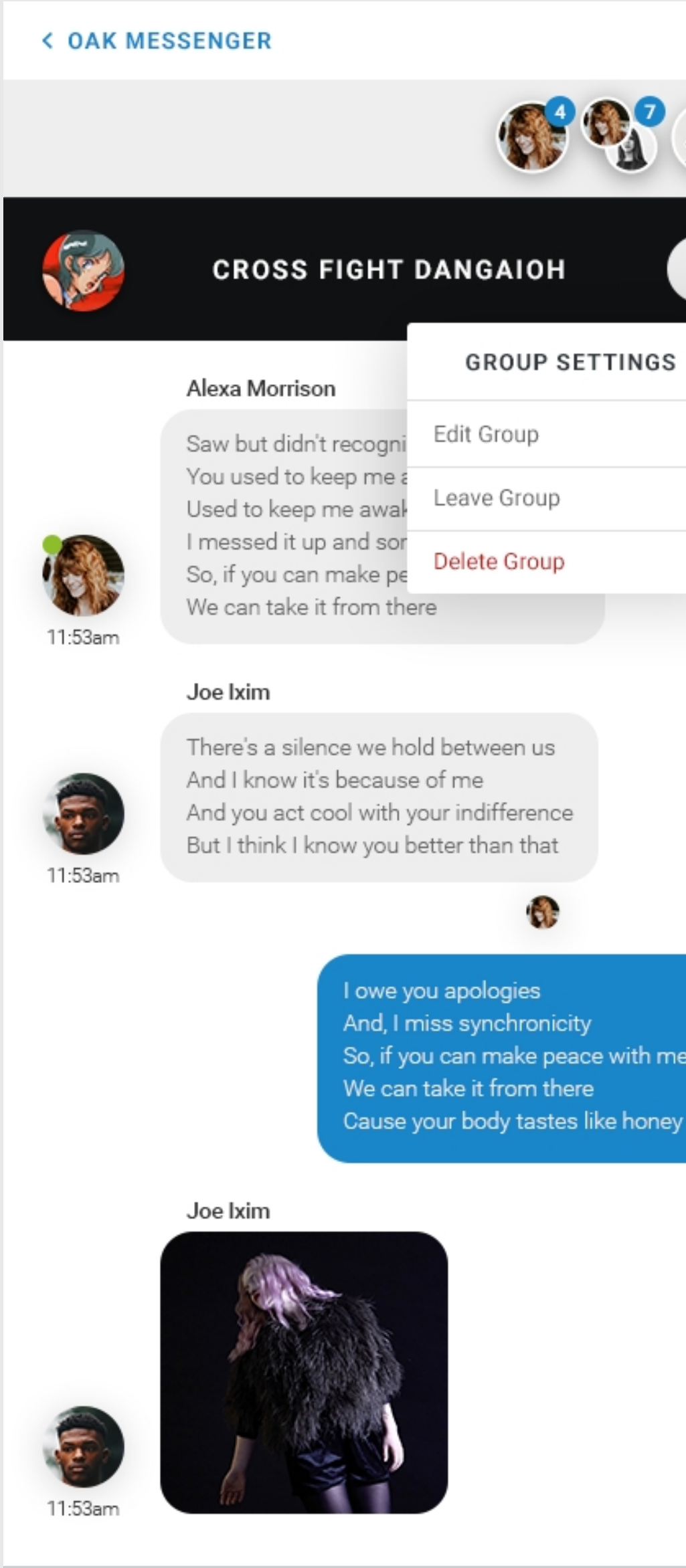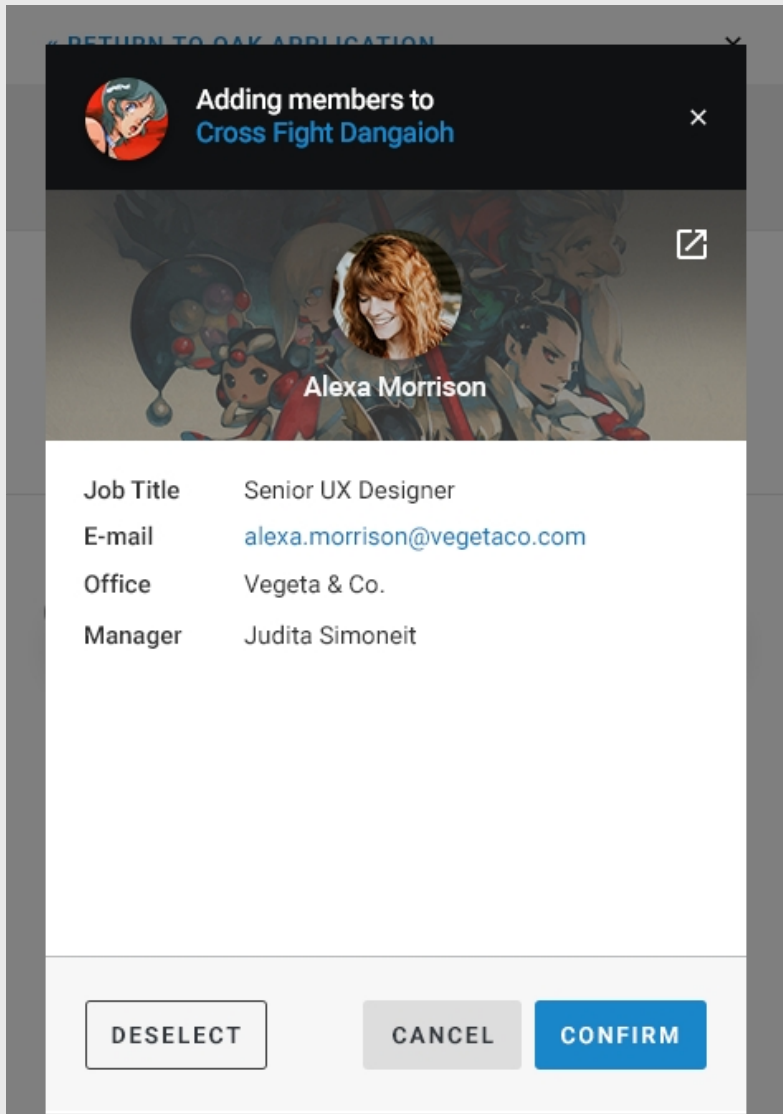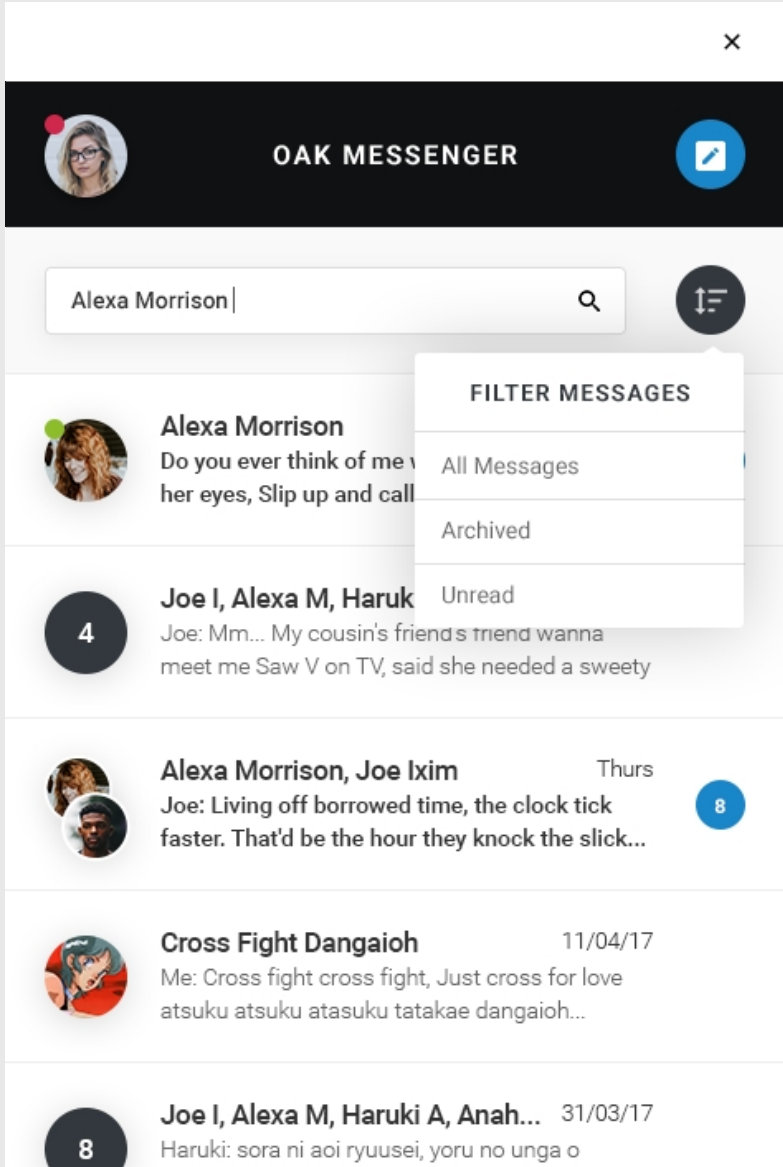
