

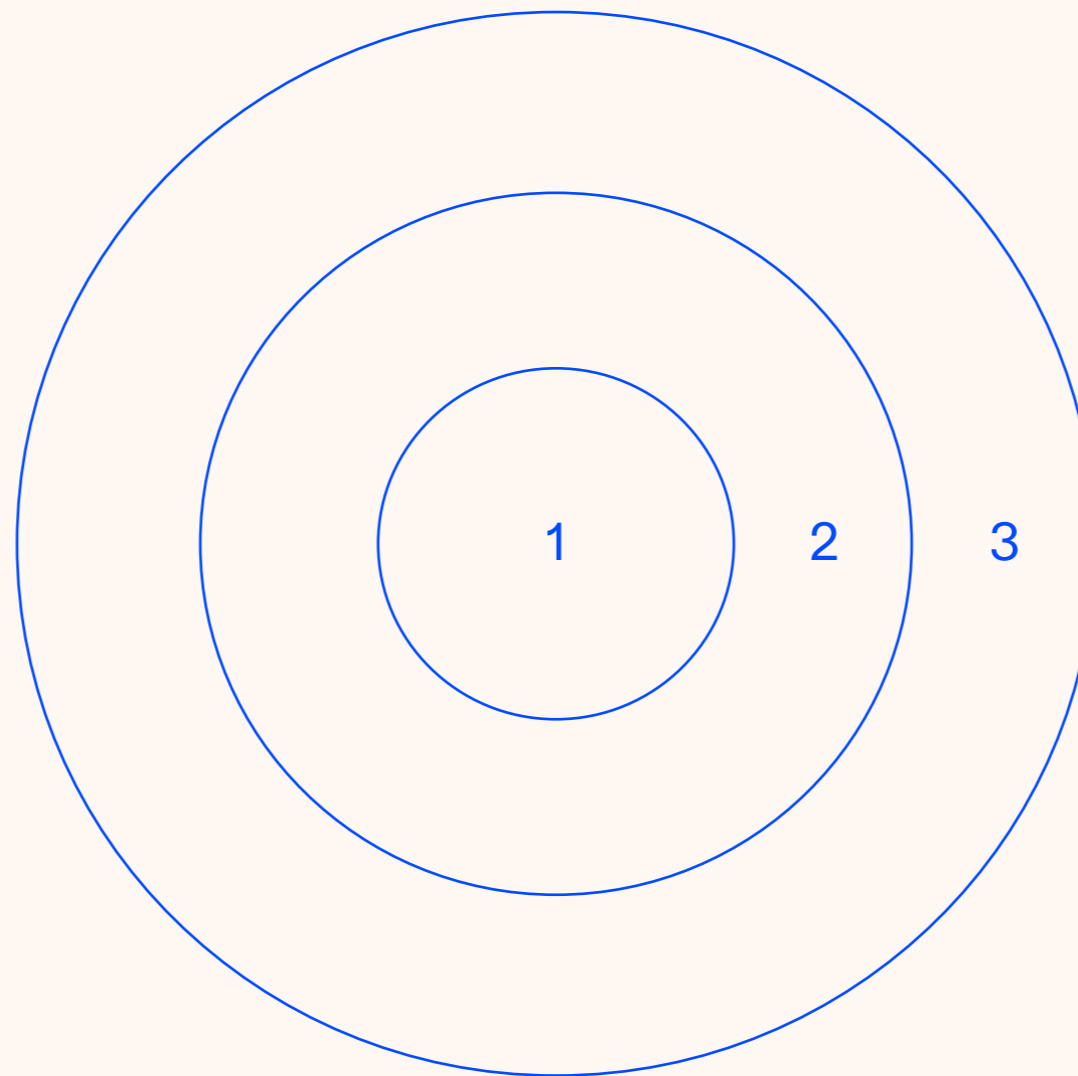
Hi there, Wealthfront team!
I'm Zoe Minikes, a design leader with a focus on equity, accessibility, and community.



In all my work, I explore the nature of interconnection, teaching and learning with humility, and the needful relationships we cultivate with our neighbors, communities, places, and selves. I am moved by the power of this invisible work - the most social practice - the tending of relationships, land, stories, and each other.



I am deeply proud of the teams I've built and been a part of. I believe in leading shoulder-to-shoulder, fostering individual and team growth through bonds of trust and mutual respect, and creating collaborative spaces wherein all participants are both learners and teachers.



- 1 — Building capacity for Bandcamp's Design organization
- 2 — Creating effective cross-functional working groups
- 3 — Launching an artist-centered livestreaming service

1 —

Building capacity for Bandcamp's Design organization

In May 2020, I became Bandcamp's Interim Head of Design. I inherited an organization in need of more structure, vision, and support. My first order of business was to conduct deep listening sessions with each member of my cohort to understand their work, processes, pain points, and desired areas of growth. I then did the same with our CEO and cross-functional stakeholders to understand how my team could better serve Bandcamp, inside and out.

Top Priorities

- Create better opportunities for collaboration
- Clarify expectations and opportunities for growth
- Highlight and leverage untapped knowledge and skills
- Improve team efficiency by addressing design debt
- Codify hiring practices that prioritize safety and equity
- Improve transparency between and among stakeholders

Key Initiatives

Cross-functional
working groups

Structured
performance reviews

Revised
hiring practices

Collaborative
process ownership

Growth-oriented
one-on-ones

Clearly defined
design roles

Key Initiatives

Cross-functional
working groups

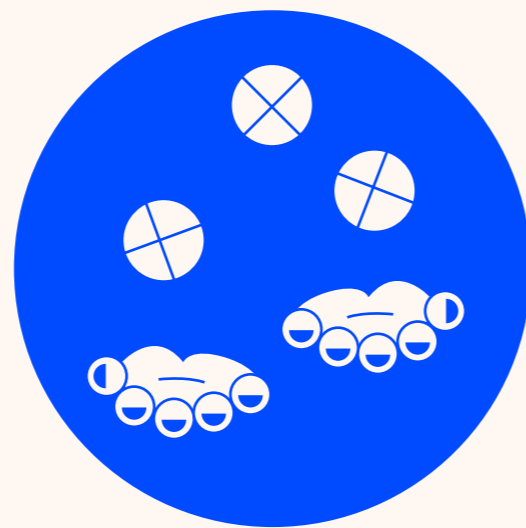
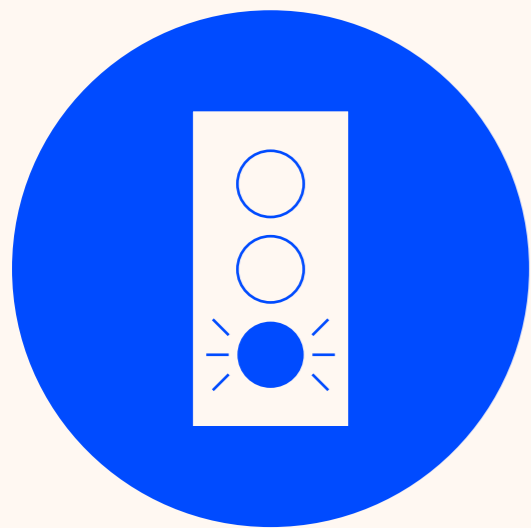
Structured
performance reviews

Revised
hiring practices

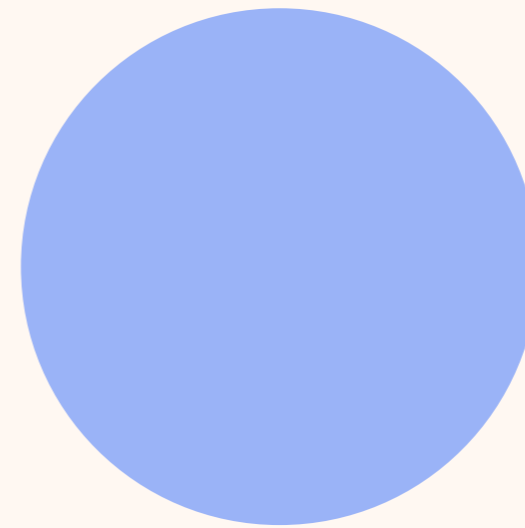
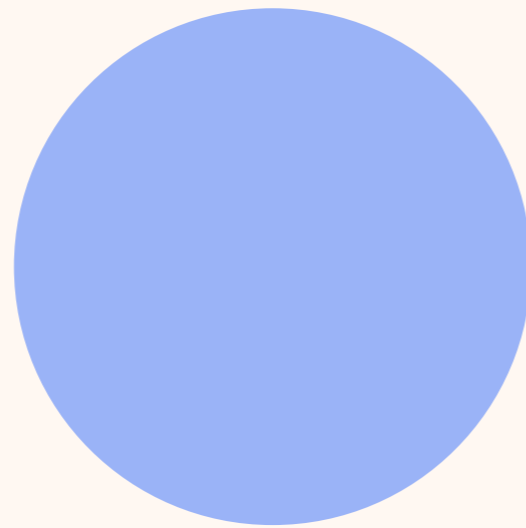
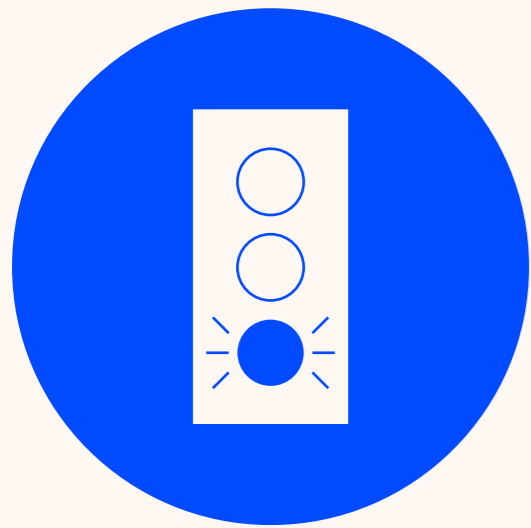
Collaborative
process ownership

