

# BUILDING A CULTURE OF DESIGN

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Darshan Gajara  
@WeirdoWizard

I'M 

# DARSHAN GAJARA

Designer & Maker living in Berlin.

I currently head design at **Hygraph** and run **Product Disrupt**. I also teach design at **Coho**.

I'm always travelling, taking pictures and telling stories.



***“Design-led companies have outperformed the S&P 500 by 219% over the past ten years.”***

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McKinsey

Business value of design report

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@WeirdoWizard

darshan.design  
hygraph.com

# Federated content management platform

The screenshot displays the Hygraph CMS interface for configuring a schema. The left sidebar contains navigation options: Project Name (PN), Master Environment, Schema (selected), Content, Assets, and API Playground. Below these are Notifications, Apps, Webhooks, and Project Settings. The main area is divided into three sections: Schema, Author #Author, and a field type selection panel.

**Schema**

Search in Schema

- MODELS
  - Asset system
  - Query system
  - Author**
  - Posts
  - Project
- COMPONENTS
  - Addressitem
  - DayItem
  - FaqItem
  - LogoLink
  - ReviewItem
- REMOTE SOURCES
  - Remote Sources are connectors to external REST or GraphQL APIs
- ENUMERATIONS
  - Availability
  - Continents
  - Country
  - Country code

**Author #Author**

This is the description of the Author

FIELDS SIDEBAR SETTINGS

Show system fields

- Name #name** (String, Single line text, Required, Title)
- Picture #picture** (Asset, Two-way reference)
- Title #title** (Asset, Two-way reference)
- Biography #biography** (String, Multi line text)
- Posts #posts** (Posts, Multiple Values, Two-way reference)

**Field Type Selection Panel**

Search field types

INPUT

- Single line text (Headings and titles)
- Multi line text (Description)
- Markdown (Markdown editor)
- Slug (URL friendly identifier)
- Rich text (Text editor with formatting)
- Number (ID, quantity, etc.)
- Float (Ratings, price, etc.)
- Boolean (True or false)

[Go to content editing](#)

# JUN 2020

— Distributed team of 22

— \$2.6M seed funding

— First designer on the team

— Zero product managers

# CHALLENGES AT EARLY- STAGE STARTUPS

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@WeirdoWizard





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**DESIGN DID NOT EXIST**







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 Darshan Gajara 

-  Search
-  Recent
-  Community Beta
-  Drafts +

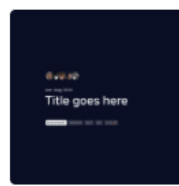
 GraphCMS

-  Feature
-  Baukasten
-  Marketing
-  Feedback
-  Reference Apps
-  Figma Crash Course

+ Create new team

 Feature v


Pinned



**00 File Template**  
Pinned by Darshan Gajara


Date created v






Mar-Apr 2021

## DeepL Integration


DISCOVERY DESIGN DEV QA LIVE 

**DeepL Integration**  
Edited 6 hours ago

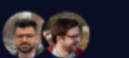


Mar-Apr 2021

## Project Onboarding


DISCOVERY DESIGN DEV QA LIVE 

**Project Onboarding**  
Edited 4 hours ago




Mar 2021

## Locale Sidebar


DISCOVERY DESIGN DEV QA LIVE 

**Locale Sidebar**  
Edited 7 days ago




Feb-Mar 2021

## Scheduling


DISCOVERY DESIGN DEV QA LIVE 


**Scheduling**  
Edited 7 days ago



Feb 2021


## CDN Map


DISCOVERY DESIGN DEV QA LIVE 



Jan-Feb 2021


## User Profile


DISCOVERY DESIGN DEV QA LIVE 



Jan-Feb 2021


## Gatsby Integration

DISCOVERY DESIGN DEV QA LIVE 



Dec 2020

## Mgtm Token

DISCOVERY DESIGN DEV QA LIVE 



Playground - Figma | Remix Icon - Open source icon

figma.com/file/BieaPCocPNN5NbxVfhgLVA/Playground?node-id=0%3A1

Done

Layers Assets Event

- Vector 12
- Vector 11
- Vector 10
- Vector 9
- Vector 8
- Michael
- Event
- Vector 27
- Fabian
- Event
- Darshan
- Vector 5
- Vector 4
- Vector 2
- GraphCMS Logo - Light Trans...
- Google Meets
- Frame
- Label

