# 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

2

3
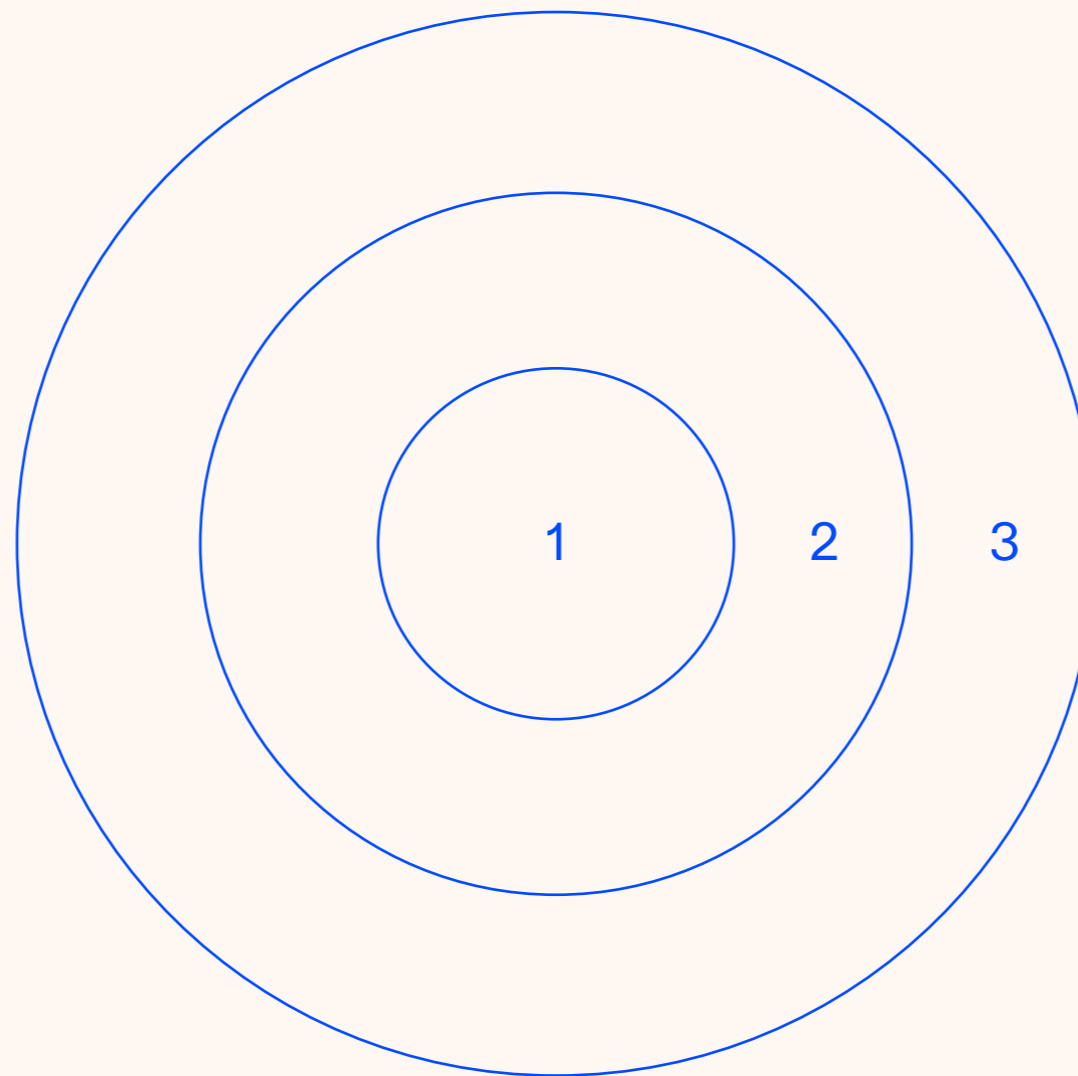
1 — Building capacity for Bandcamp's Design organization

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.

Zoe Minikes

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
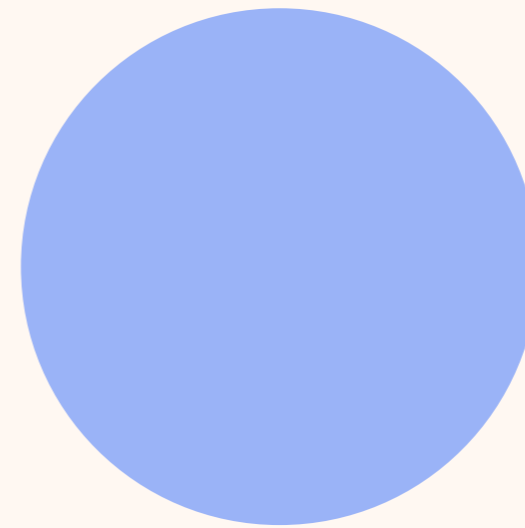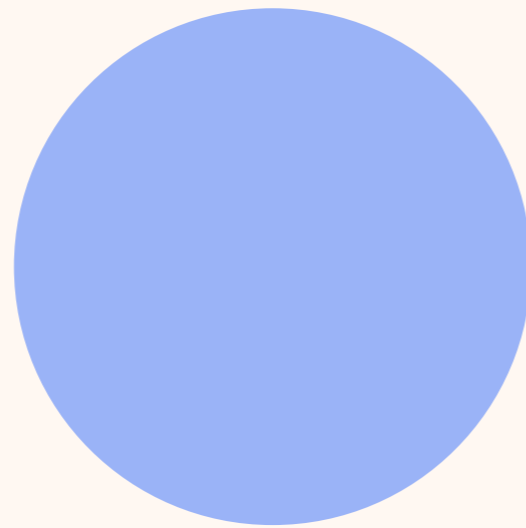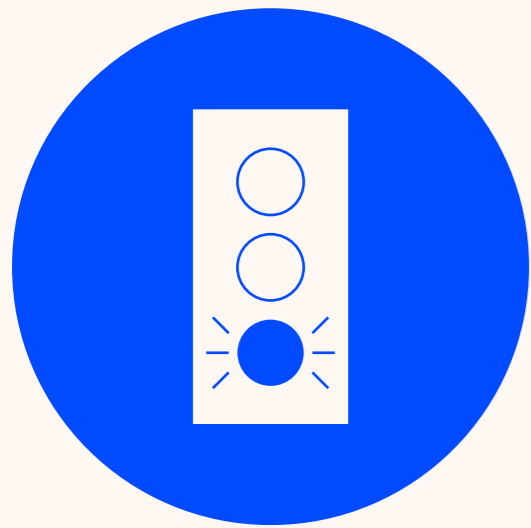performance reviews