Growth-oriented
one-on-ones

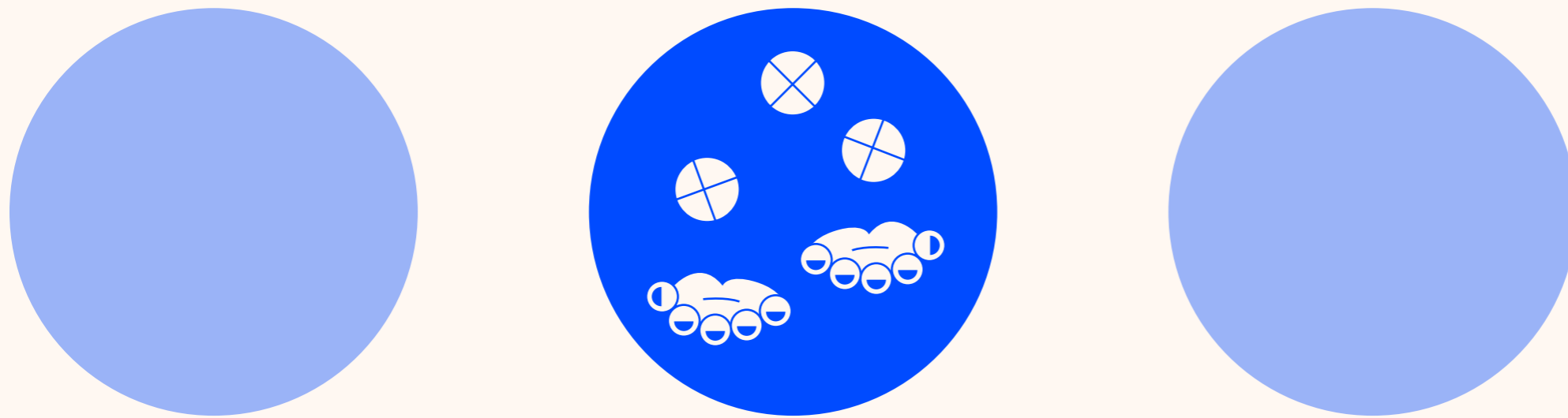
Clearly defined
design roles



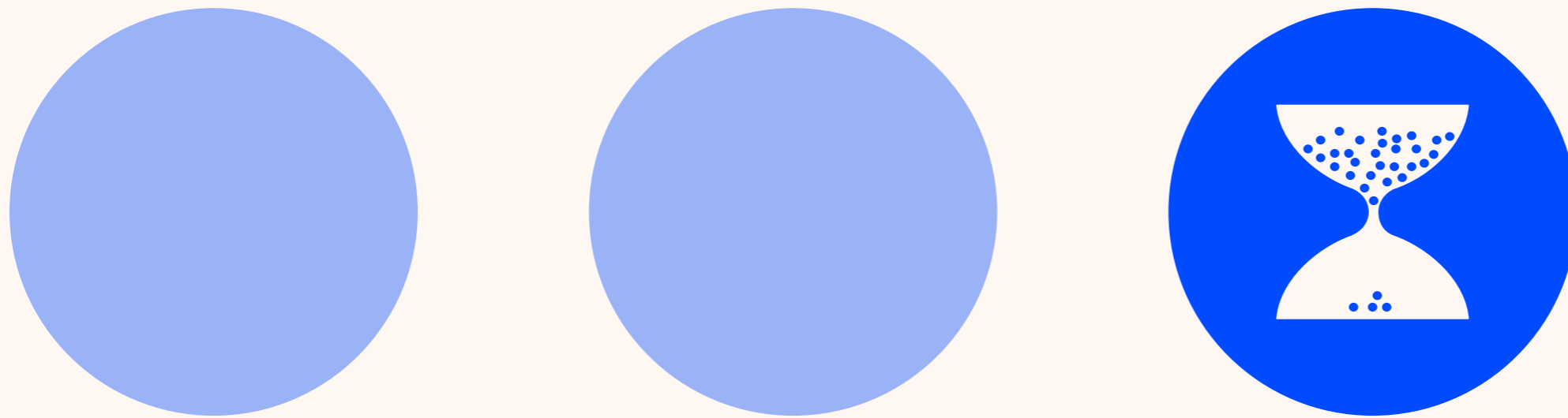
Implementing these initiatives
was not without its challenges.



Buy-in from leadership



Limited individual and
team capacity



Pace of progress

Despite these challenges, establishing these patterns and practices created a more resilient, collaborative, and effective team. When my role transitioned to Director of Design, I trained my returning lead and my new co-director on the initiatives I'd implemented, and we worked together to expand many of them.

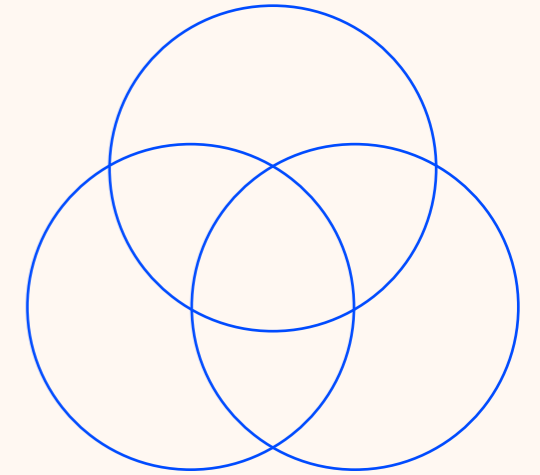
2 —

Creating effective cross-functional working groups

An important aspect of my leadership is recognizing individual strengths and qualities that deserve recognition and space to flourish.

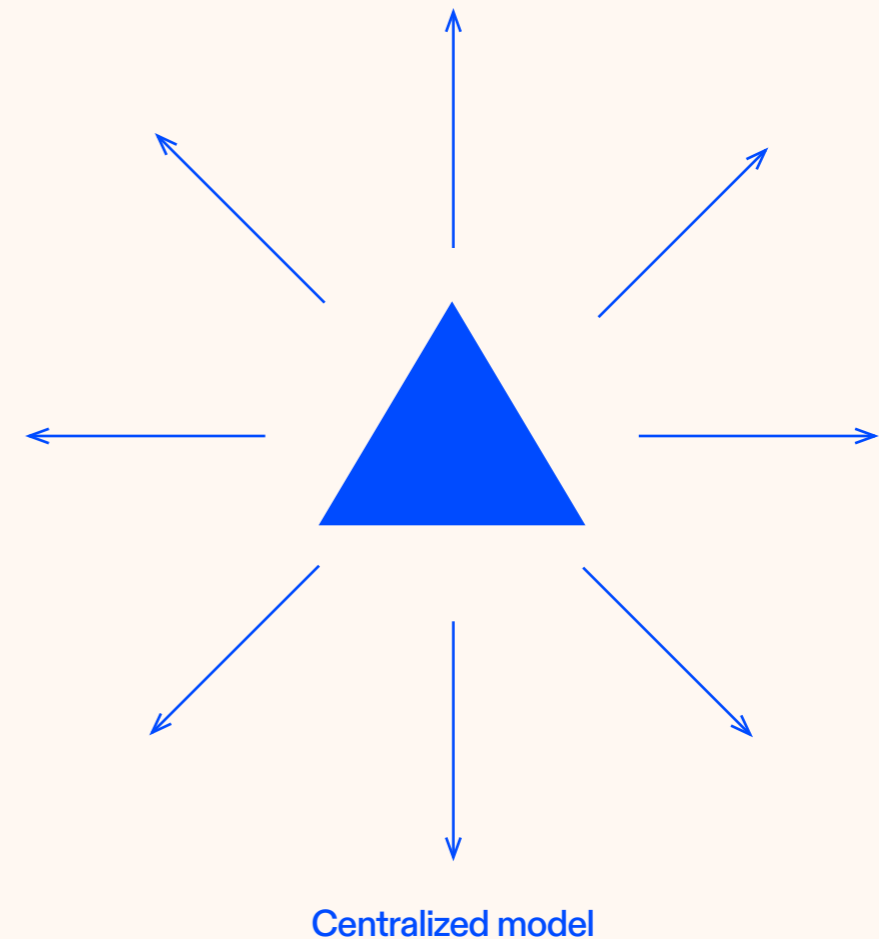
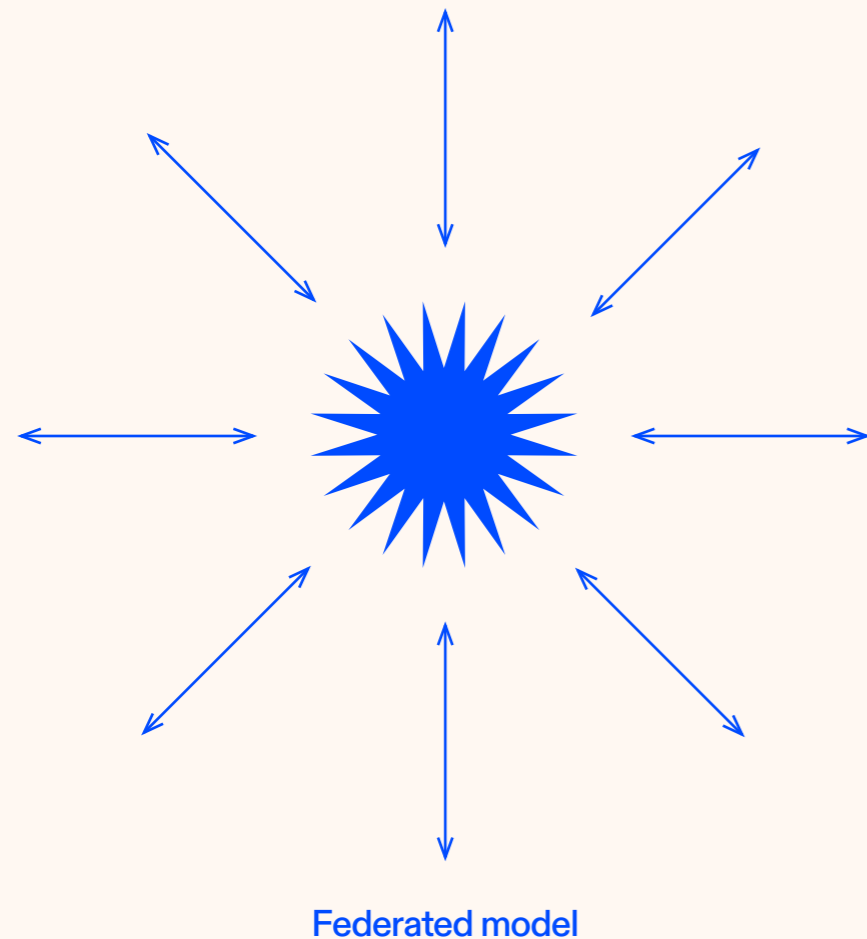
During my time at Bandcamp, I learned so much about my teammates' deep areas of knowledge and curiosity. Where this intersected with organizational need, I saw a great opportunity: help Bandcamp build better products while empowering designers to flex their skills and assume new responsibilities in their roles.