5 ACTIONS OR LESS?
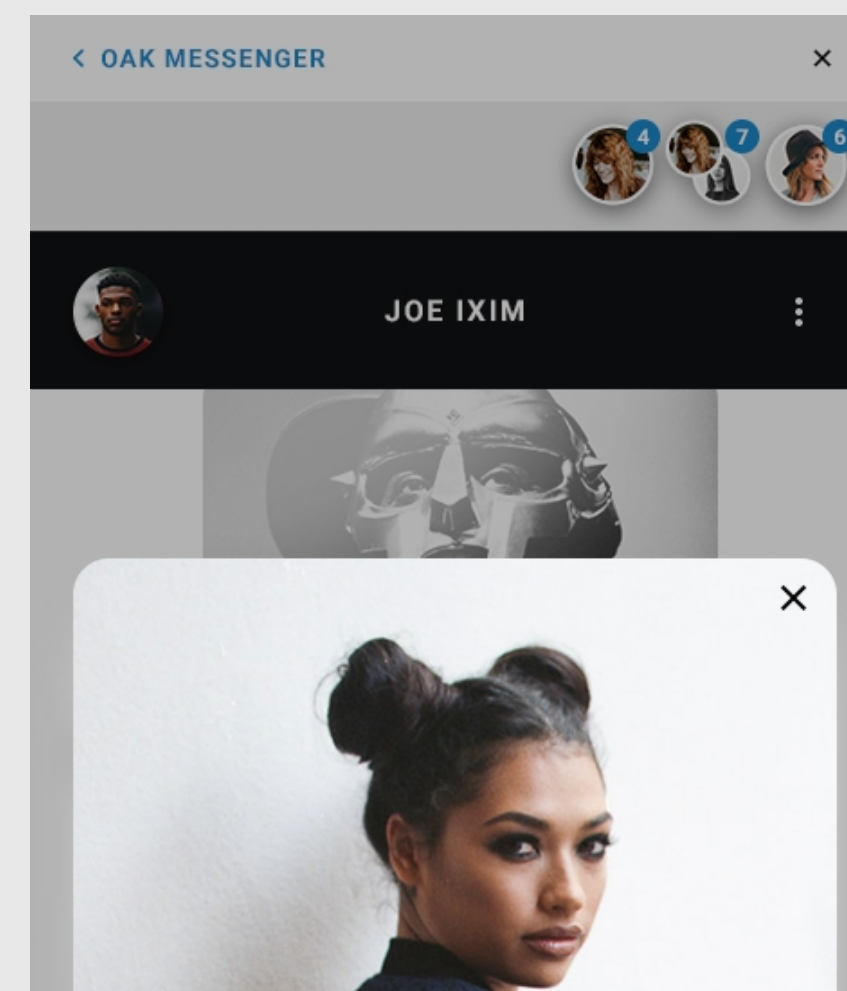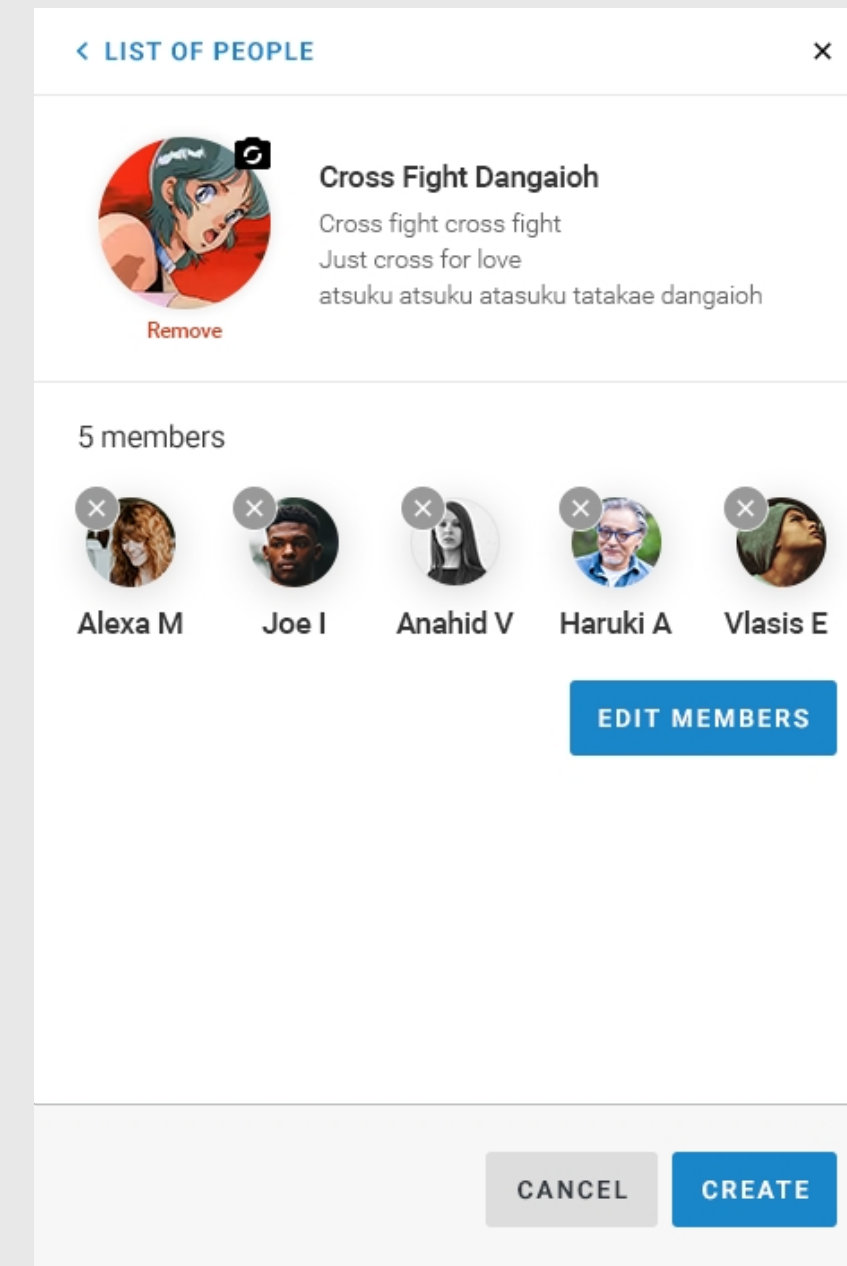