Revised
hiring practices

Collaborative
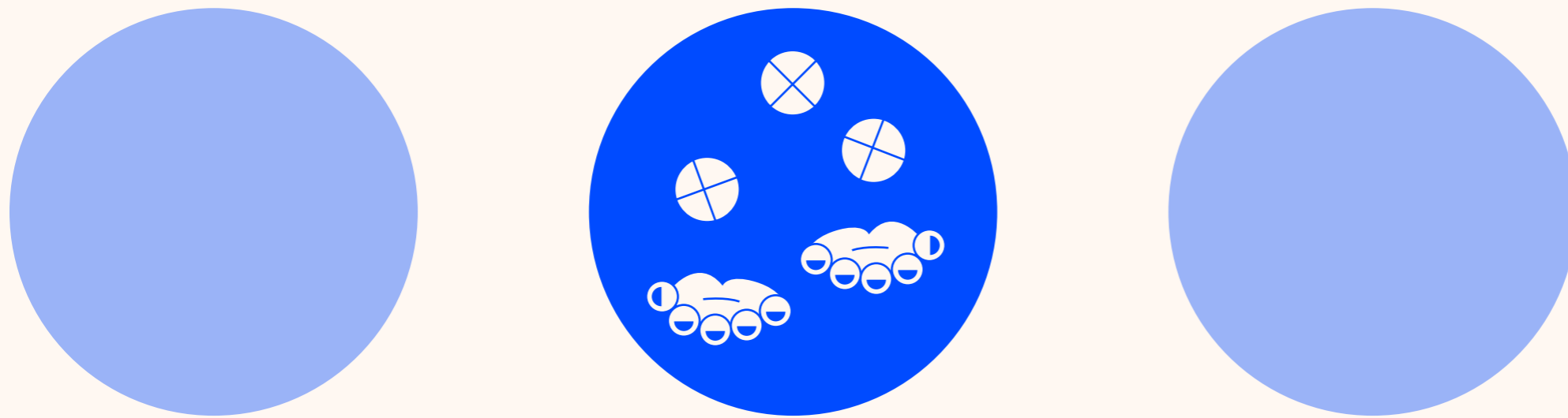process ownership

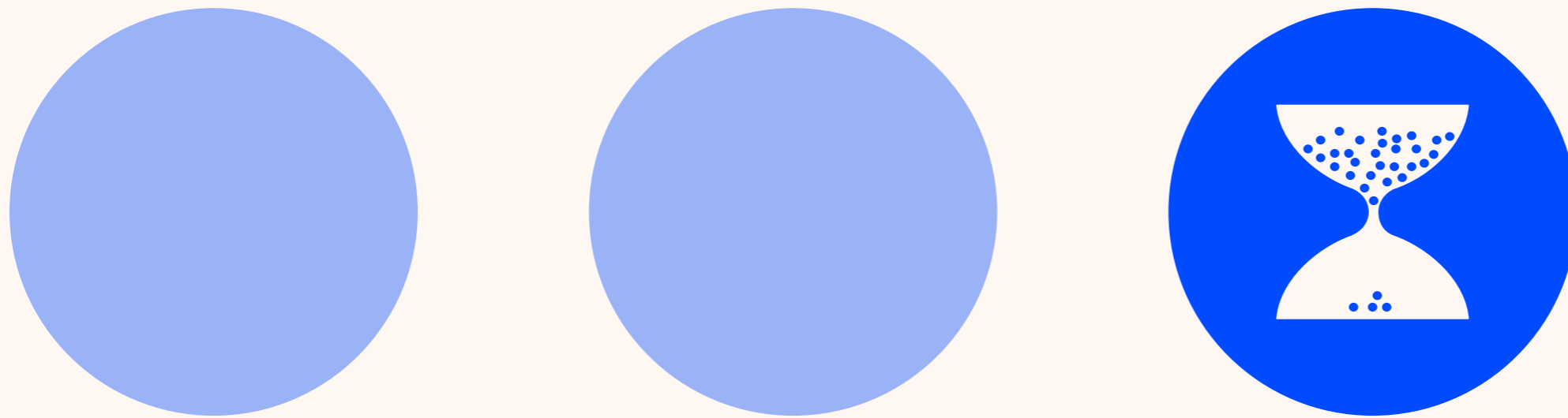Growth-oriented
one-on-ones

Clearly defined
design roles
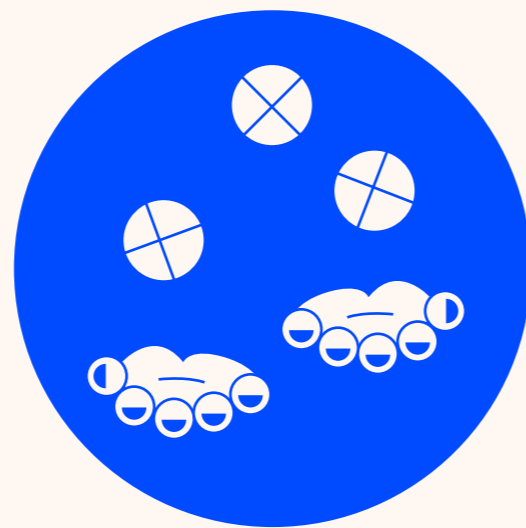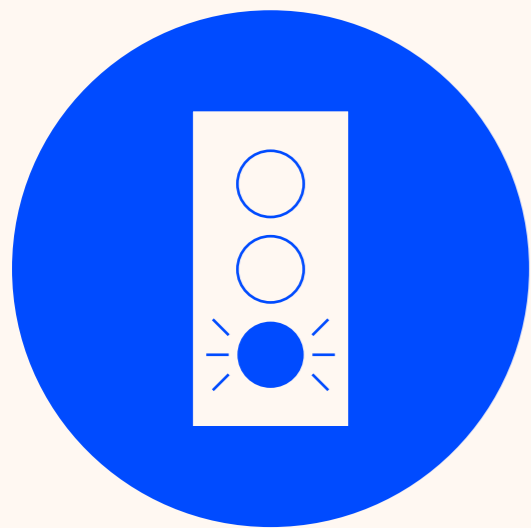
Implementing these initiatives was not without its challenges.

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.

Zoe Miniker

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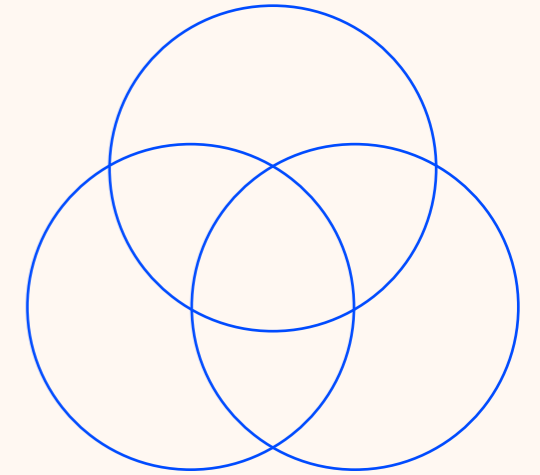
In addition to the Design System work I'd been leading, I identified two further key areas where designers' skills and curiosity matched up with unmet needs at Bandcamp: Brand and Accessibility.