Design System, Brand, & Accessibility

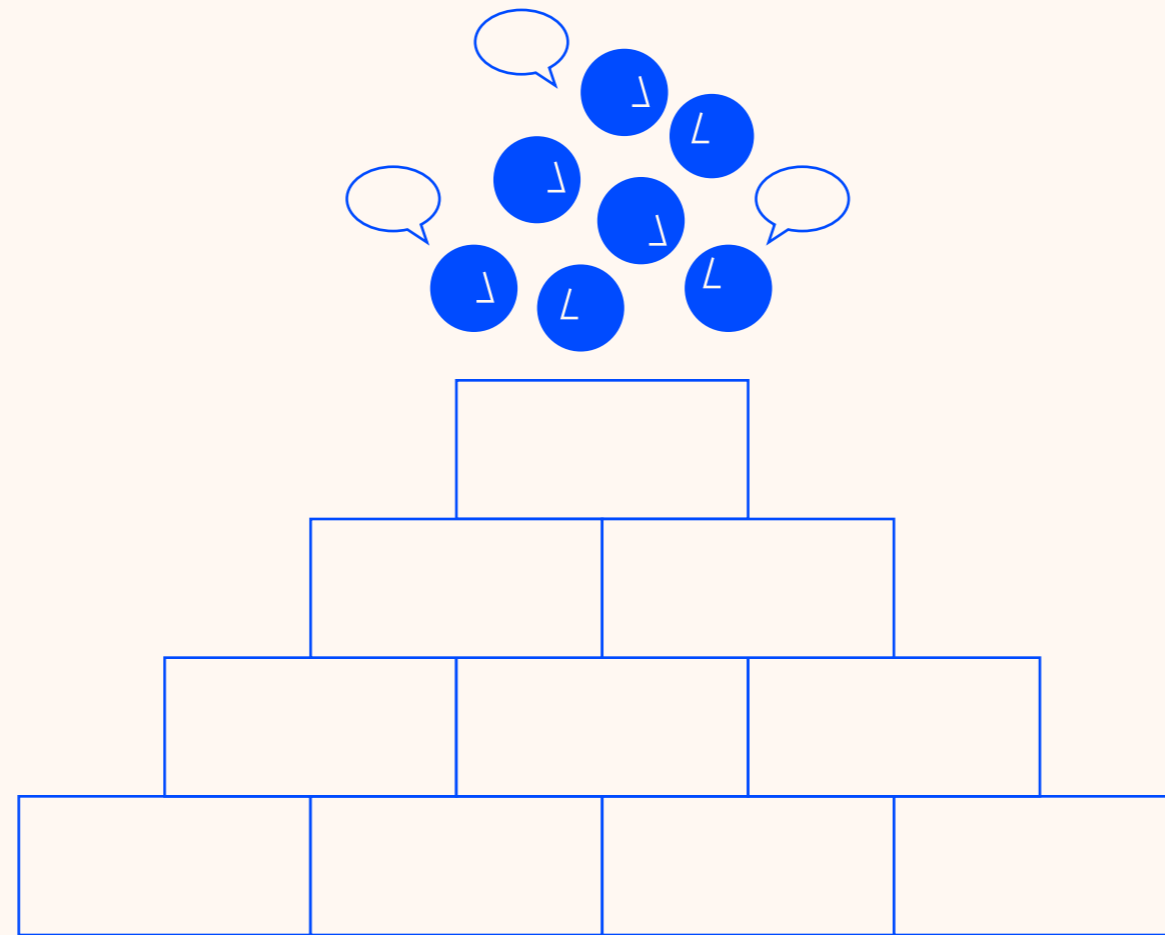


In addition to the Design System work I'd been leading, I identified two further key areas where designers' skills and curiosity matched up with unmet needs at Bandcamp: Brand and Accessibility.

I assigned design leads to each of these three spaces. Then, I programmed a week-long end-of-year Design Symposium where our cross-functional working groups were born.

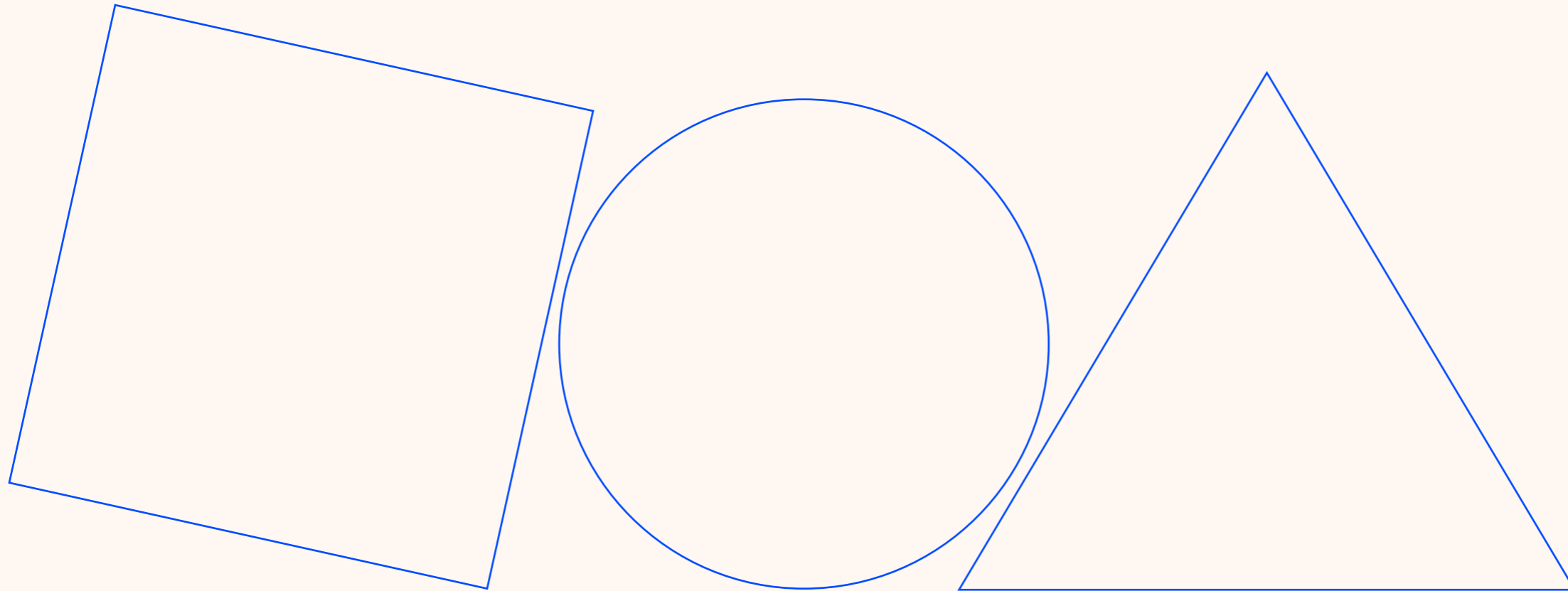


Working groups were empowered to organize in the way their leads and cohorts deemed most fitting. This resulted in a federated model for Accessibility and the Design System, and a centralized model for Brand.

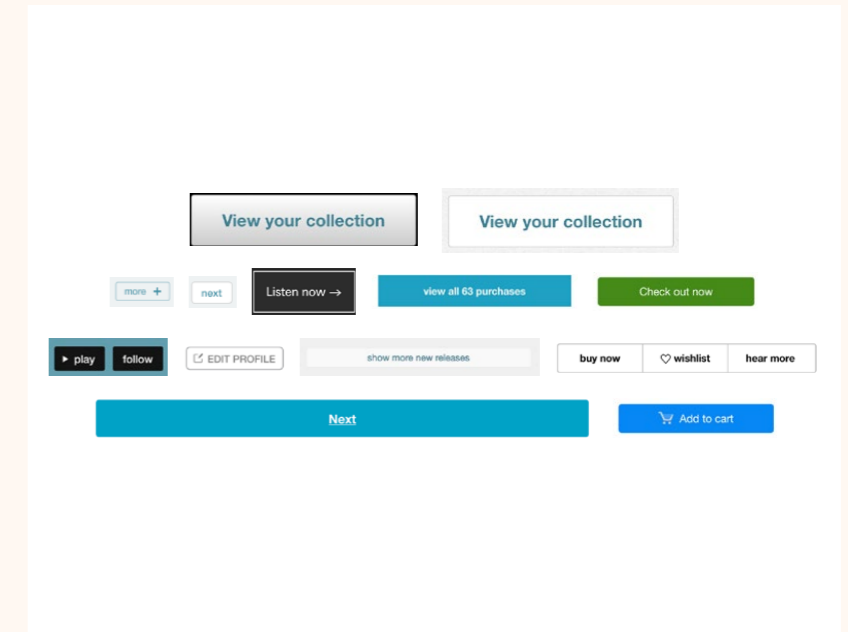
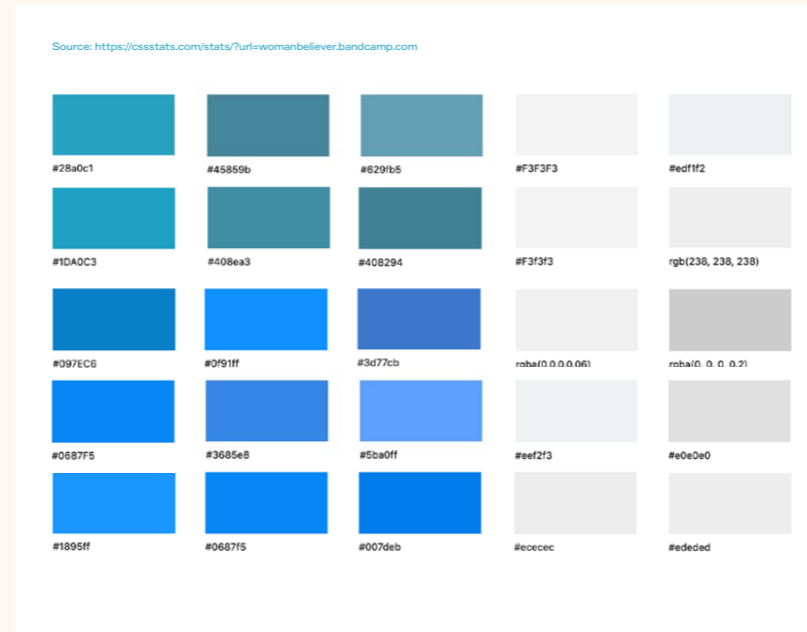