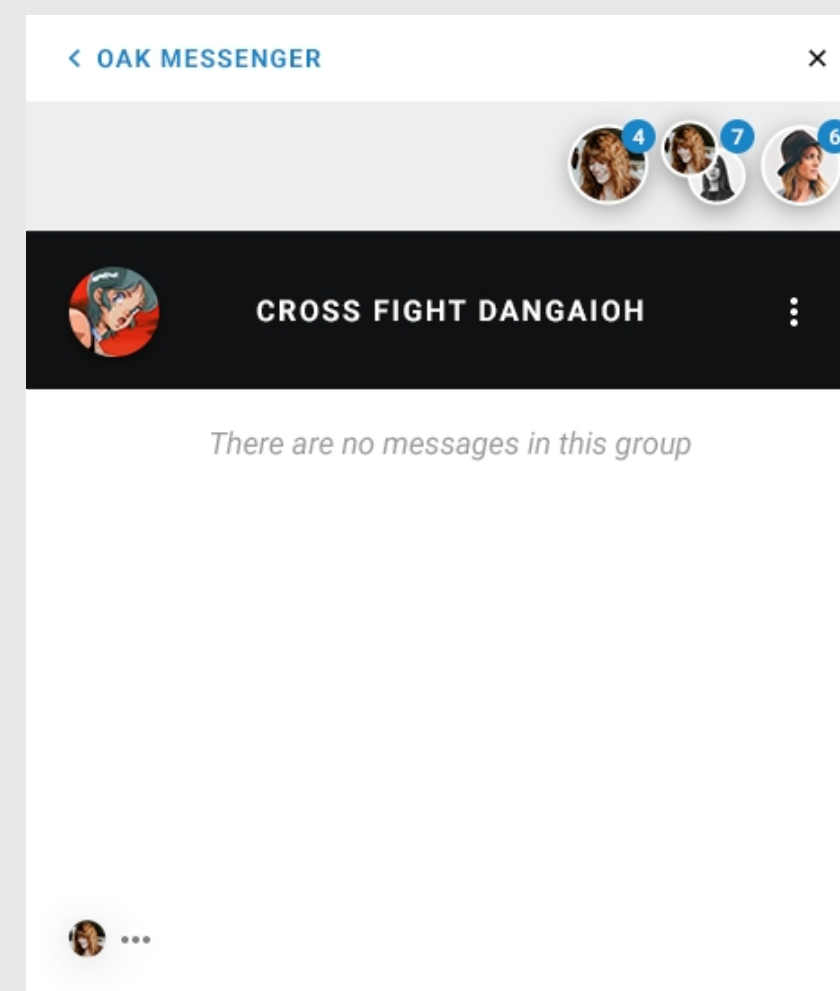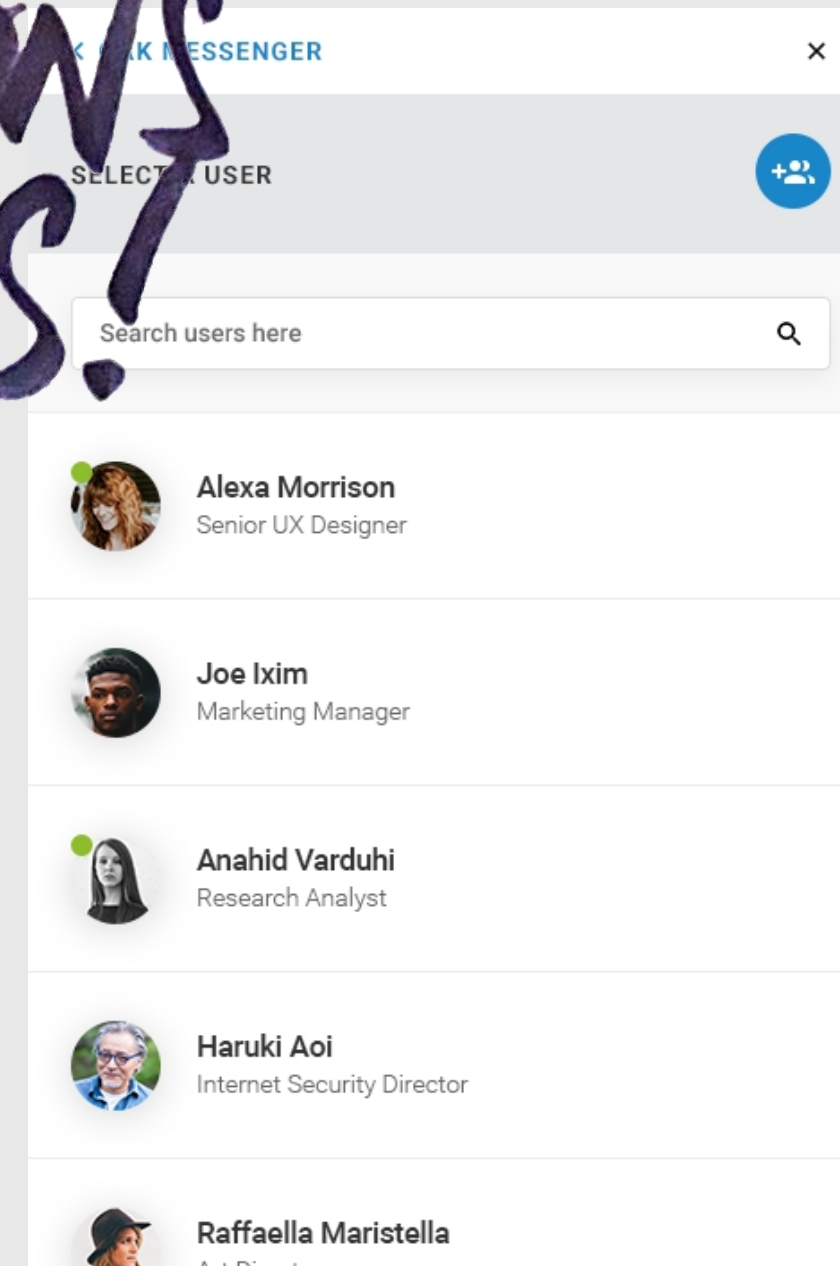
Results and Insights