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.
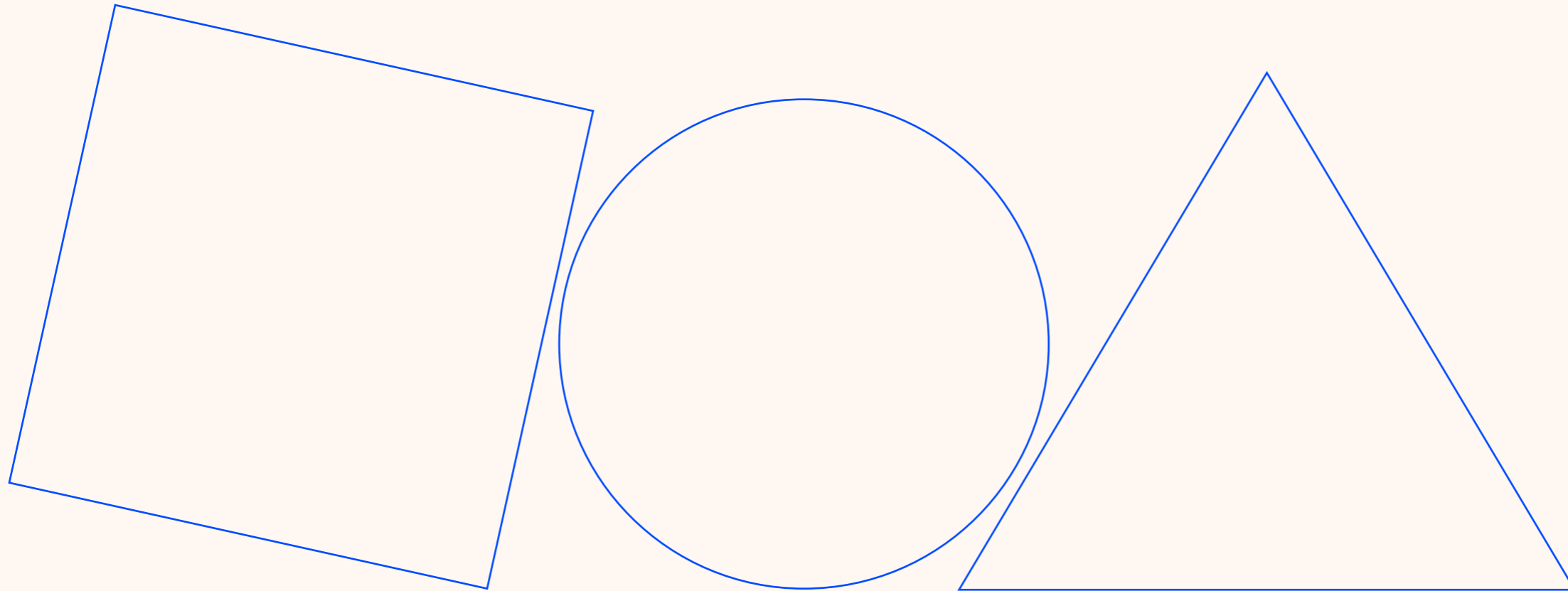
Federated model