Cross-functional stakeholders conversing wildly atop the mountain of mutual understanding

Leads were asked to limit working group sizes initially to maintain focus and work efficiently. Once the foundations were laid for each group, cross-functional stakeholders were invited to participate in an open door process.



Designing Bandcamp's Design System



INTRODUCING DESIGN SYSTEMS

A design system is a collection of resources, guidelines, and best practices that act as the building blocks for a product's design and development.

INTRODUCING DESIGN SYSTEMS

- Faster builds, through reusable components and shared rationale
- Better products, through more cohesive user experiences and a consistent design language
- Improved maintenance and scalability, through the reduction of design and technical debt
- Stronger focus for product teams, through tackling common problems so teams can concentrate on solving user needs

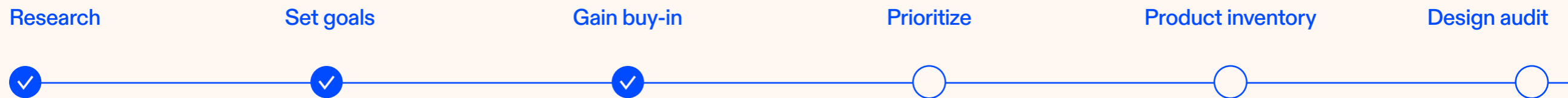
PROCESS

We'll design and build collaboratively, working with designers, engineers, and product managers to figure out the best way forward.

Having laid the groundwork for a Design System working group, I handed off the lead role to a member of my cohort.

1. Foundation

2. Inventory

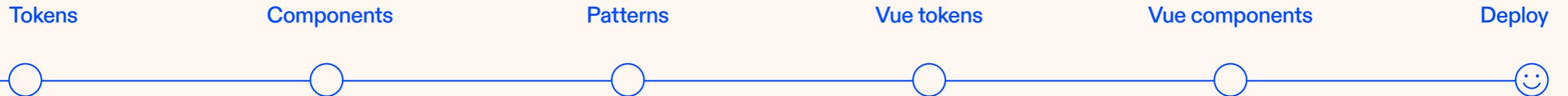


We worked together to create high-level phases and milestones.

As our work progressed, we were able to provide more granular time estimates for phases and milestones, incorporating our work into the regular roadmap and product lifecycles across Bandcamp.

3. Design Library

4. Developer Library



We worked together to create high-level phases and milestones.

As our work progressed, we were able to provide more granular time estimates for phases and milestones, incorporating our work into the regular roadmap and product lifecycles across Bandcamp.