Oak messenger became and continues to be the standard messaging service for internal intranet users.
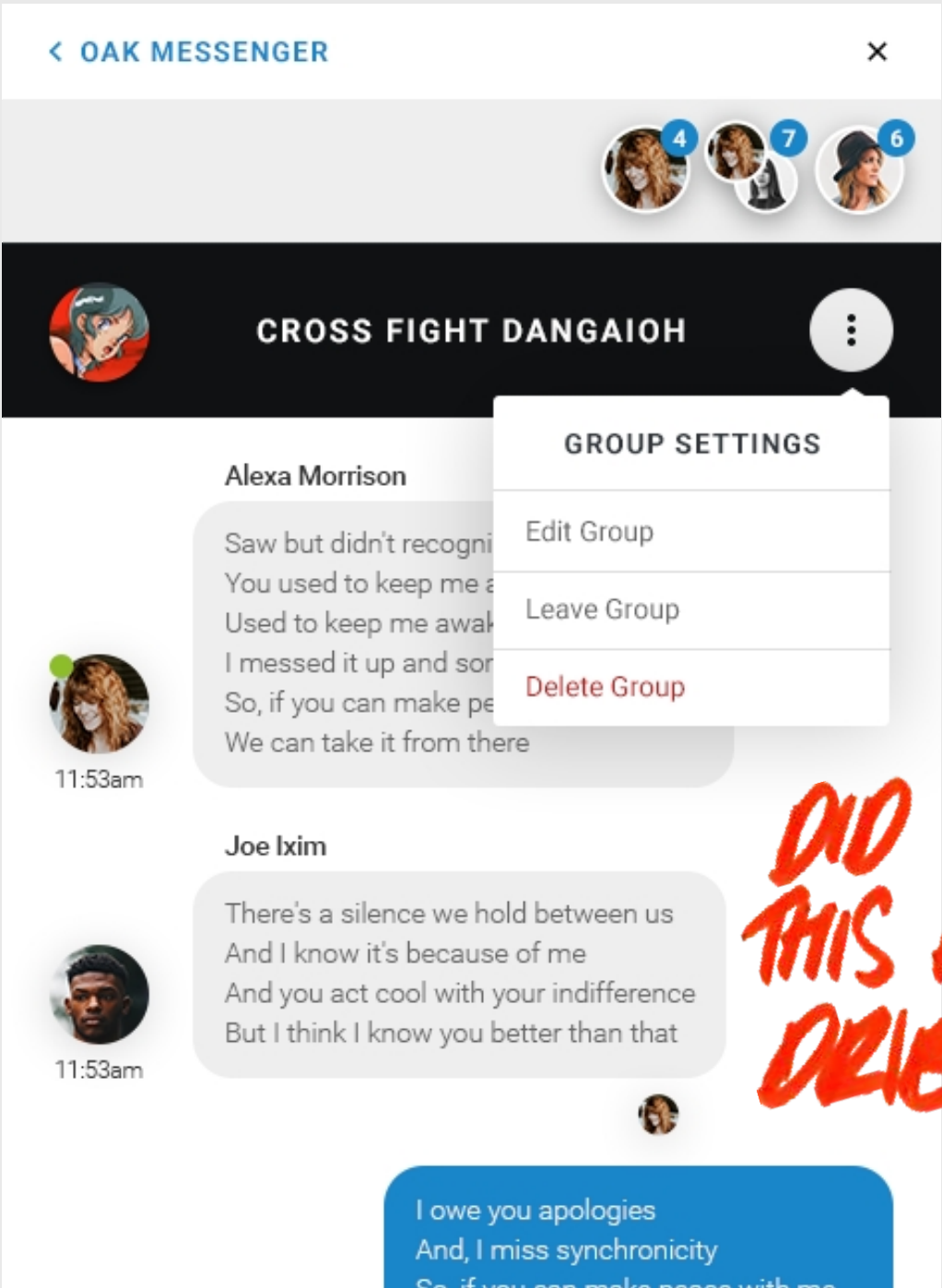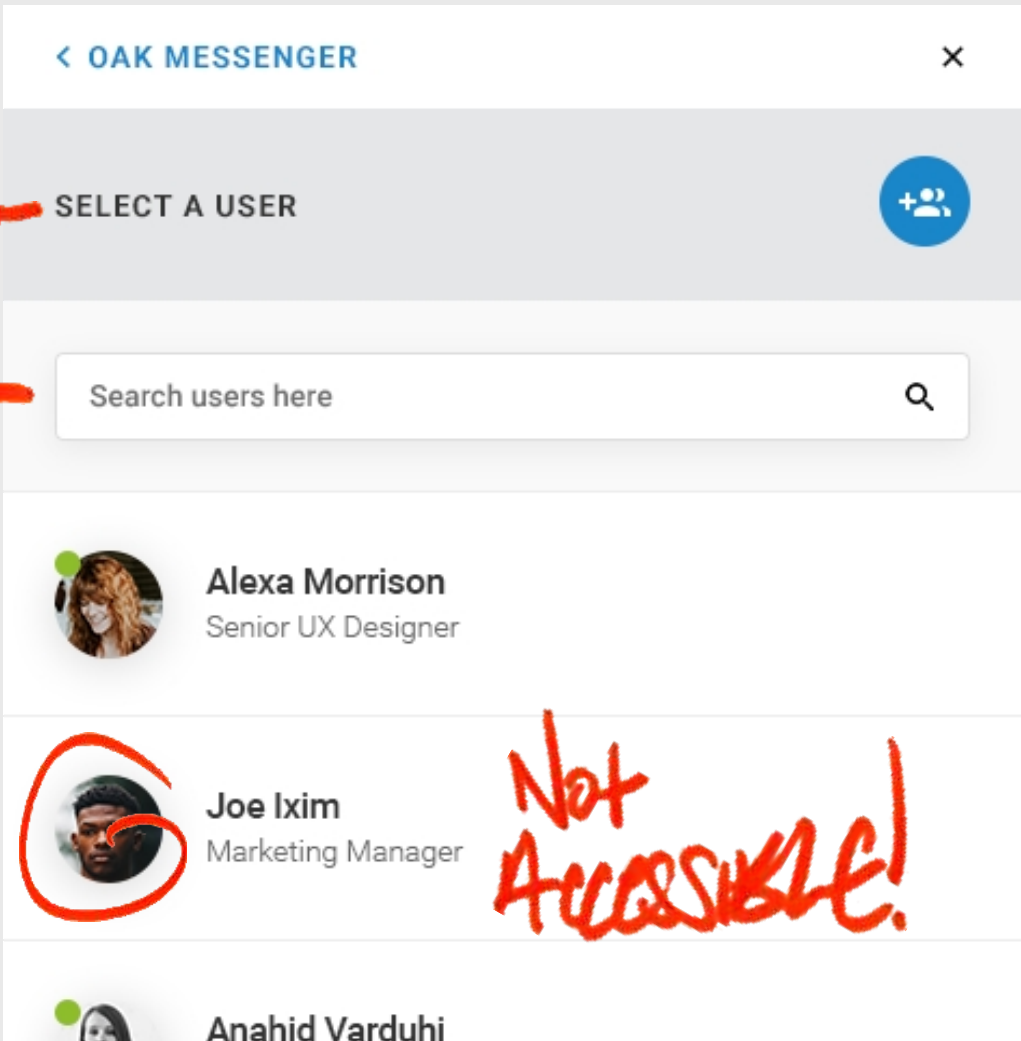
Created modular components that were adopted across multiple Oak applications, saving considerable development time.