Working with Union Types in GraphCMS

WITH JAMIE BASTON AND JONATHAN STEELE  
JAN 25, 2020 | 15:00 CEST

Darshan

Working with Union Types in GraphCMS

Fabian

Working with Union Types in GraphCMS

Working with Union Types in GraphCMS

Notes

Michael

Fabian Beliza

Design

Layer

Fill

Stroke

Effects

Export

# CHAOS & AMBIGUITY OF STARTUPS

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@WeirdoWizard

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hygraph.com

— User interface design

— User experience design

— Discovery & research

— User testing & quality assurance

— Brand & marketing design

— Product management

**JACK OF ALL TRADES**  
**MASTER OF SOME**

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@WeirdoWizard

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# SEARCHING FOR DESIGN FEEDBACK

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@WeirdoWizard

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# INTERNAL

Cross-functional partners

Users & customers

# EXTERNAL

Design communities

Mentors & peer groups

# DOING MORE WITH LESS

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# BREAKING SILOS WITH COLLABORATION

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**BRING THEM ALONG ON**  
**THE JOURNEY**

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**DECISION**    **PARTICIPATION**  
**SERVICE**    **PARTNERSHIP**  
**DISAPPEAR**    **SHARE**

# DESIGN CRITIQUE



**Andrew Nakhla** 19 hours ago

Again, this session was wonderful today and I will encourage others to come as it is a valuable intersection of design and the whole business. Top job.

# IDENTIFY YOUR CHAMPIONS

Darshan Gajara  
@WeirdoWizard

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# **BUILD SYSTEMS THAT WORK IN YOUR ABSENCE**

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Search files, teams, or people

Recents

Hygraph

Drafts

All teams

Admin settings

Product Design

Design Guild

Starred

Feature

+ Design file + FigJam board Import Share

Relational Overlay card with status tags: DISCOVERY DESIGN DEV QA LIVE

Relational Overlay Edited 1 month ago

Components v1.2 card with status tags: DISCOVERY DESIGN DEV QA LIVE ARCHIVED

Components V1.2 Edited 2 months ago

Enumeration card with status tags: DISCOVERY DESIGN DEV QA LIVE ARCHIVED

Enumeration Edited 2 months ago

Nested Comp. card with status tags: DISCOVERY DESIGN DEV QA LIVE

Nested Components Edited 2 months ago

Project Settings card with status tags: DISCOVERY DESIGN DEV QA LIVE

Project Settings Edited 2 months ago

Field Outline card with status tags: DISCOVERY DESIGN DEV QA LIVE ARCHIVED

Field Outline Edited 2 months ago

Modular Components card with status tags: DISCOVERY DESIGN DEV QA LIVE

Modular Components Edited 2 months ago

User Invite card with status tags: DISCOVERY DESIGN DEV QA LIVE

User Invite Edited 2 months ago

Content Federation card with status tags: DISCOVERY DESIGN DEV QA LIVE ARCHIVED

Content Federation Edited 3 months ago

Rel. Field Modal card with status tags: DISCOVERY DESIGN DEV QA LIVE

Relational Field Modal Edited 3 months ago

Perm. & Bulk Ops. card with status tags: DISCOVERY DESIGN DEV QA LIVE

Permissions & Bulk Operations Edited 3 months ago

Empty States card with status tags: DISCOVERY DESIGN DEV QA LIVE

Empty States Edited 3 months ago

Remote Field card with status tags: DISCOVERY DESIGN DEV QA LIVE

Remote Field Edited 3 months ago

App Framework card with status tags: DISCOVERY DESIGN DEV QA LIVE

App framework Edited 3 months ago

UX Improv. card with status tags: DISCOVERY DESIGN DEV QA LIVE

Content UX improvement concepts Edited 4 months ago









# Design Wiki

↩ 6 backlinks

All things related to design – process, resources, initiatives, tools and more...