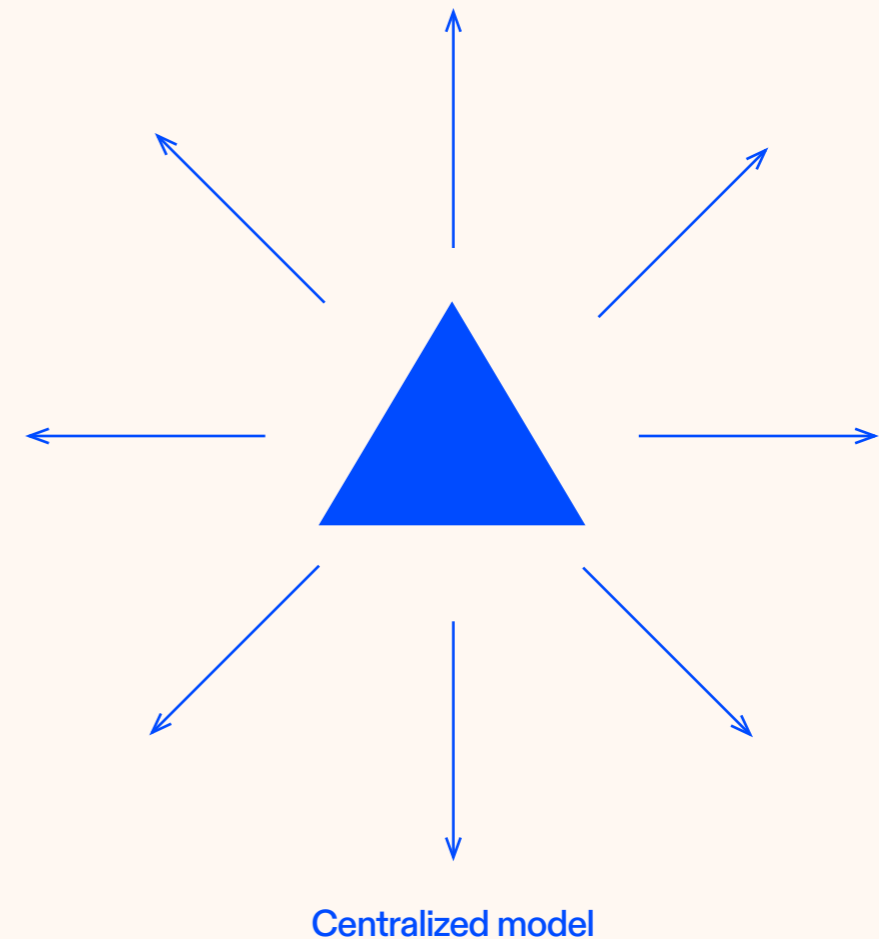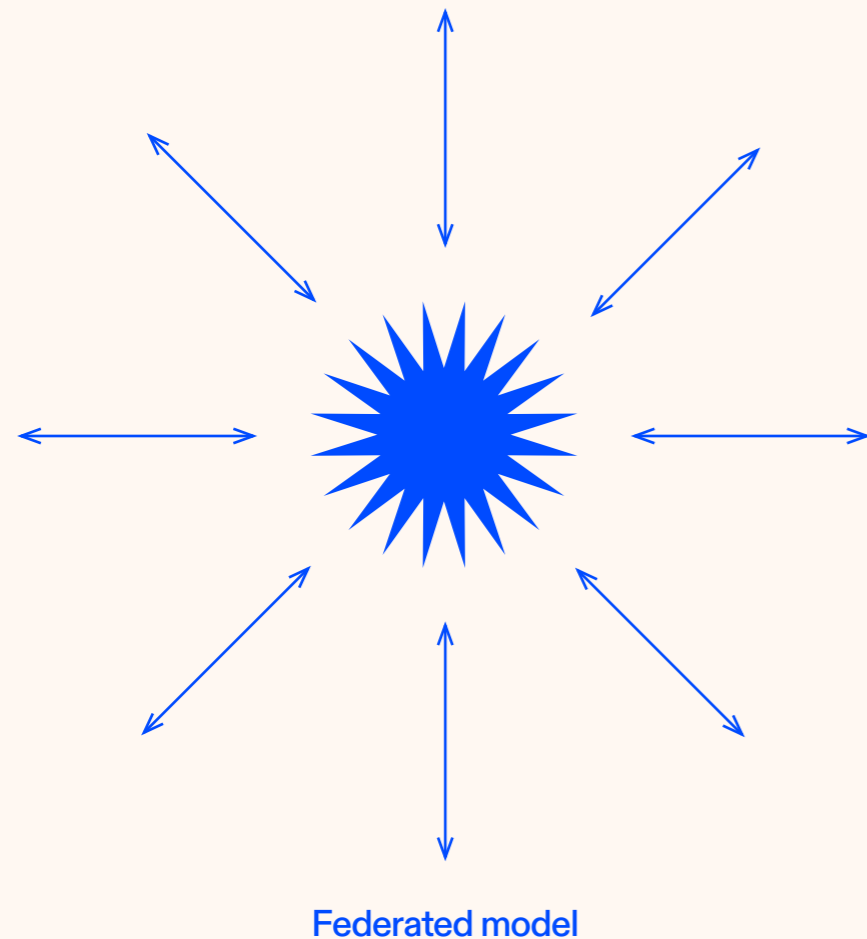
Centralized model