Reflections

In future projects, I will give precedence to inclusive design aligned with web accessibility standards, setting aside personal preferences to ensure broader usability.

Creating a go-to solution for all internal business knowledge sharing.

The Problem:

Intranet managers lacked a secure, centralised location for documentation and queries. Existing solutions like Zendesk, HubSpot Service Hub, and Intercom offered some benefits but didn't provide the end-to-end control managers sought.
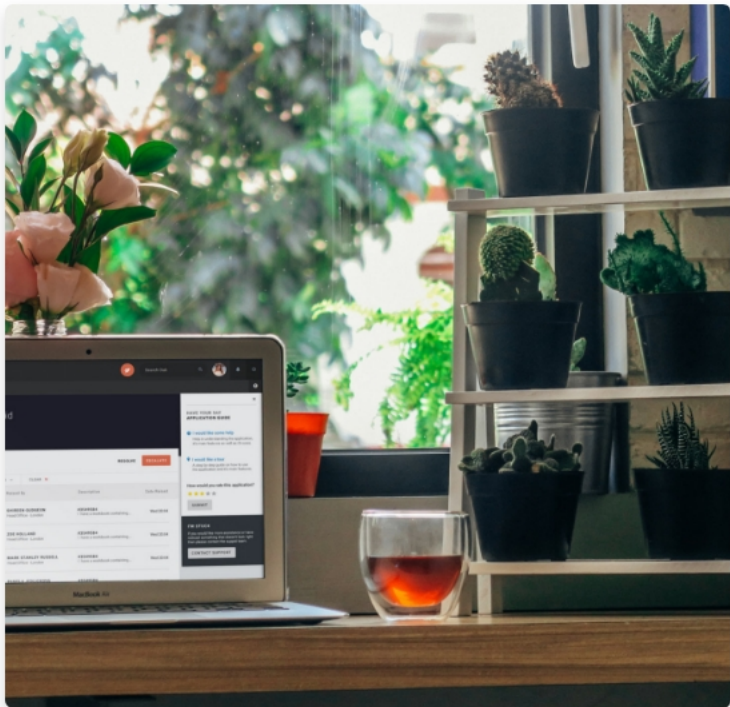
Additionally, the need for SSO and ISO 27001 compliance further complicated the issue, demanding a comprehensive solution.

#260487

Can I create a process?

Last Reviewed: 12/06/2023

Ever feel like you're juggling too many tasks at once? That your days are just a blur of unorganized chaos? Then, my friend, it's high time you created a process!

Step 1:
Identify the Need 🎯

Before creating a process, identify why you need one. Are you looking to improve efficiency? Or maybe you need a standardized way to onboard new team members? Knowing the 'why' helps you tailor your process for maximum impact.

Step 2:
Research and

THANK YOU!

We've Got Your Question

We will do our best to answer your question within 24 hours.

RETURN TO DASHBOARD

ASK A QUESTION

How Do I Reset My Intranet Password?

Forgotten passwords happen to the best of us—no judgment here! 😅 Resetting your Intranet password is a

---

Get instant answers
for the most common questions and become an Oak guru!

How do you ope|

- How do I change my profile picture?
- How do I change my password?
- What is an applet?

Using Oak
Learn the basics to help you make the most of Oak

My Account Guide
Understanding your profile and account settings

Report A Problem
Found an issue? Let us know

Area and User Management
Learn how to manage your areas and assets

NEW FEATURE

Expense Manager

Introducing expense manager. A simplified way to submit your expenses and get them approved with a few simple clicks!

Results and Insights

The Oak Knowledge Base became a pivotal feature, especially for major clients like ALDI. It was one of the first applications to utilise our newly updated design system.