Key Outcomes

Greater product
consistency

Improved
Accessibility

Systematic approach
to design & tech debt

Faster development

Less redundancy

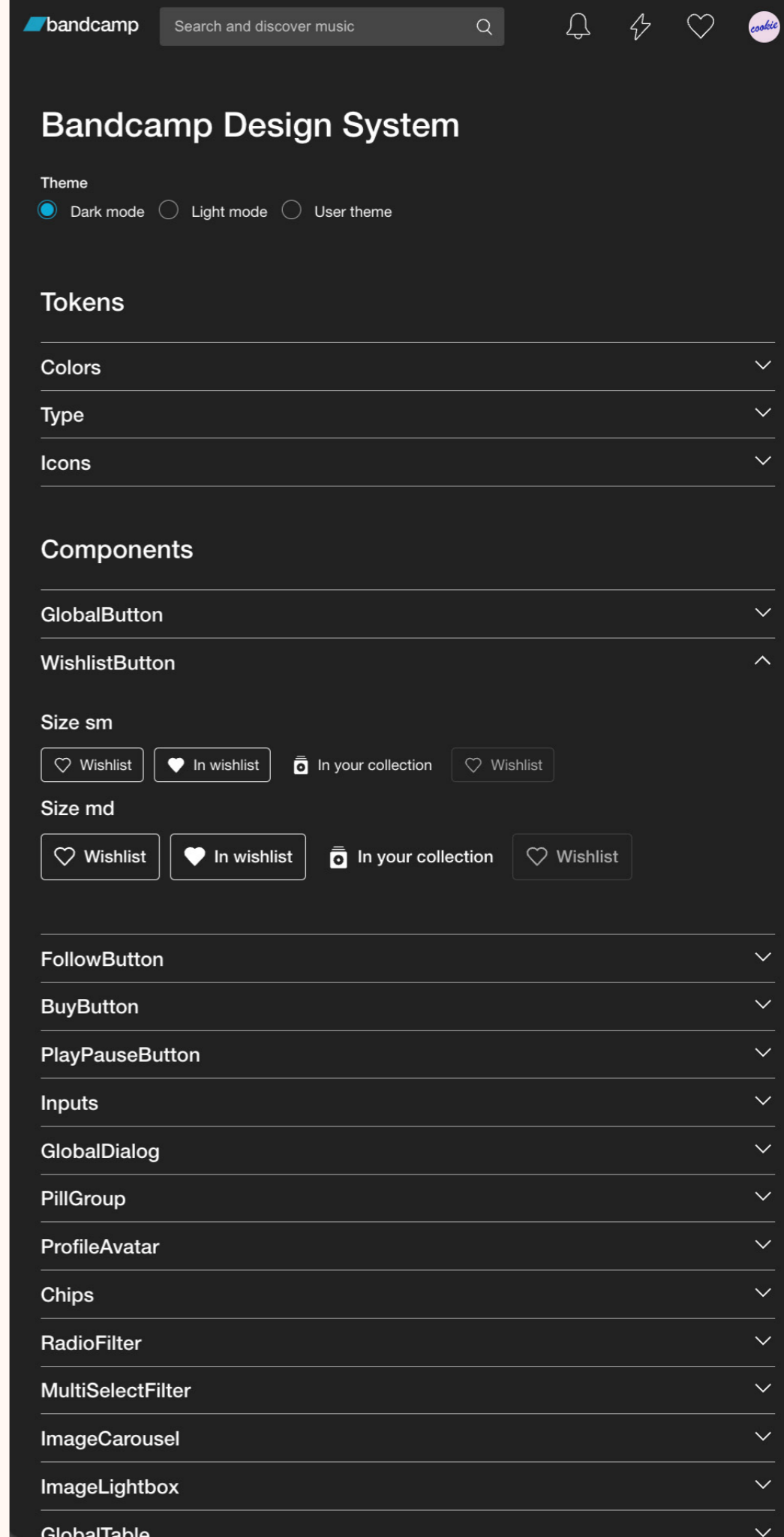
Better collaboration

Case Study 2 — Creating effective cross-functional working groups

Key Outcomes

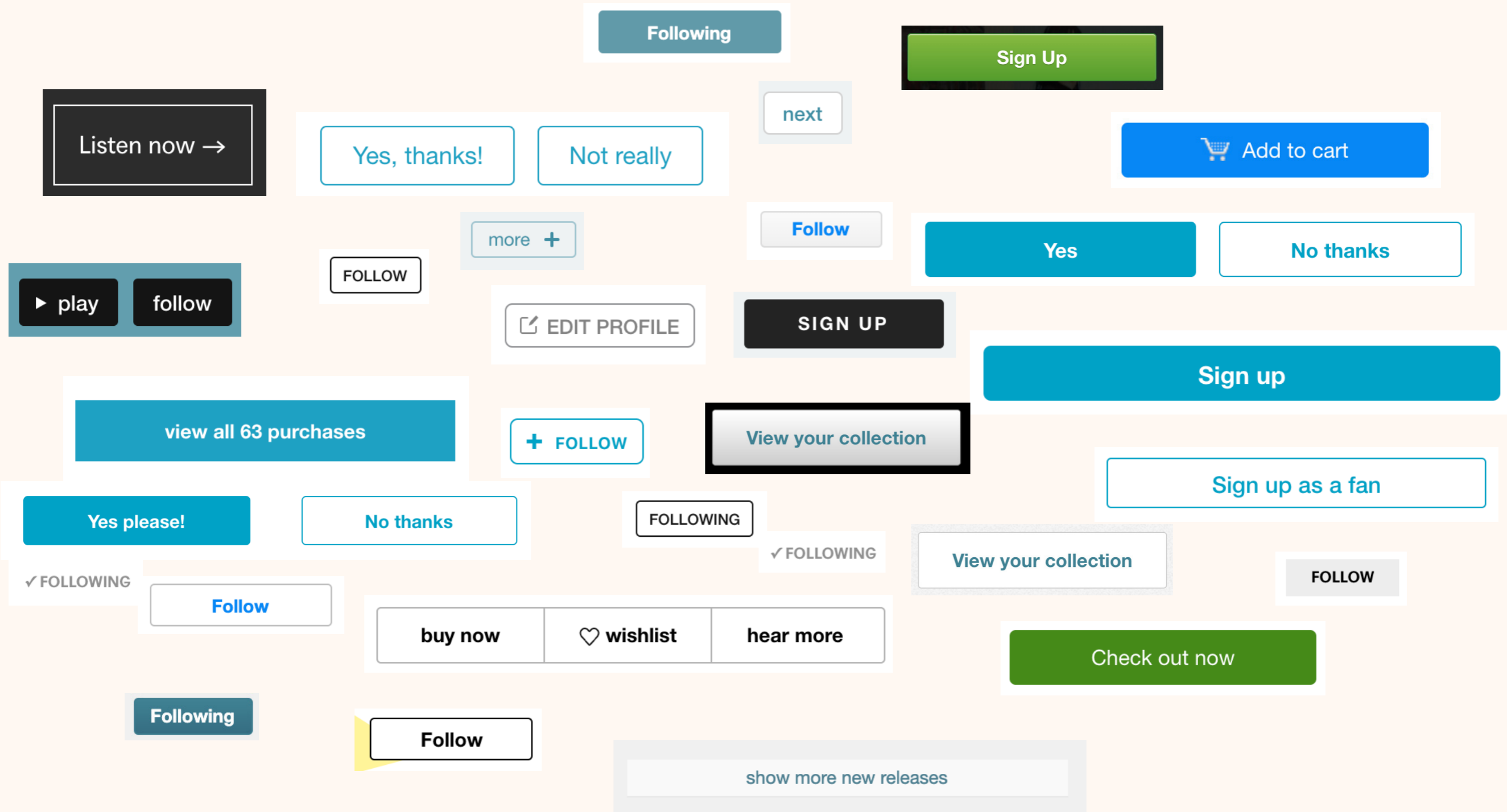
A design system!

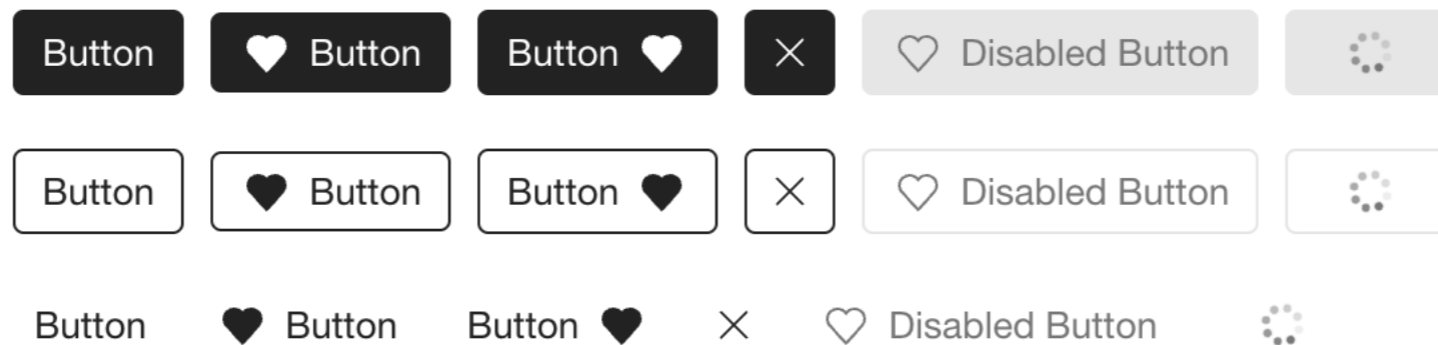
→ bandcamp.com/design_system



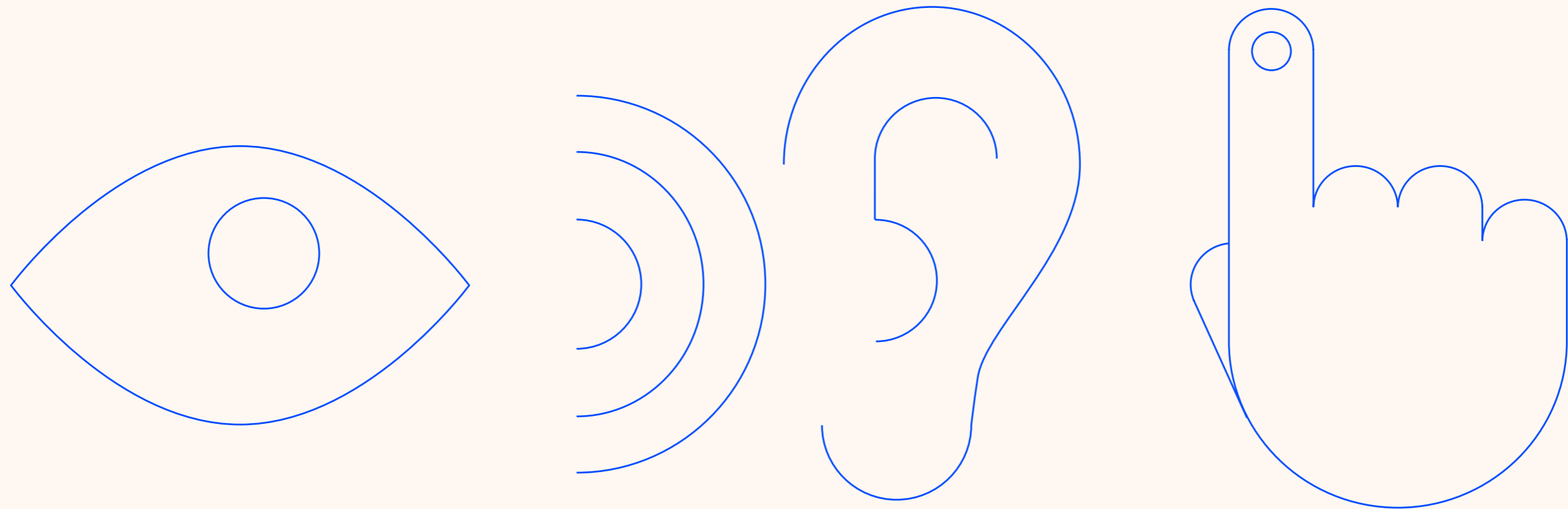
Case Study 2 — Creating effective cross-functional working groups