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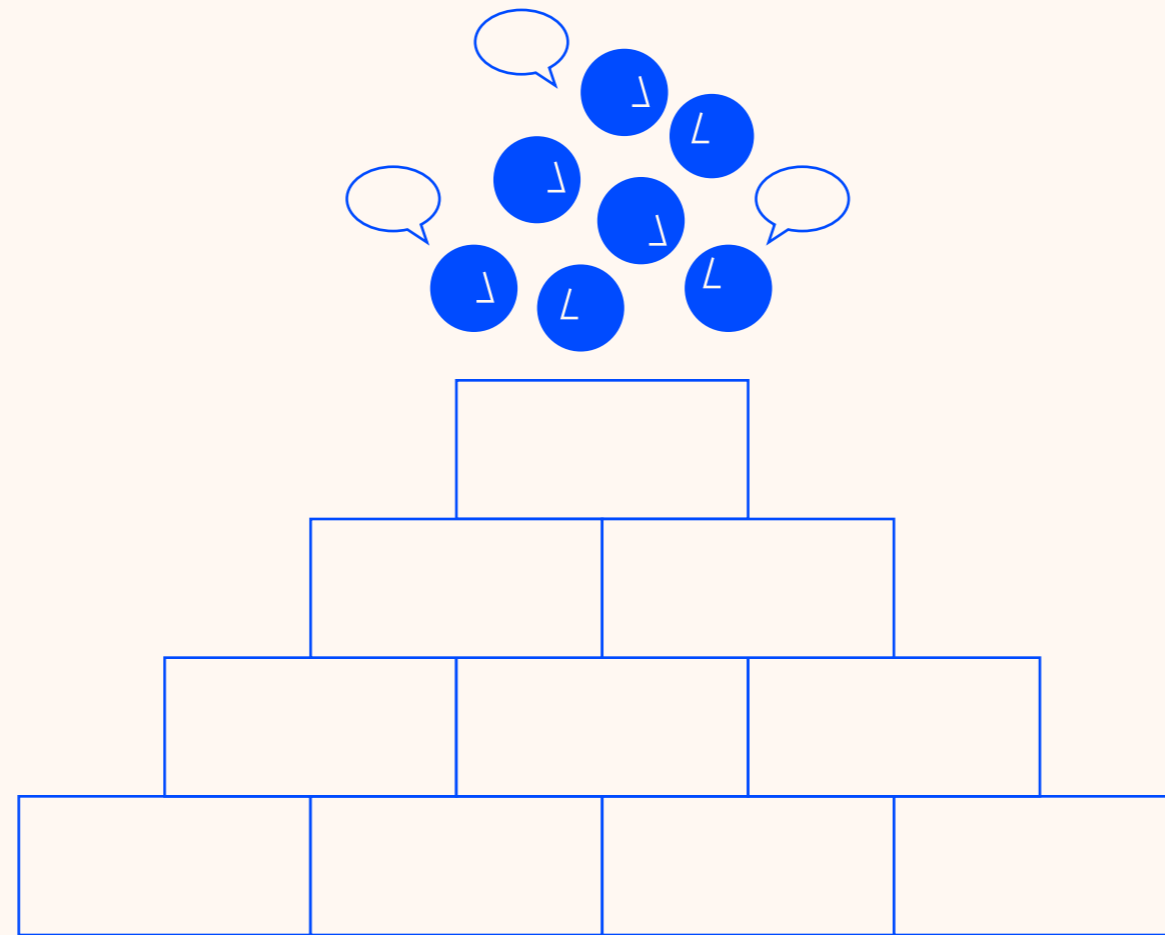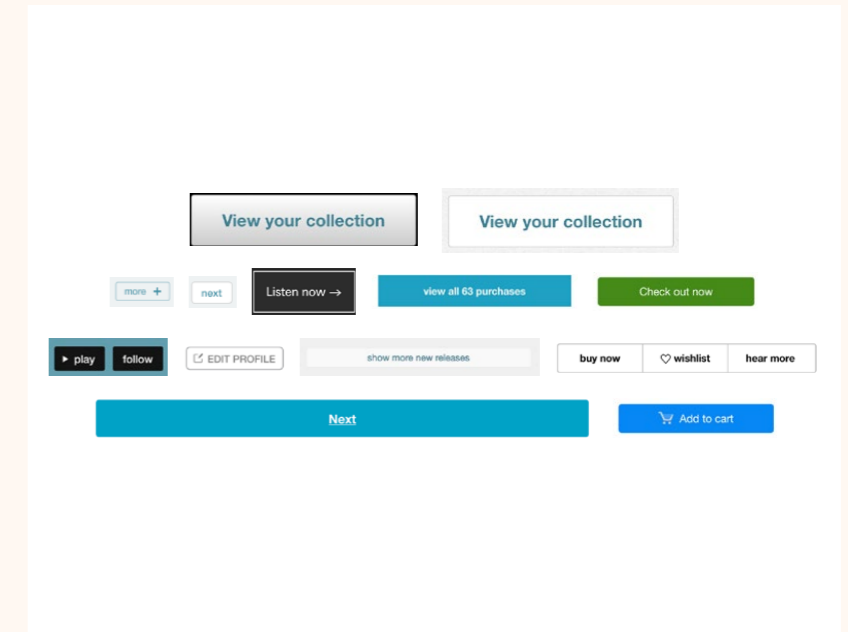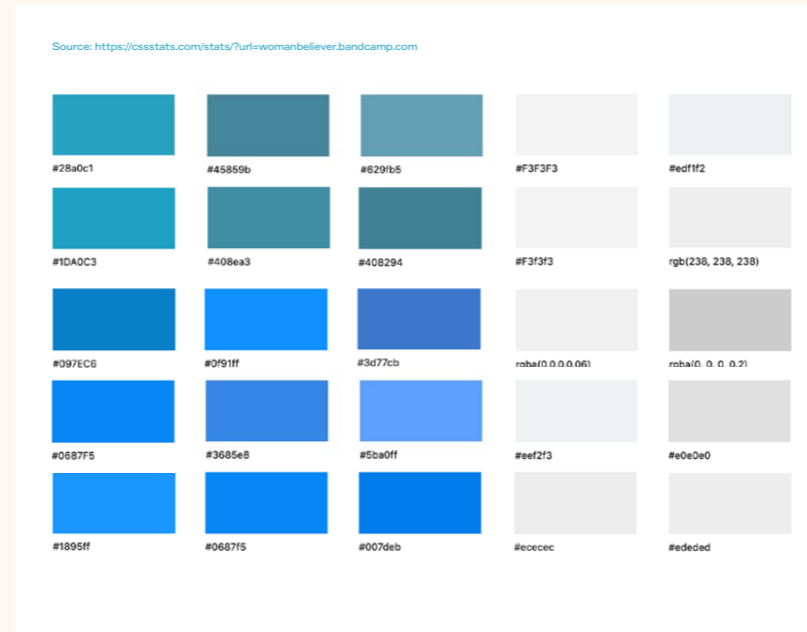
Cross-functional stakeholders conversing wildly atop the mountain of mutual understanding

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

BACKGROUND

Products and teams grow, and growth is messy.