Improved internal collaboration by enabling real-time knowledge sharing, resulting in faster project turnaround times.
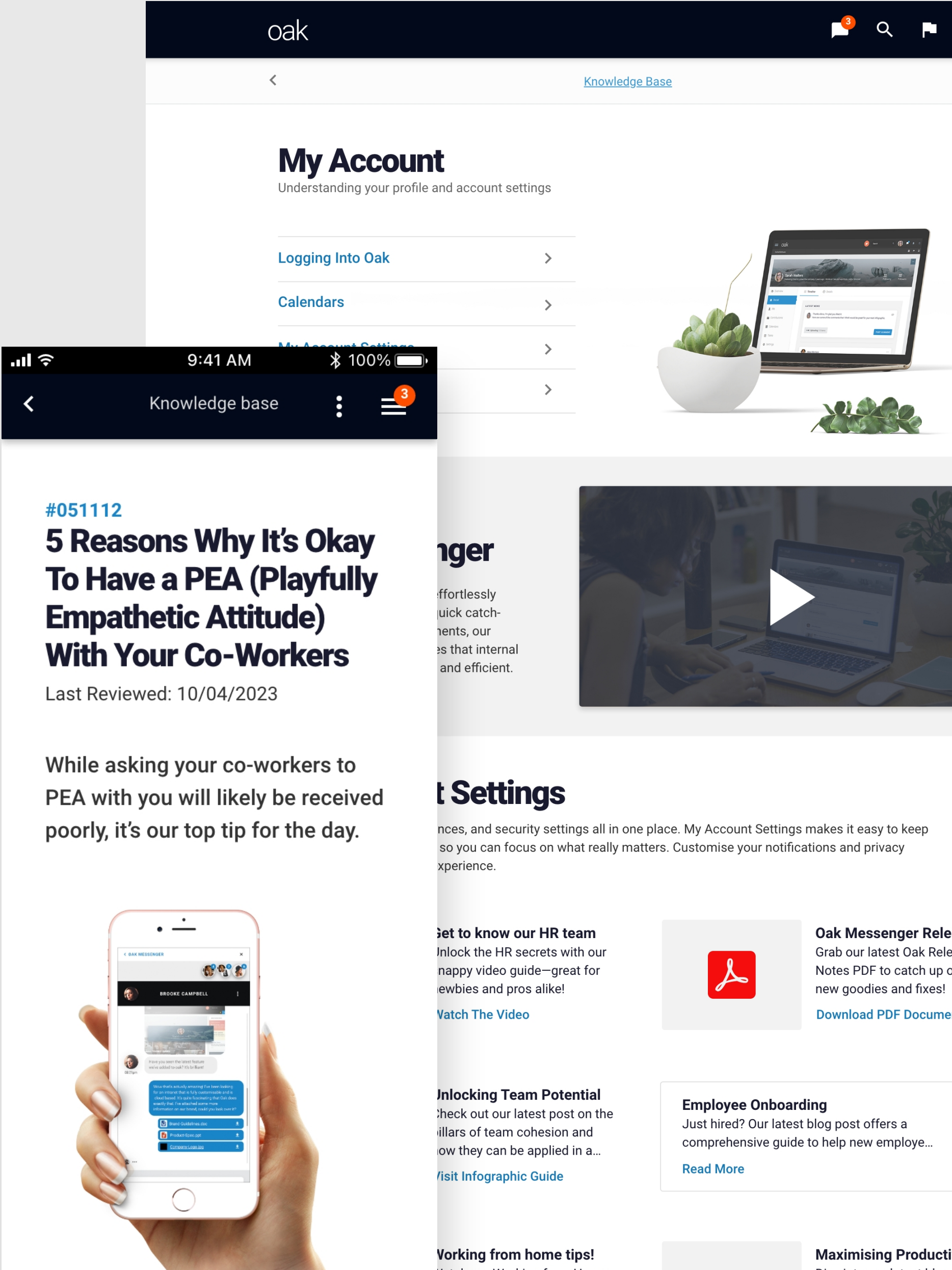
Reflections

Improve text readability by adjusting paragraph width and increasing text contrast.

Modify line-height to better accommodate users with dyslexia.

Introduce text-to-speech functionality.

LINE HEIGHT IS NOT ACCESSIBLE!

‹   [Knowledge Base](#)   ⋮

#051112
How to Brew The Perfect (Brain)Storm
Last Reviewed: 02/09/2023

So you want to brew the perfect brainstorm huh!

Brainstorms can be fickle creatures. The very nature of them – revolving around inspiration and innovation – means that the level of success in a brainstorm can often fluctuate pretty majorly. This can provide a considerable hurdle in any project, as without proper brainstorming, the work ~~becomes~~ itself becomes more difficult.

But, much like any creature, brainstorms can be tamed. Given the right mindset – and the right methods – even ~~an easy brainstorm can be~~ incredibly productive, so long as it's ~~about the team~~.

Getting on the Same Page

~~The first step to any good~~ ~~majority of the processes~~ ~~working~~, and are ~~unlikely to~~ ~~should~~ ~~being in~~

Starting any brainstorm ~~session by~~ briefly checking through all this actually saves you a lot of time and effort in the long run, because it prevents the need for further clarification or any misunderstandings throughout the brainstorm itself. It's simple, yes, but generally the best working methods are.

Getting on the Same Targets

While getting on the same page and getting on the same targets sound similar, thy are actually pretty different. Unlike getting on the same page, getting on the same target means making sure everyone is aware what their individual goals are – for both the brainstorm and in general.

When people know their personal significance in the brainstorm, they're more likely to keep tabs on the parts relevant to them – meaning everyone gets that little bit more from the overall experience.

Getting Heard

Now that everyone is working as one badass hivemind, it's time to get to the nittiest, grittiest part of brainstorming. While getting everyone joined in their goals and aims is vital, it ultimately means little if people aren't comfortable to share all their ideas. An inevitable part of brainstorming is putting out ideas that may not work, so making sure people don't feel silly doing so is paramount to success.

Although knowing exactly what makes an environment where everyone is willing to throw all possible ideas can be difficult, tweaking the setting, structure and set up to see what works best will pay sevenfold when the right balance is found. Good luck, keep practising and you'll be on your way to brewing the perfect brainstorm!

**William Johnson**
Marketing Manager

Related Articles

Improving creative play, lateral thinking and design thinking with make it pop

make it pop uses serious play methods to create effective learning tools for individuals, teams and organisations that help improve design thinking and creative confidence.

A accessible narrative approach to introducing design thinking.