Zoe Miniker

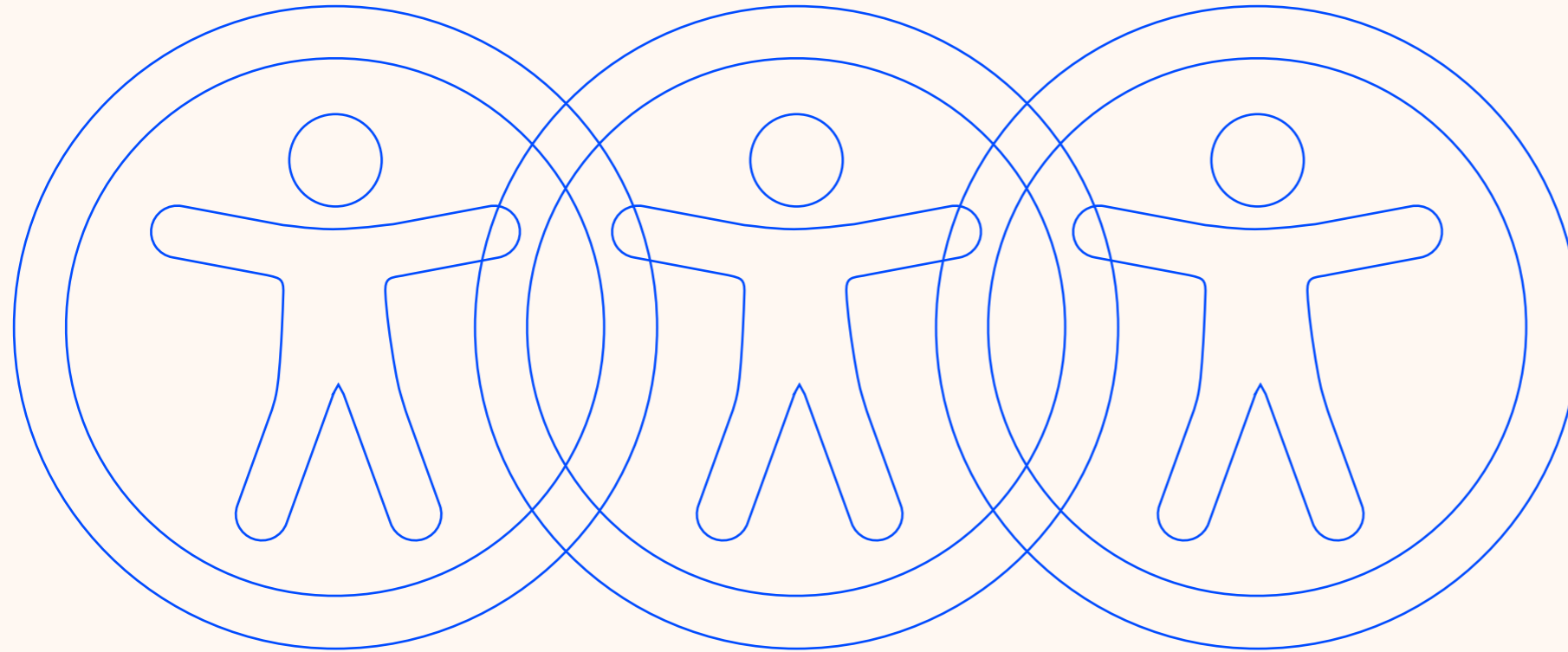




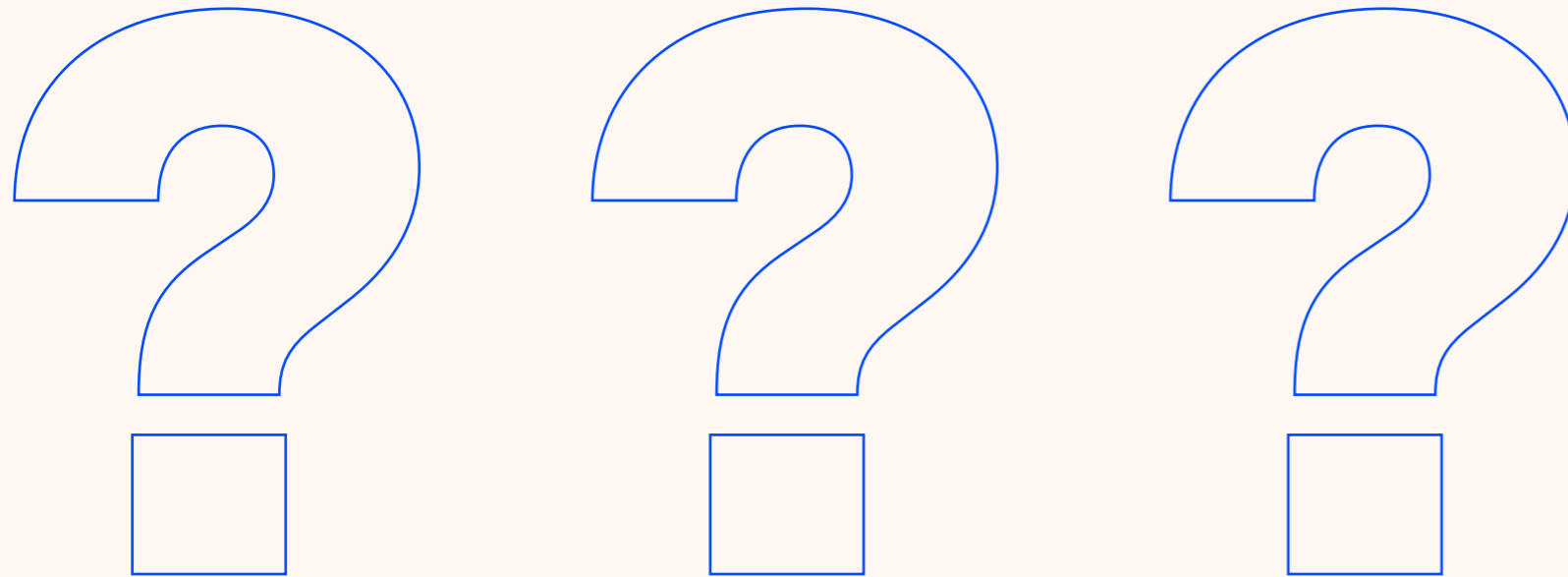
Implementing our design system impacted how Bandcamp approached both everyday design challenges and large-scale product launches. It streamlined collaboration across disciplines, created a process for addressing design debt, and allowed designers and developers alike to focus more on creating thoughtful solutions to challenging problems and less on reworking common elements.



Accessibility at Bandcamp



Bandcamp was fortunate to have many champions for Accessibility across disciplines. My role was to bring these various voices together, to make a strong business and values case for Accessibility to C-suite leadership, and to provide guidance and support to the group as they crafted Accessibility Guidelines.



Like the Design System, the Accessibility working group worked in a federated model. It was the most cross-functional of the three groups, with representatives from Design, Product, Engineering, and Support. While this made for a passionate team, the group's main challenge was its learning curve. Very few members had prior experience with designing and building Accessible products and services.

Company-Wide Values & Accessibility

Artists first.

We have an important role to play in empowering and amplifying artistic expression. We act with integrity for our artists and question the system that traditionally has not put them first. We embrace the creative expression and diversity of the artist community as a whole.

Acting with integrity means making our product as inclusive as possible. We have to make web accessibility a priority if we want to embrace the *full* diversity of the artist community.

1. **Think about accessibility from the start.** - complete basic training use the design system and checklists
2. **Accessibility is a team effort.** - although we have checklists by role, everyone can contribute to improving the accessibility of our products
3. **You don't have to be an expert on accessibility to get started on accessibility work.** - We're all learning how to improve Bandcamp's accessibility together
4. **Do automated and manual testing regularly** (developer's remit)
5. **Test with assistive technologies** - e.g. within QA testing, usability testing with participants
6. (depending on size and scope of project) **Get an accessibility audit before public launch** - e.g. get experts to do an audit (like we did with intopia)

The Accessibility working group found its way through an intensive process of research, knowledge-sharing, and crucially, through taking a values-aligned approach with Bandcamp's mission.

Key Outcomes

Accessibility
Guidelines

Design System
consultation

Automated
Accessibility testing

Product reviews

Weekly office hours

Critical product fixes

Key Outcomes

Individual guidelines for developers, designers, and product managers



Design Checklist (Draft)

Status In Progress

- This page should give a checklist on what designers need to do before handing off work to developers.
- Using the design system and what to do when committing new patterns to the design system
 - Include checking colour, text, alt text, tab order etc. with references to WCAG
 - Documentation and links to templates
 - Include testing ceremonies and links out to 'How to' resources

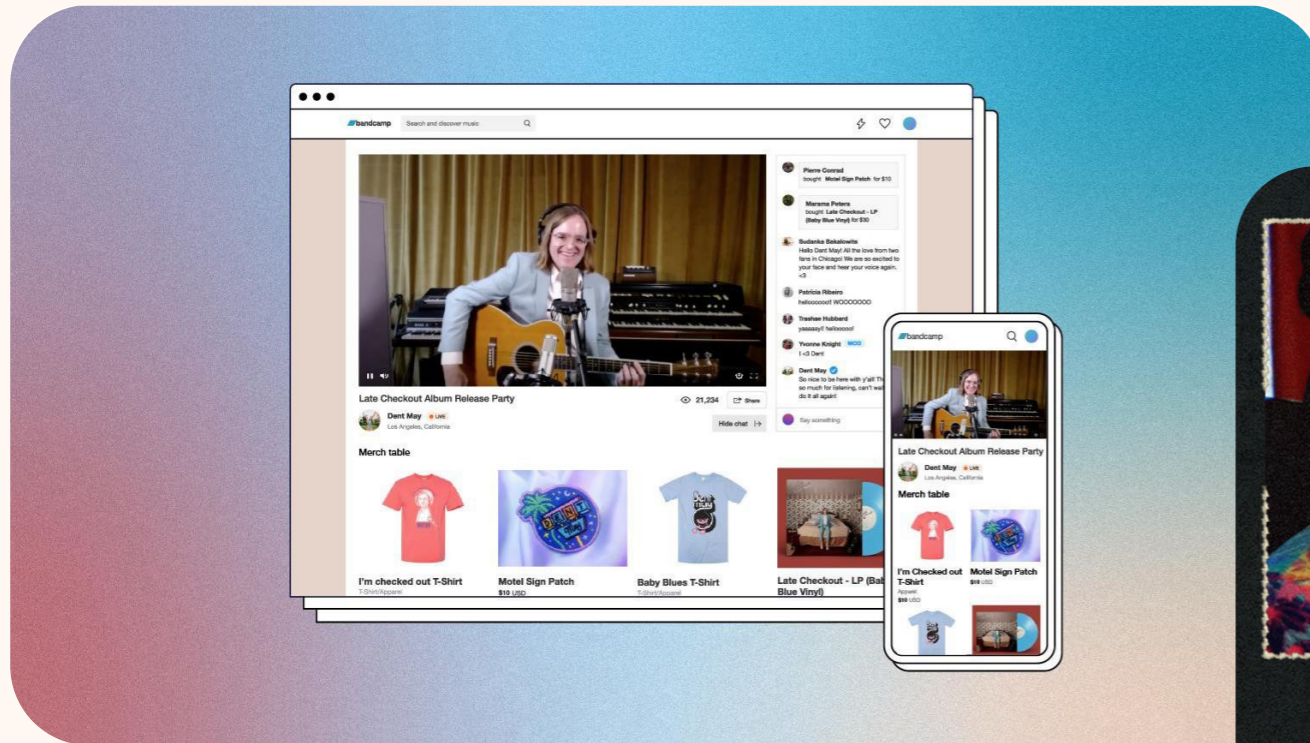
<input checked="" type="checkbox"/> Property	<input type="checkbox"/> Category	Aa Checklist Item	Tools	WCAG 2.0 Reference
		<u>passes AA at minimum.</u>	<u>Checker Tool</u>	
<input type="checkbox"/>	Colour	<u>Meaning is not conveyed by colour alone.</u>		1.4.1 Use of Colour
<input type="checkbox"/>	Layout & Hierarchy	<u>Pages and screens are given unique titles so they are clearly identifiable.</u>		2.4.2 Page Titled
<input type="checkbox"/>	Layout & Hierarchy	<u>All content and design fits into a logical heading structure and the labels describe a topic or purpose.</u>		2.4.6 Headings and Labels
<input type="checkbox"/>	Layout & Hierarchy	<u>Group related elements visually in proximity with each other</u>		1.3.1: Info and Relationships
<input type="checkbox"/>	Typography	<u>Use a large enough font size for body text so that people can comfortably</u>	Design tokens? Brand Guidelines	1.4.8 Visual Presentation

3 —

Launching an artist-centered livestreaming service

Bandcamp Live

In addition to my role as a Design Director, I was the Design Lead for Bandcamp's Live and Community feature team. Between 2020 and 2023, my team launched and grew Bandcamp Live, encompassing two products: Live Streaming and our tremendously popular Listening Party feature.



Live Streaming was Bandcamp's first 0-1 feature to launch since implementing our working groups, so it was a perfect proving ground for some of the foundational Design System, Accessibility, and Brand work we'd done to date.