Source: https://cssstats.com/stats/?url=womanbeliever.bandcamp.com

#28a0c1	#45859b	#629fb5	#F3F3F3	#edf1f2
#1DA0C3	#408ea3	#408294	#F3f3f3	rgb(238, 238, 238)
#097EC6	#0f91ff	#3d77cb	rgba(0,0,0,0.06)	rgba(0, 0, 0, 0.2)
#0687F5	#3685e8	#5ba0ff	#eef2f3	#e0e0e0
#1895ff	#0687f5	#007deb	#ecece	#ededed

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▶ play   follow   ⬈ EDIT PROFILE   show more new releases   buy now   ♡ wishlist   hear more

Next   🛒 Add to cart

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
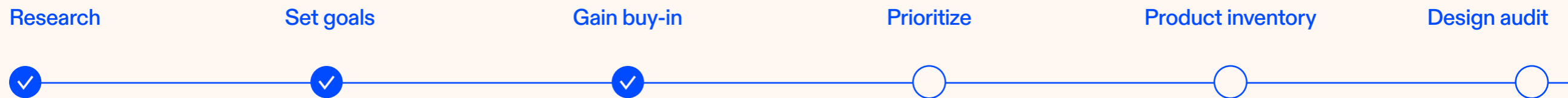
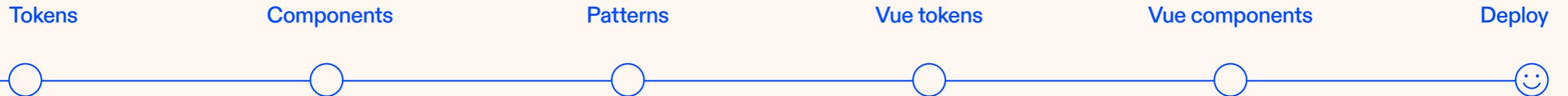| Research | Set goals | Gain buy-in | Prioritize | Product inventory | Design audit |

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.

Zoe Miniker

3. Design Library

4. Developer Library

| Tokens | Components | Patterns | Vue tokens | Vue components | Deploy |

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Key Outcomes

Greater product consistency

Improved Accessibility

Systematic approach to design & tech debt

Faster development

Less redundancy

Better collaboration

Key Outcomes

A design system!

→ bandcamp.com/design_system

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bandcamp

Search and discover music

Bandcamp Design System

Theme

- ● Dark mode
- ○ Light mode
- ○ User theme

Tokens

Colors ⌄

Type ⌄

Icons ⌄

Components

GlobalButton ⌄

WishlistButton ⌃

Size sm

♡ Wishlist   ♥ In wishlist   ⬚ In your collection   ♡ Wishlist

Size md

♡ Wishlist   ♥ In wishlist   ⬚ In your collection   ♡ Wishlist

FollowButton ⌄

BuyButton ⌄

PlayPauseButton ⌄

Inputs ⌄

GlobalDialog ⌄

PillGroup ⌄

ProfileAvatar ⌄

Chips ⌄

RadioFilter ⌄

MultiSelectFilter ⌄

ImageCarousel ⌄

ImageLightbox ⌄

GlobalTable

Zoe Miniker

Following

Sign Up

Listen now →

Yes, thanks!

Not really

next

Add to cart

Follow

more +

FOLLOW

Yes

No thanks

▶ play

follow

EDIT PROFILE

SIGN UP

Sign up

view all 63 purchases

+ FOLLOW

View your collection

Sign up as a fan

Yes please!

No thanks

FOLLOWING

✓FOLLOWING

View your collection

FOLLOW

✓FOLLOWING

Follow

buy now

♡ wishlist

hear more

Check out now

Following

Follow

show more new releases

Button   ♥ Button   Button ♥   ✕   ♡ Disabled Button   ⟳

Button   ♥ Button   Button ♥   ✕   ♡ Disabled Button   ⟳

Button   ♥ Button   Button ♥   ✕   ♡ Disabled Button   ⟳

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.