The 'Design Thinking Manga' is a unique, engaging intro to design thinking that serves as a self-learning tool and an educational resource, complete with a relatable narrative.
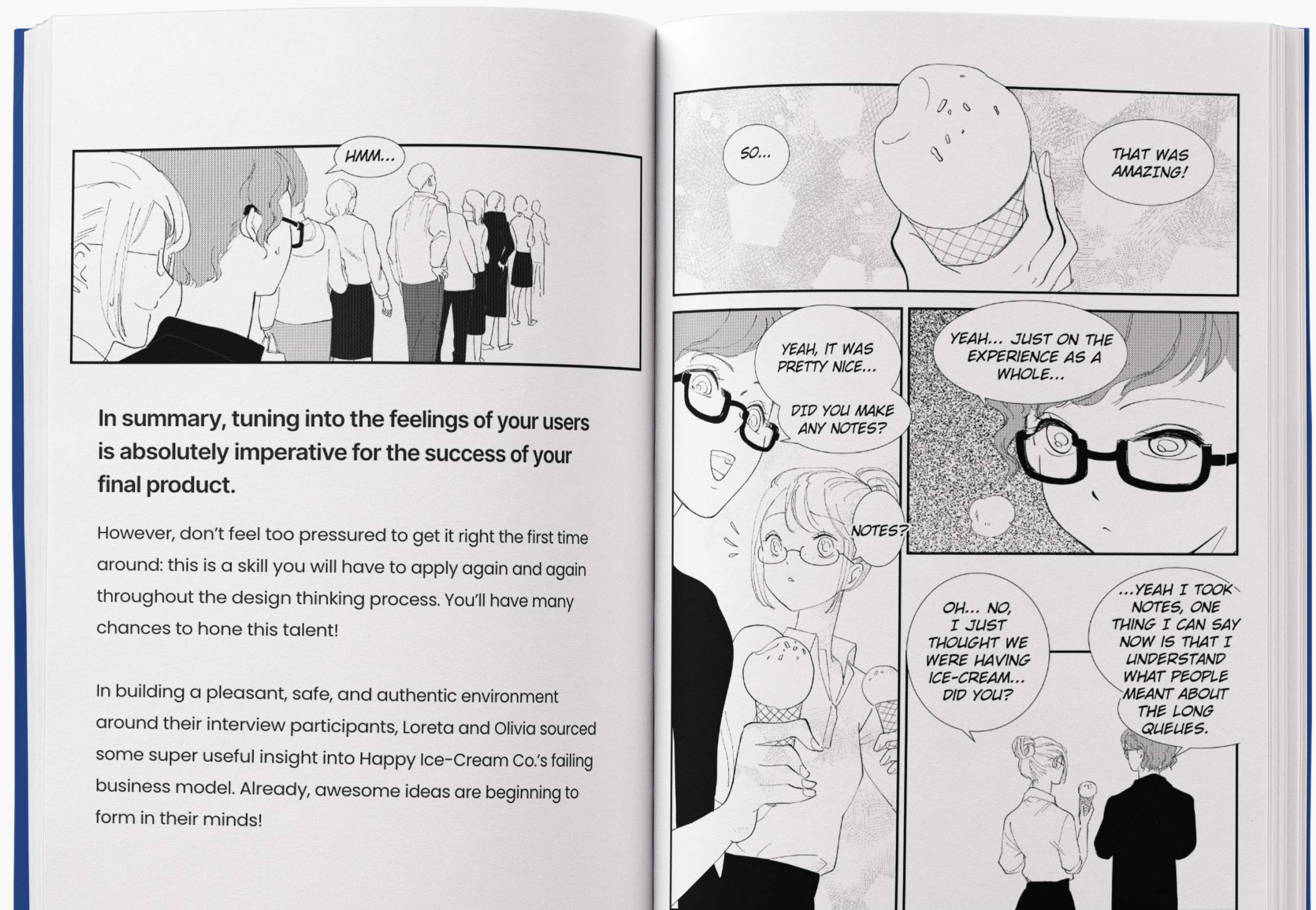
500 + copies sold worldwide.

Used as a teachable tool in universities and agencies globally.

Eric Paquin • 1st
Chief Technology Officer at Translators without Borders
1d • Edited • 🌐

Look at what the postman brought me this morning! My copy of **make it pop** Design Thinking Manga! I can't wait to read it!

Congratulations on the launch **Ade-Lee Adebiyi**!

#designthinking #manga #makeitpop
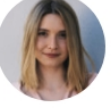

Luke Brough • 2nd
UX Manager at Tracerco
1d • 🌐

This little treat arrived in the post. The results of an awesome project by **Ade-Lee Adebiyi** and **Isabelle Johnson**. What a great fun and accessible introduction to creative problem solving and the principles of Design Thinking. Available on Amazon if anyone thinks it might be helpful. **#designthinking #innovation #creativity #manga**

David Campbell
@itzthedave

Been wanting to read this for a while! Thanks @NebulaLab!

Taylor Williams • 1st
Service Design | Innovation | Systems Thinking | Regenerative Development
7h • Edited • 🌐

Got my Design Thinking Manga in the mail yesterday! Excited to dive in for another way to storytell and communicate the design process. Amazing creativity by author **Ade-Lee Adebiyi**!

Best said by **Morgan Williams**, "storytelling is our currency."

**#MakeItPOP #InclusiveCommunication #Storytelling #DesignThinking #HCD**

HK research **Cat Hayes (she/her)**?!