## Design Guild

-  [Weekly Design Meeting](#)
-  [Design Team](#)
-  [Design Principles & Method](#)
-  [Eat. Learn. Repeat.](#)
-  [Design Critique](#)
-  [Design Onsite](#)
-  [Team Retrospective](#)

## Design System

-  [Baukasten - Design System](#)
-  [Gestalten - Marketing Design S...](#)


## Motion Design

-  [Collaborating with Motion Design](#)
-  [Video Warehouse](#)

# Inter

## Colors

### Neutral

 <b>white</b> #FFFFFF white	 <b>50</b> #FAFBFF zirconWhite	 <b>100</b> #F0F2FA lilacWhite	 <b>150</b> #E3E7F2 catskillWhite	 <b>200</b> #D0D5E7 periwinkleGray
 <b>250</b> #BCC2DB lavenderGray	 <b>300</b> #A0A9CA rockBlue	 <b>400</b> #808CB6 wildBlueYonder	 <b>500</b> #64709C waikawaGray	 <b>600</b> #4D5679 blueBayoux
 <b>700</b> #3A415D oxfordBlue	 <b>800</b> #2C3148 ebonyClay	 <b>850</b> #212538 ebonyClayDark	 <b>900</b> #191C2C mirage	 <b>black</b> #000000 black

### Brand

system, which means we maintain all the

e-height for the text in our UI:

### PARAGRAPH

For texts going over one line, multiply the line-height by **x1.5** and round it off to the nearest even number.

### EXAMPLE

Font size: **15 px**

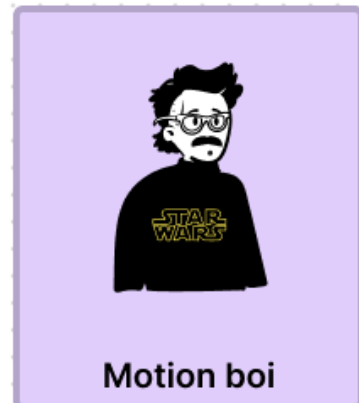
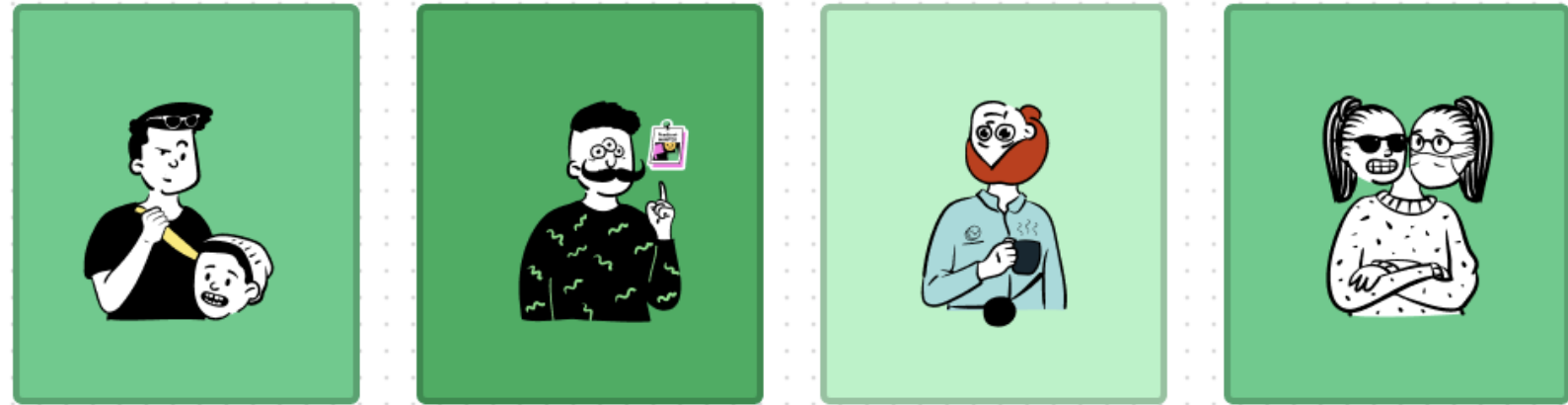
Line-height:  $15 \times 1.5 = 22.5 \sim 22$  px



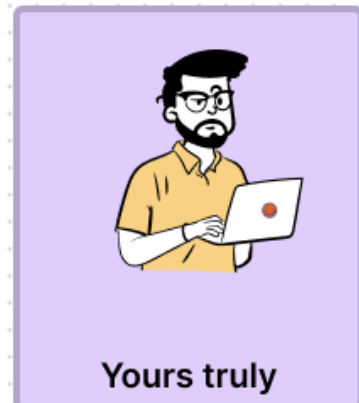
**ENJOY THE RIDE**

Darshan Gajara  
@WeirdoWizard

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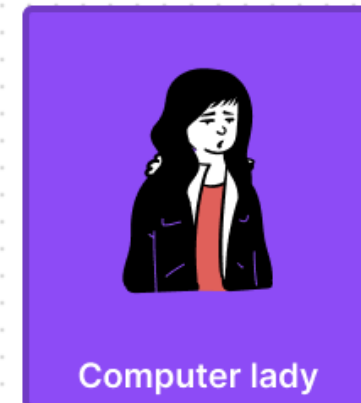
Motion boi