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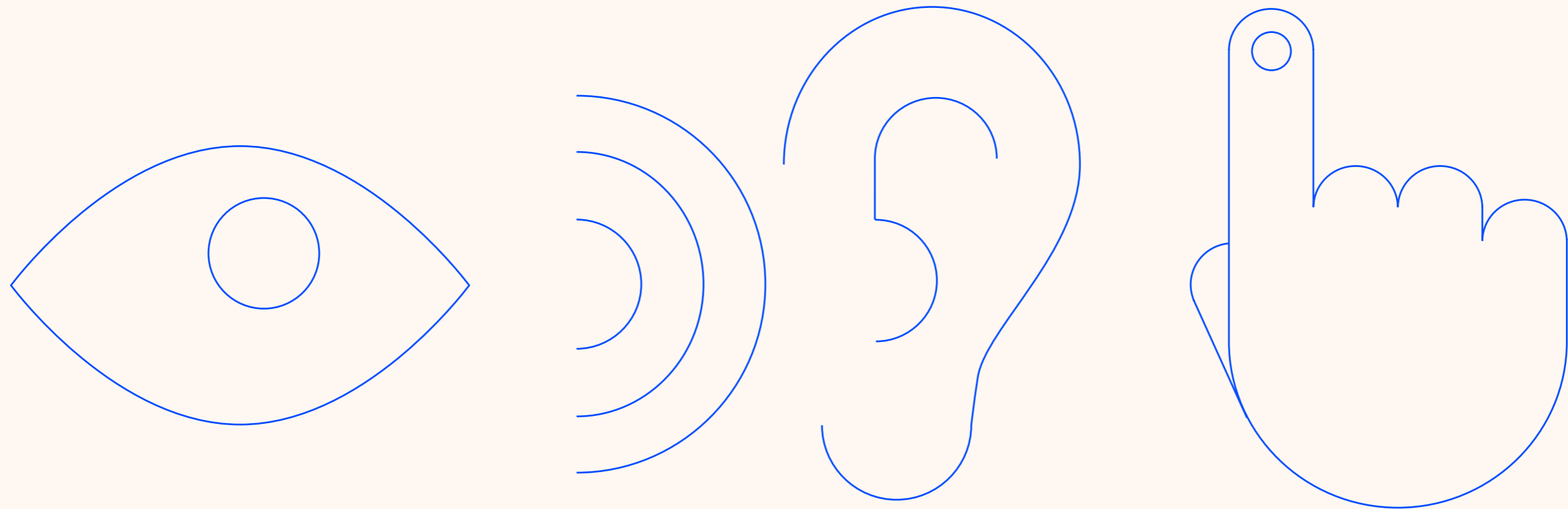
Accessibility at Bandcamp
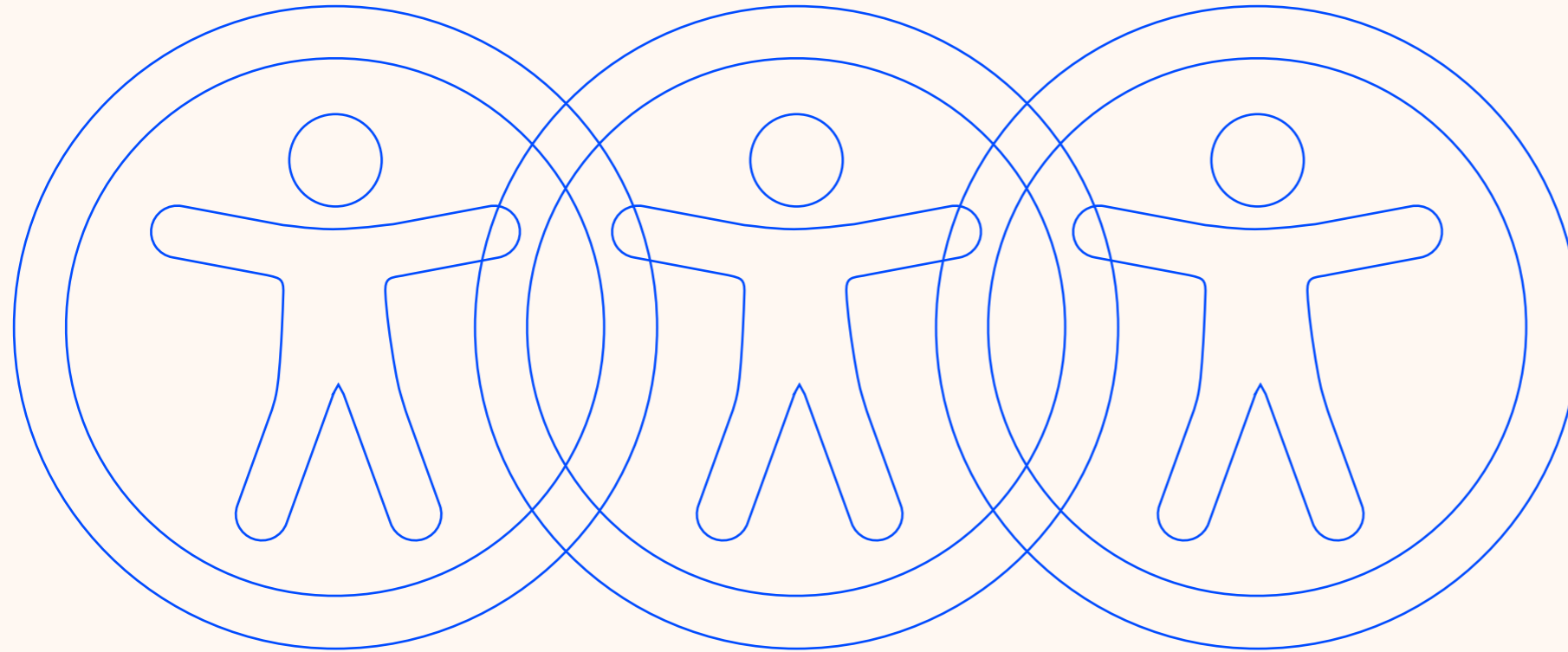
Bandcamp was fortunate to have many champions for Accessibility across disciplines. My role was to bring these various voices together, to make a strong business and values case for Accessibility to C-suite leadership, and to provide guidance and support to the group as they crafted Accessibility Guidelines.