User Needs

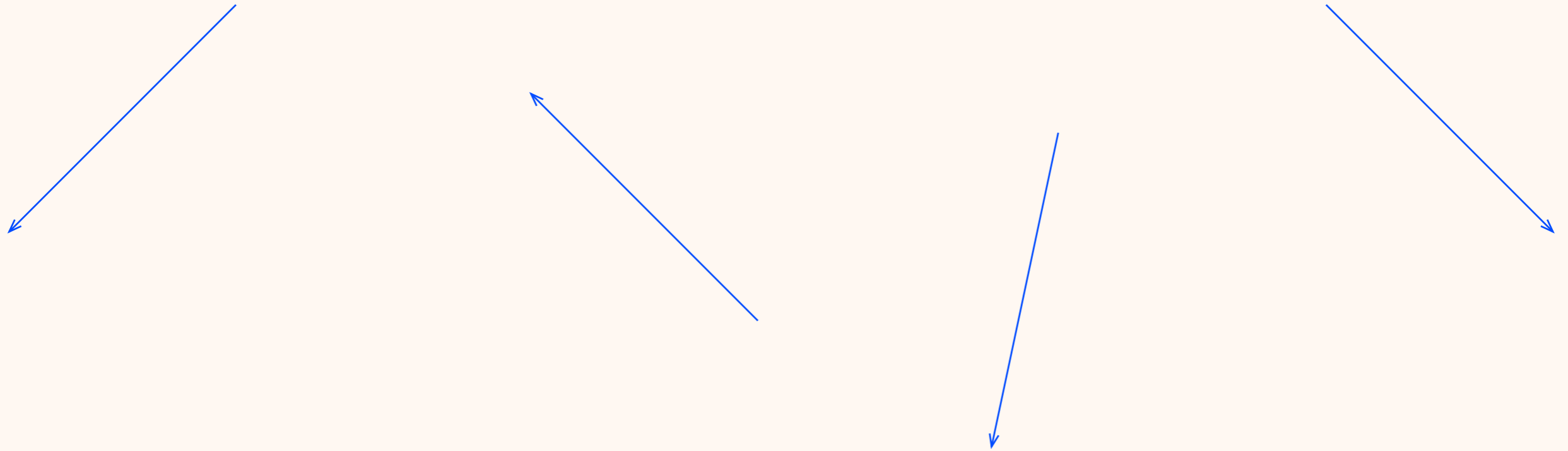
- Effortless setup
- Support throughout the live streaming process
- Simple invitation and attendance
- High-quality streaming
- Opportunities to showcase merchandise and music
- Safety features

Feature Team Priorities

- Simplify Bandcamp's content editors
- Address design & technical debt
- Incorporate Accessibility & Design System work
- Set an example for future efforts
- Prioritize ease of access to events

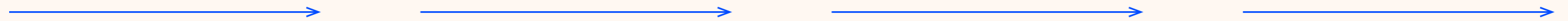
Business Objectives

- Go to market quickly
- Prioritize paid features
- Attract a diverse group of artists to the platform
- Convert live stream attendees into Bandcamp users

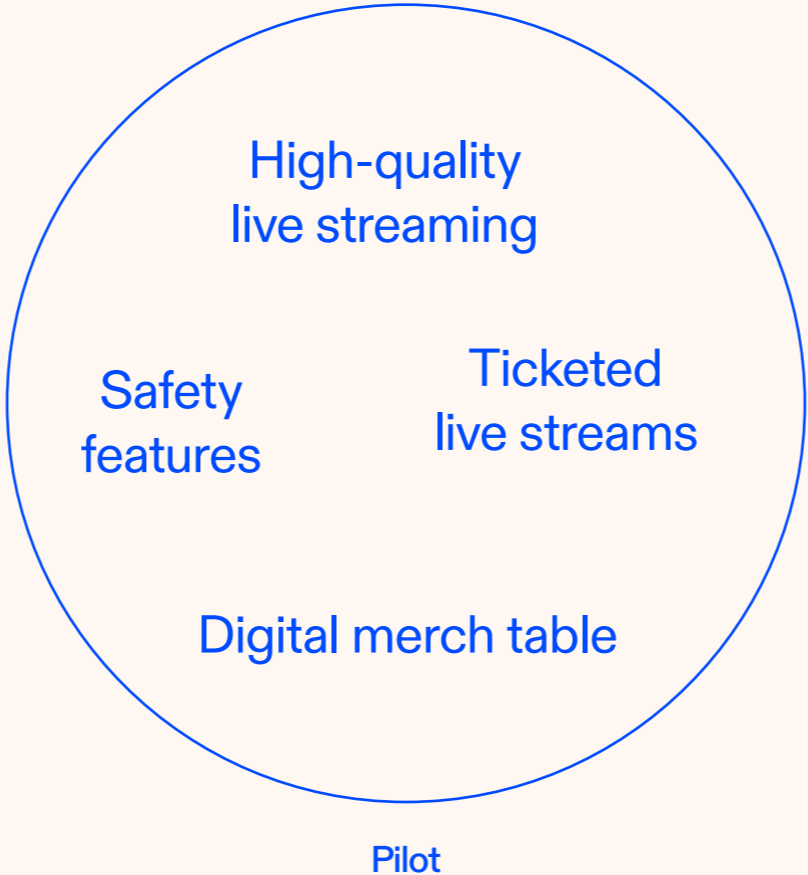


In order to create alignment among competing sets of priorities, my team decided on a two-phase product development approach:

1. A pilot phase with white glove service to a limited set of artists.
2. A robust product improvement cycle with a phased roll-out.



My team scoped a high-quality, limited initial release. This allowed us to start learning from artists as quickly as possible. It also gave designers and developers space to incorporate the emerging work of the Design System and Accessibility working groups. Since our Vue components weren't ready, we opted to build custom versions of approved components, to be replaced with their Vue counterparts.





Case Study 3 — Launching an artist-centered livestreaming service

Zoe Miniker

The screenshot shows the 'Album and track editor' interface. At the top, there's a navigation bar with 'bandcamp', 'dashboard', '+ add', 'orders', and 'stats'. A yellow notification banner at the top reads: 'We notify followers when you release new music, so the more followers you have, the more sales you can expect. Learn how to grow your fanbase before you publish your next release.' The main content area is divided into several sections: 'TRACKS' with an 'add track' button and details like '600MB max per track, lossless .wav, .aiff or .flac'; 'MERCH' with an 'add merch' button and details like 'CD, vinyl, etc. more info'; 'LISTENING PARTY' with a 'schedule listening party' button and details about celebrating a new release; 'Publish' options for 'public' (selected) and 'private'; 'album name' input field; 'release date' input field; 'pricing' section with a '7.00 US Dollars' input and a checkbox 'let fans pay more if they want'; 'description' input field; 'Upload Album Art' section with a '1400 x 1400 pixels minimum (bigger is better)' requirement; 'add bonus item' button; 'artist' input field; 'about this album:' input field; 'album credits:' input field; 'tags: Pop, dream pop, bedroom pop,' input field; and 'album UPC/EAN code:' and 'catalog number:' input fields.

Album and track editor



The screenshot shows the 'Event editor' interface. At the top, there's a navigation bar with 'bandcamp', 'dashboard', '+ add', 'orders', and 'stats'. The main content area is titled 'Add a live stream' and has a progress bar with four steps: '1 Event details', '2 Options', '3 Merch table', and '4 Test stream & publish'. The 'Event details' section includes: 'Stream title*' input field with 'Boo Boo Live Is An Even Longer Title Now'; 'Date*' input field with '09/20/2020'; 'Time zone*' dropdown menu with '(GMT-04:00) United States (Eastern) Time'; 'Start time*' and 'End time' input fields with '10:00 PM' and '12:00 AM'; 'Ticket type*' section with 'Minimum price' (selected) and '\$10.00 US Dollars' input, and a checkbox 'let fans pay more if they want'; 'Description*' section with a text area containing 'We are fricking excited beyond belief to announce we'll be performing Boo Boo from start to finish, here on Bandcamp!'; and 'Add an image' section with a text area containing 'Greetings, Toro Y Moi just announced a live stream on Bandcamp. Boo Boo Live Is An Even Longer Title Now. This event is scheduled for: Monday, September 20, 2020 at 10:00 PM PST. Add to Calendar | Add to other calendar. Buy a Ticket. We are fricking excited beyond belief to announce we'll be performing Boo Boo from start to finish on Bandcamp!'. A preview image of the artist is shown on the right side of the event details section.

Event editor

Bandcamp Live's event editor is an excellent example of Design System, Accessibility (and Brand!) work being put into practice.

Case Study 3 — Launching an artist-centered livestreaming service

From the use of Accessible Design System components to situational Accessibility considerations to branded illustrations, the event editor acts as the front door to an inclusive, safe, artist-centered experience informed by artists themselves.

bandcamp dashboard + add orders stats

Add a live stream

Event details Options Merch table Test stream & publish

And finally, test your live stream before publishing.

Not sure where to start? We have some [helpful resources below](#).

Not connected

Test your live stream

Enter the details below in your streaming software, start streaming, and you'll see a preview here.

Server


rtmp://global-live.mux.com:5222/app COPY

Stream key

715243-183635-182635-1725 COPY


Live streaming basics

Make sure you have these essentials covered.



Good equipment


You need a computer with an AMD FX / Intel i5 2000 processor or higher, or a smartphone capable of streaming.



Solid connection

A stable internet connection with an upload and download speed of at least 3 Mbps (preferably connected via ethernet).

[Not sure? Do a speed test.](#)



Consistent location

Test from the same location where you will be streaming from during the show.

Common questions

There are no bad questions, but there are good answers.

What do I need to live stream on Bandcamp?

In this article, we'll let you know what to consider to make sure you have the best live stream experience possible.

What software do I need to run a live stream?

For desktop streaming, Open Broadcaster Software (OBS) is highly recommended, as it's free and fairly easy to use, but also deeply configurable. You can [download OBS here](#).

How do I run a live stream on Bandcamp using OBS?

We'll give you the rundown on configuring your OBS audio and video settings.

How do I test my live stream?


You can test before or after publishing your live stream. In each case, the steps are as follows in this article.

How should I promote my live stream?

Publishing your show will notify your existing followers, but as with every live performance, getting the word out is important. Here are a few things to consider.

