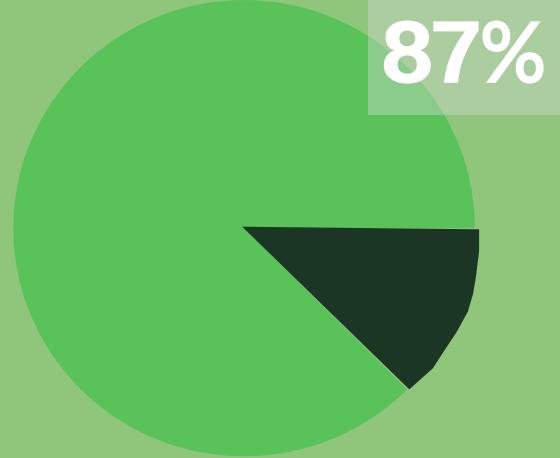


Where Inclusion Meets Innovation

Designing for a Greener, Fairer Future



Designers consider Balance a fundamental principle

Start projects with sketches

Traditional sketches

Other methods

Traditional sketching in design

- 70% of designers start projects with sketches

18%

18% received promotions,

9% faced layoffs (Service

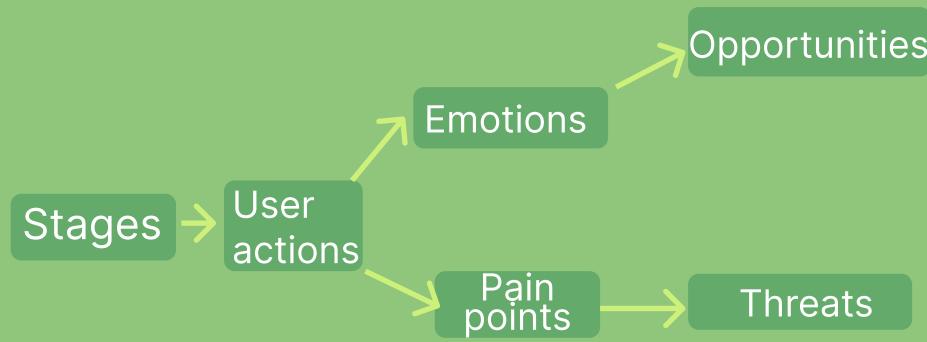
Design Salary Report

9%

2025)



30% increase in user engagement due to design-led approach over 2 years



Mapping customer journeys helps optimize service interactions

“Design is the silent ambassador of your brand”

- Paul Rand

Source

1. Linearity. (2025). Service Design Salary Report 2025. <https://www.linearity.com>
2. Linearity. (n.d.). Linearity. <https://www.linearity.io>
3. Airbnb Design. (2021). Airbnb Design Report 2021. <https://airbnb.design>