Presenting and Writing about Your Work
“...when I was going to conferences for the first time, I never saw people on stage who looked like me—there weren’t a lot of women or Latinas. I realized that if I wanted to see more Latinas on stage, I’d have to push myself to get up there. I hope that others will be inspired by that.”
Reasons to share your work

- We all have valuable knowledge to share.
- Speaking and writing help you learn to craft an argument.
- Articulating your ideas helps you question and refine them.
- Researching talk content helps you learn new things.
Survey Results

- I want to write more.
- I want to get more comfortable presenting work.
- I need help picking topics.
- How do you craft a narrative?
- What are some low impact, quick ways to write and present?
1. Finding Topics
2. Writing about your work
3. Finding a narrative
4. Presenting work
Finding Topics
Finding a topic

1. Talk about what you know
2. Talk about what you’d like to know
3. Talk about what you’ve done recently
A popular or controversial topic + Your niche or unique angle
“Think about what you love, where you come from, where you are, what you do, what you wish you were doing, and what makes you special. Come up with a spread of information that answers these questions.

At the intersection of all these things you will find your strongest topic.”

—Rachel Nabors “Finding Your Killer Talk Idea”
What you love, where you come from, where you are, what you do, what you wish you were doing, and what makes you special.

- Design systems
- Visual design
- Responsible design
- Leading with empathy
- PHL & PR
- Inclusion
Case study

Designing Vox Conversations 2017
Giving ‘em something to talk about
BY DANI BALENSON | MAY 23, 2017, 2:19PM EDT

For the second year running, Vox hosted Vox Conversations — a two day conference that brought thinkers and makers together from across the country to ideate on the current status of policy in the United States. What makes Vox Conversations more of an...

Meet Eater’s new homepage
How we designed a new homepage for Eater’s network of 24 websites
BY SANETTE TANAKA AND YESENIA PEREZ-CRUZ | MAY 11, 2017, 10:37AM EDT

Hi, us again. If you’ve been following us recently, you know that our team is in the midst of moving all of our brands’ homepages to a new, unified product. As of today, our eight flagship brands’ homepages are all running on the same version of Chorus (our content management platform).

Six of our brands—The Verge, Curbed, Vox, Polygon, SB Nation, and as of last night, Eater—are running on our homepage product designed last summer. Recode and
Quick points on a single topic

https://una.im
Show your process
What went wrong?

How I designed a very slow, very heavy site without knowing it.
Vet your topic
Start with the lowest barrier to entry
Writing is cheaper and less time-consuming than giving a talk.
I gauge interest to a blog post with a tweet

And turn popular blog posts into talks.
Behind Vox.com’s homepage refresh

The process and thinking behind the new design

BY YESERIA PEREZ-CRUZ | APR 8, 2017, 10:34AM EDT

As we wrote last month, we’re in the process of moving all of our brands’ homepages to a new, unified product. This week, we’ve relaunched Vox.com’s homepage. This is the first redesign of Vox’s homepage...
Finding topics

1. How can we help each other come up with topics to write or speak about?

2. Any questions on how to find a topic?
Writing about your work
Writing about your work

1. Getting started
2. Time blocking
3. Editing
4. Proof-reading
Getting started is the hardest part.
What are the main takeaways for this piece?
Shitty first drafts
“So I'd start writing without reining myself in. It was almost just typing, just making my fingers move. And the writing would be terrible. I'd write a lead paragraph that was a whole page, even though the entire review could only be three pages long...”

—Anne Lamott “Bird by Bird”
Editing & Proofreading

1. Second draft: start to figure out the narrative and pacing

2. Share with an editor for feedback on flow and narrative

3. Third draft

4. Proofread and gather assets
Finding a Narrative
https://www.ted.com/talks/nancy_duarte_the_secret_structure_of_great_talks
**Hook**

Punch/Attention Getter

**Problem**

What is the problem? Who does it affect? Why is it important?

**Cause**

What causes this problem?

**Solution**

How are you going to solve this problem? How do you know this solution works?

**Conclusion**

Recap/Call-to-action/Bigger idea
Hook

I used to be a reckless designer.
Online shoppers expected pages to load in **2 seconds** — and at 3 seconds, a large share abandon the site.


Average size of websites

2.16MB
Cause

Performance is a design feature

Not a technical concern
Solution

A performance budget is a tangible way to start talking about performance.
Conclusion

Beauty VS Function

Beautiful user experiences
Experiment with narratives and find what works for the story that you’re telling
Presenting Work
Presenting your work

1. Set the stage
2. Sell the benefits of the work
3. Guide the feedback
Setting the stage
1. What are you reviewing?
2. What is new or how has it changed since the last time they saw it?
3. Why were these decisions made?
4. What do you need from them? (Feedback, approval?)
5. What they should expect from you next and when

https://twitter.com/sophshepherd/status/803338955181658112
Sell the benefits of the work
Selling the benefits of the work

1. What problem does it solve?
2. How does it affect the user?
3. Why is it better than the alternative?
Guide the feedback
Guide the feedback

1. What type of feedback are you looking for? (UX, visuals, content, etc?)
2. Ask prompting questions