My internet is fast and stable, so why is my live stream choppy?

We'll help you troubleshoot some common OBS configuration issues that may cause a choppy live stream.



Still have questions?

If you don't see your question covered here, visit our [Live Streaming Help Center](#).

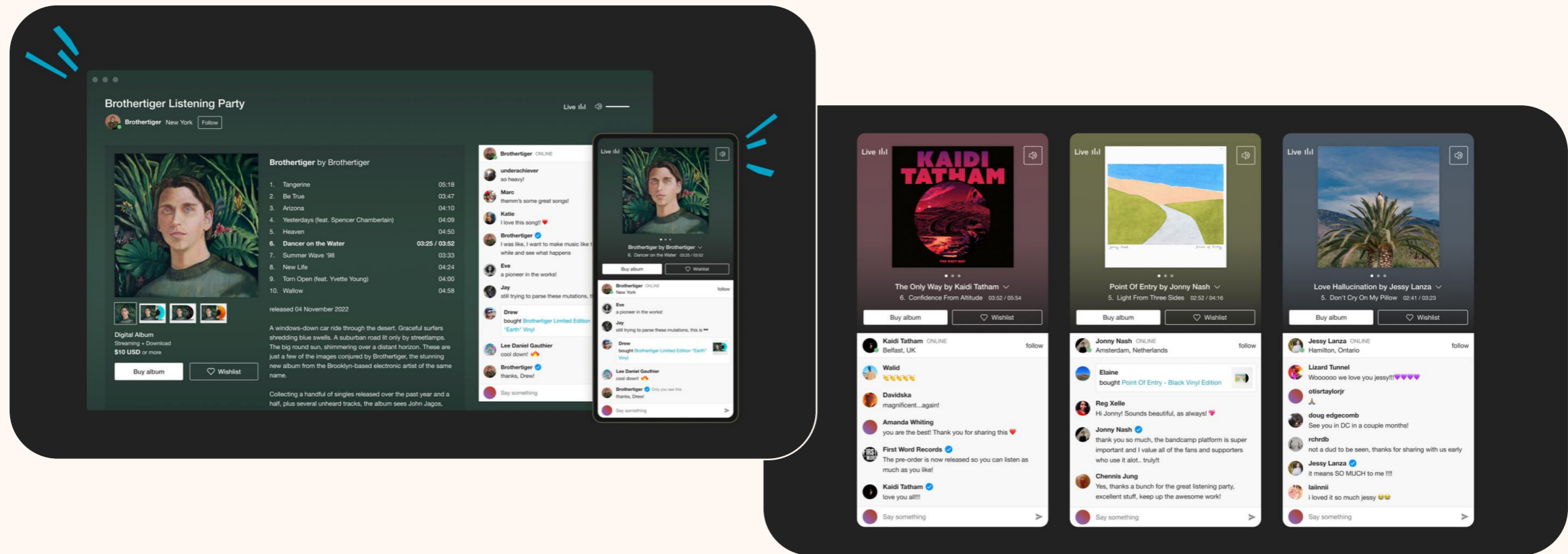
Publish Draft saved

Before you can publish, you must test your live stream following the steps above.

Recommended Settings

Audio quality: 192kbps
Video quality: 720p at 2500kbps
Frames Per Second: 30fps
Visual ratio: 16:9

Help



During the product development phase of the Live Streams product, my co-leads and I conceived of Listening Parties, a feature allowing for synchronous album playback to a group of fans. Listening Parties feature some of the best parts of Live Streams in a lower stakes format, making it accessible to more artists.

Introduction

Experience

Case Studies

Zoe Miniker

Outro

I am grateful to have made change at Bandcamp through sensitive, thoughtful leadership and systems thinking. I would be thrilled to bring my skills and experience to Weathfront's design organization, investing in the team's personal and collective growth by fostering collaboration, transparency, and alignment.

Zoe Minikes

- About
- Submitted work
- CV
- Email
- or LinkedIn
- or Substack

I'm a designer, social practice artist, and writer with deep roots in California and Michigan. I believe in people, and I like to dance. Currently, I'm a Staff Designer with [Luzoma](#) working to build a financial platform for a cooperative of farmers across the Great Plains and the Midwest.

Previously, I was Director of Design for Artists & Labels at [Bandcamp](#), where I spent six and a half years building a place for people who love independent music to directly support the people who make it.

I run [Flower Press](#), an equitable publishing practice centering historically marginalized artists, authors, and practitioners. We publish books, zines, dreams, resources, newspapers, magic, research, and more.

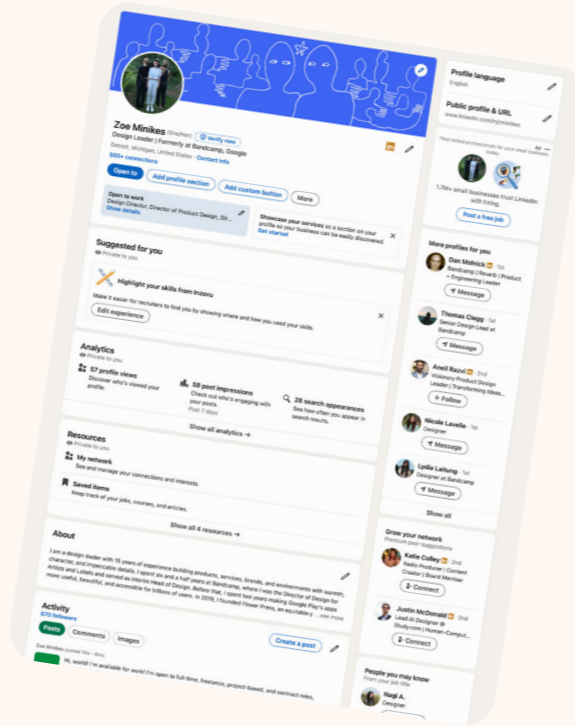
Lately, I've been learning about [sea urchin harvest](#), [bustling natural wine](#), [writing about grief and friendship](#), and opening myself up to [new opportunities](#) in spaces like climate resilience, education, music, arts & culture, tech equity, mental health, community wellness, and affordable housing.

In 2023, I helped guide brilliant teams at [Bandcamp](#) as they launched [Listening Parties](#) and [Playlists](#). [Flower Press](#) published [stunning new work](#). I completed a residency at [Salmon Creek Farm](#). I taught myself to play piano (slowly, gingerly) in a Covid-induced haze. I made and released [my first solo zine](#). I wrote a fake book about birds, I read [so many haunts](#). I also learned a lot about grief, about the importance of good friendship, about myself. I rode my bicycle through France, I drove across the country, I went to a rodeo on the fourth of July, I saw fireworks and watched them frizzle out. I wrote poems, songs, reflections, investigated new paths.

In 2022, I collaborated with [Kiyah Danks](#) to present [Accompanying Queer Sanctuary through Printed Media & Digital Realms](#) at the Allied Media Conference. [Flower Press](#) published several ambitious works, including [Care Manual](#) by [Karna Hobbins](#), as well as several pop-ups. I also spent a month in Paris writing, resting, walking, looking, and gleaming inspiration from community infrastructure and independent bookstores.

In 2021, I learned to throw pots, mugs, bowls, and more at [Ceramics School](#). [Flower Press](#) published nine new titles and participated in three art book fairs and numerous pop-up

my website



linkedin

Zoe Minikes

- About
- Submitted work
- CV
- Email
- or LinkedIn
- or Substack

Current

Luzoma
Staff Designer
2024 - present

Flower Press
Founder
2019 - present

Bandcamp
Senior Designer
2019 - present

Artists & Labels
Director of Design
2014 - 2019

Google
User Experience Designer
2014 - 2018

Artists & Labels
Contract Designer
2011 - 2014

Substance Partners
Designer
2011 - 2014

Handout
Brand America + 2017 - 2024

So Many Hearts
San Francisco, CA & Online + 2023 - present

Accompanying Queer Sanctuary through Printed Media & Digital Realms
Detroit, MI & Online + 2022

The Plastic Dog Band Food Pop Room Band, Symposium
Chatham, VA + 2022

The Sill in the Yoke, Author of Funk
Baltimore, MD + 2022

We Keep Us Safe: Alternatives to Policing in Detroit
Detroit, MI + 2022

Public Profile & URL

More profiles for you

Don Minick
Product Designer

Thomas Chapp
Senior Designer

And Reed
Product Designer

Nicole Lovell
Designer

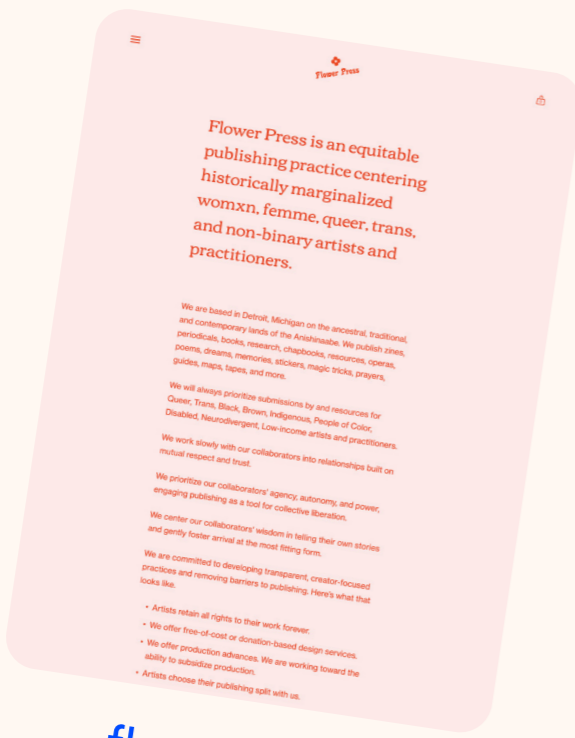
Ulla Leung
Designer

Katie Colby
Product Designer

Justin McDonald
Product Designer

Neil A.
Designer

my c.v.



flower press



talking about collaboration with the creative independent



chit chatting about flower press with the sill

Thank you!