Yours truly



Pinquette



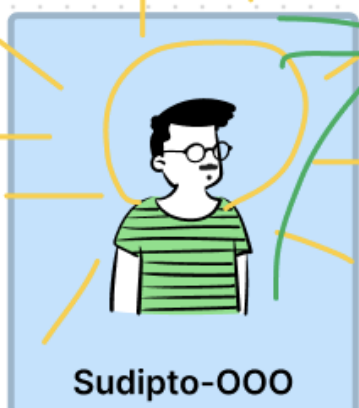
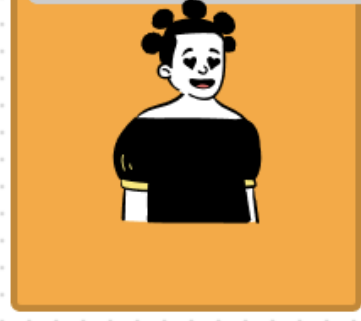
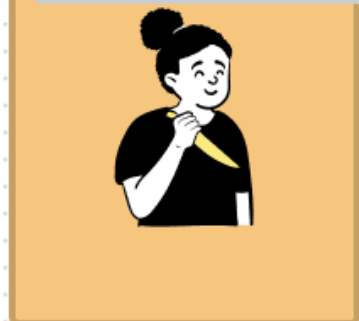
Computer lady

i should've been at the gym now

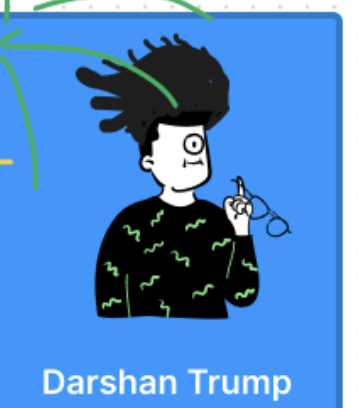
consistency.....

anybody wants to invest in my side gig?

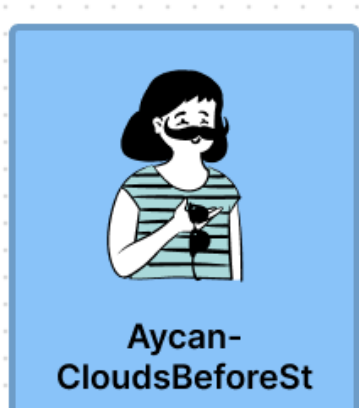
click click click



Sudipto-000



Darshan Trump



Aycan-CloudsBeforeStorm



Sanjana-Multitasker-Philosopher

### Team portraits

2 TEAM PORTRAITS

15 mins

Ask each team member to sketch one facial feature in their chosen box. When the facilitator says, "or" each team member moves clockwise to the next box to draw another facial feature. At the end of the game, behold! A handful of funky faces created by all team members.

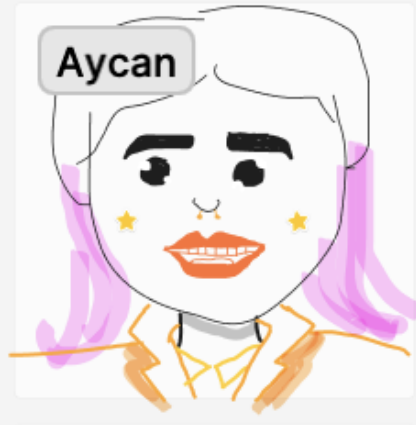
Example



Andy



Aycan



Darshan



Pratibha



Sanjana



Sudipto



# JUN 2020

— Distributed team of 22

— \$2.6M seed funding

— First designer on the team

— Zero product managers

# NOV 2023

— Distributed team of 80

— \$44M total funding

— Design team of 6

— Rebranded to Hygraph

Darshan Gajara  
@WeirdoWizard

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**WE'RE HIRING!**

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**DET VAR ALT FOLKENS!**

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**GOT A QUESTION  
FOR ME?**

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