Personalised workshops developed and facilitated by make it pop

Since launching make it pop, I've facilitated numerous workshops for businesses, schools and events, focusing on elevating design thinking skills and boosting creative confidence to drive organisational success.
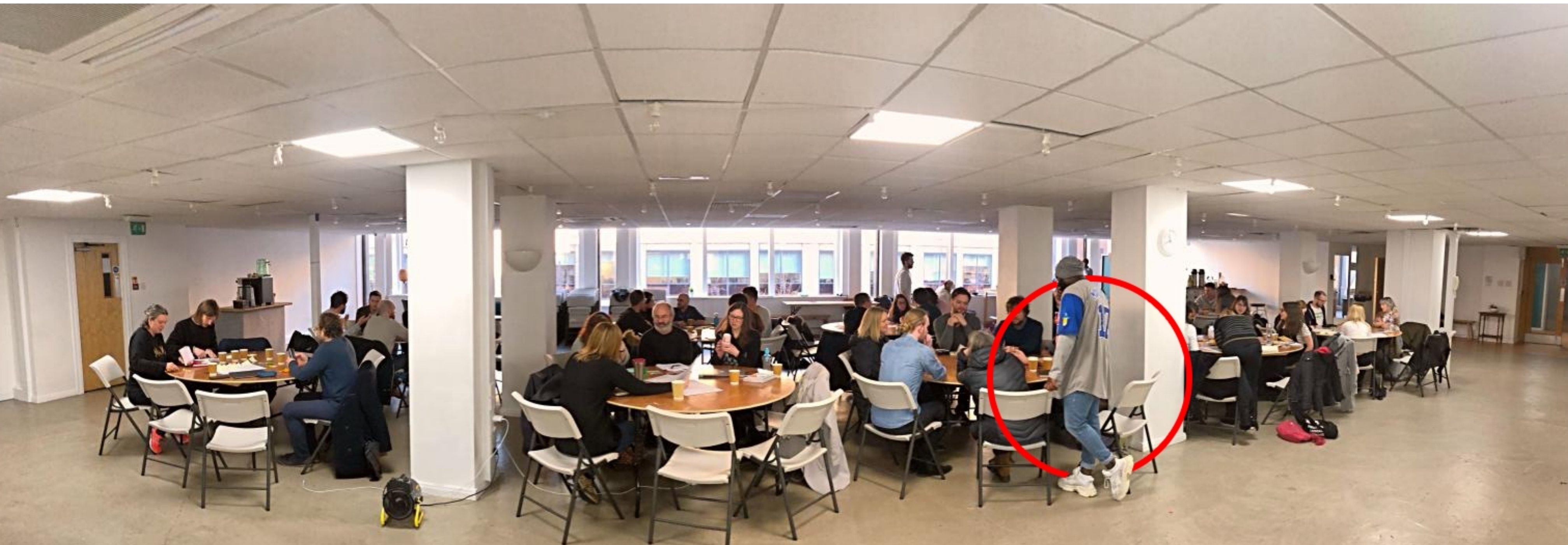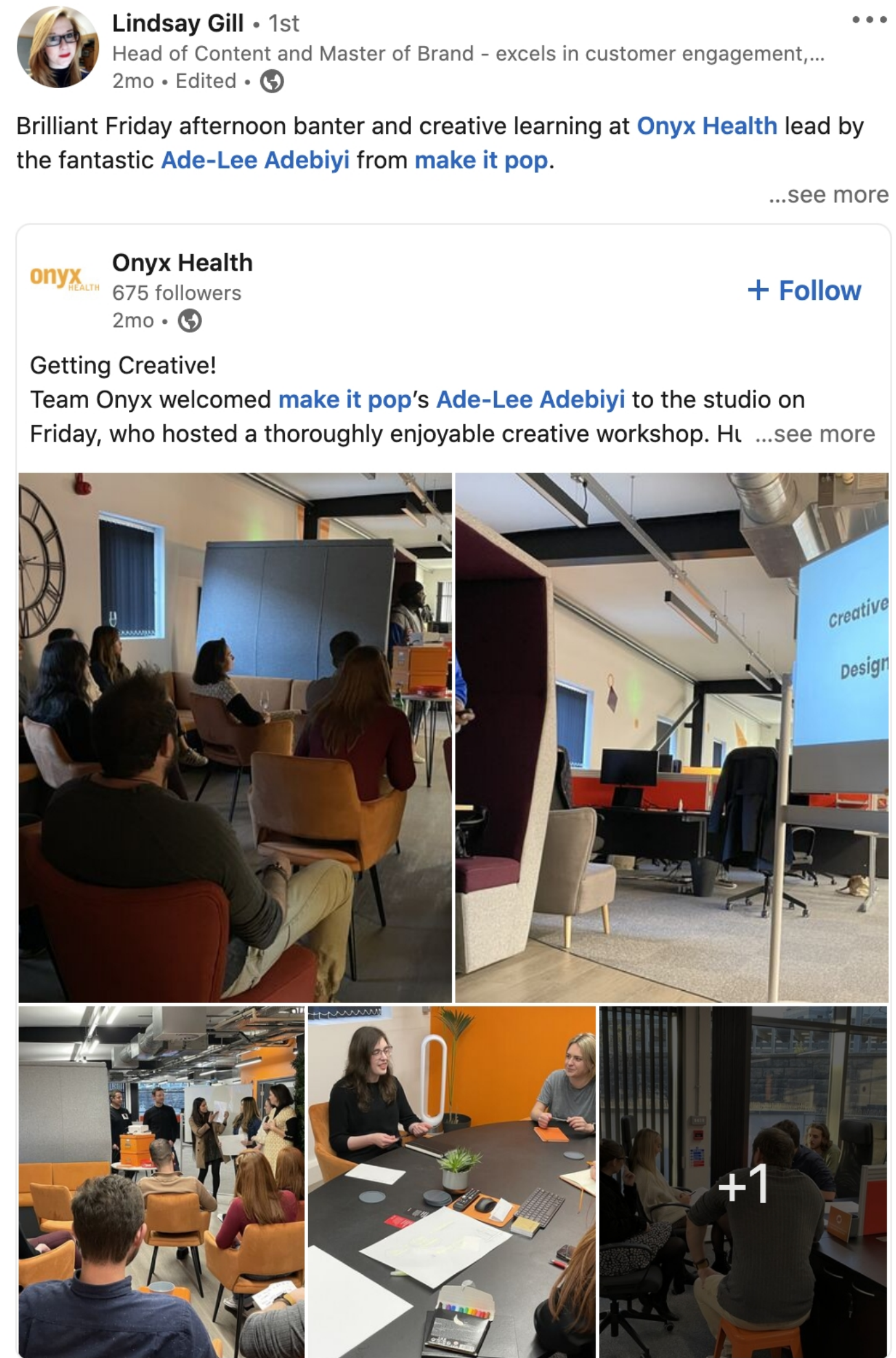
Results and Insights

Facilitated workshops for leading organisations and conferences including TedX and DIBI.

Demystified design thinking creating an educational manga-book that has been sold in every continent.

2,000+ copies of make it pop have been sold to some of the most influential designs and organisations in the world.

Lindsay Gill • 1st
Head of Content and Master of Brand - excels in customer engagement,…
2mo • Edited • 🌐

Brilliant Friday afternoon banter and creative learning at **Onyx Health** lead by the fantastic **Ade-Lee Adebiyi** from **make it pop**.

…see more

Onyx Health
675 followers
2mo • 🌐
+ Follow

Getting Creative!
Team Onyx welcomed **make it pop**'s **Ade-Lee Adebiyi** to the studio on Friday, who hosted a thoroughly enjoyable creative workshop. Hu …see more

+1

NCL Business School
@NCLBusiness

MSc Innovation, Creativity and En
students had the pleasure of havi
Co-founder and Creative Director
deliver an exciting workshop abou
design thinking. Read more: bit.ly

7:00 AM · Feb 18, 2020 · Sprout Social

1 Retweet 1 Like

Nikki
@nikkilounu

When @makeitpopgame ends you
agency day like this!! What's not
10/10 would recommend. #make
#agencylife #design #digital #ma
#designthinking

11:26 AM · Jul 5, 2019 · Twitter for iPhone

1 Retweet   2 Quote Tweets   3 Likes

GENERATOR   **European Union**
European Regional
Development Fund

After lunch, we welcomed Ade from **Make It Pop** to deliver an exciting *'Design Thinking for Marketers'* workshop.
Packed with laughs and curious questions, Ade used their very own design-thinking card game, **Make It Pop**, to present
the audience with a series of marketing challenges.

ADE(MOLA)-LEE