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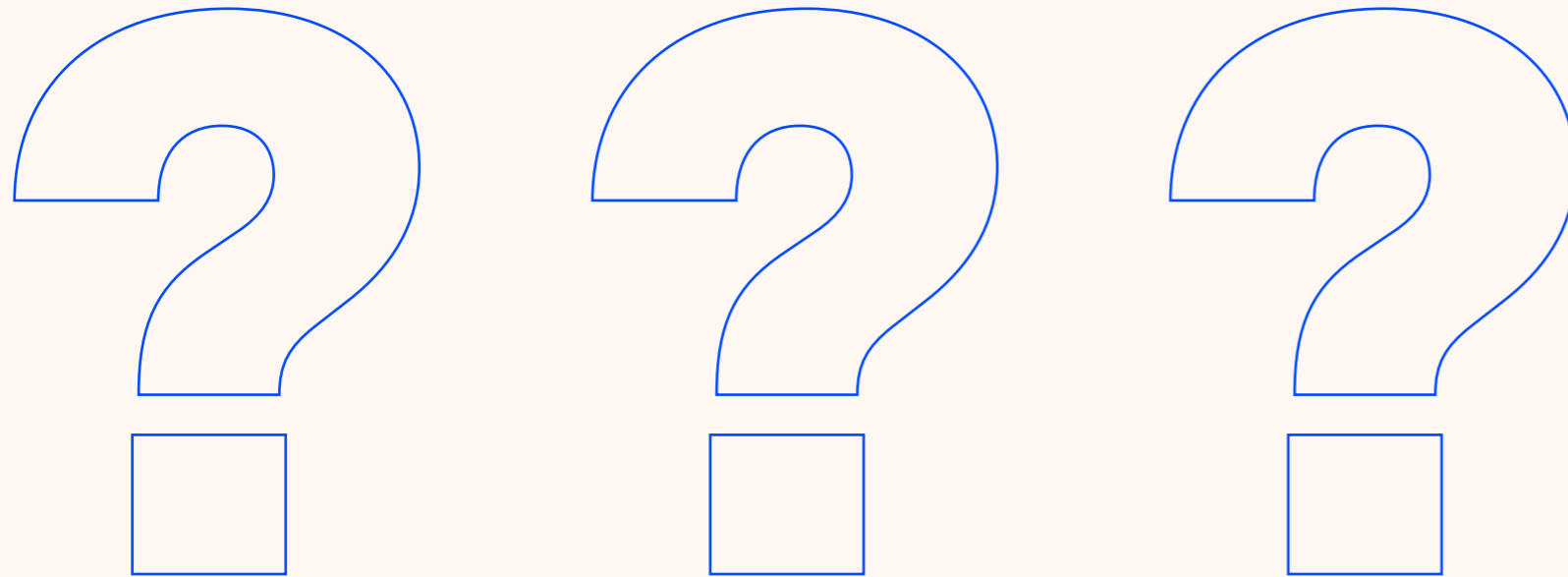
Like the Design System, the Accessibility working group worked in a federated model. It was the most cross-functional of the three groups, with representatives from Design, Product, Engineering, and Support. While this made for a passionate team, the group's main challenge was its learning curve. Very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

☑ Property	⊙ Category	Aa Checklist Item	≡ Tools	≡ WCAG 2.0 Reference
		passes AA at minimum.	Checker Tool	
☐	Colour	Meaning is not conveyed by colour alone.		1.4.1 Use of Colour
☐	Layout & Hierarchy	Pages and screens are given unique titles so they are clearly identifiable.		2.4.2 Page Titled
☐	Layout & Hierarchy	All content and design fits into a logical heading structure and the labels describe a topic or purpose.		2.4.6 Headings and Labels
☐	Layout & Hierarchy	Group related elements visually in proximity with each other		1.3.1: Info and Relationships
☐	Typography	Use a large enough font size for body text so that people can comfortably	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.
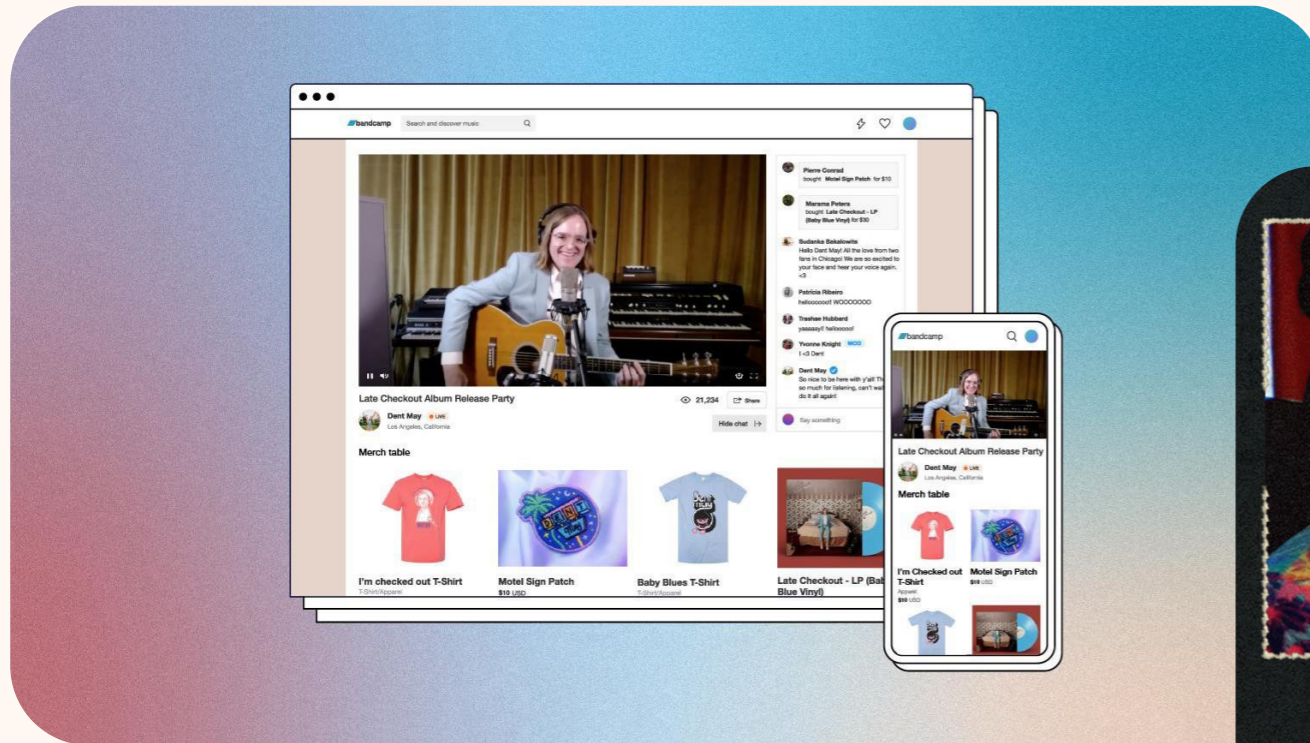
Live Streaming was Bandcamp's first 0-1 feature to launch since implementing our working groups, so it was a perfect proving ground for some of the foundational Design System, Accessibility, and Brand work we'd done to date.

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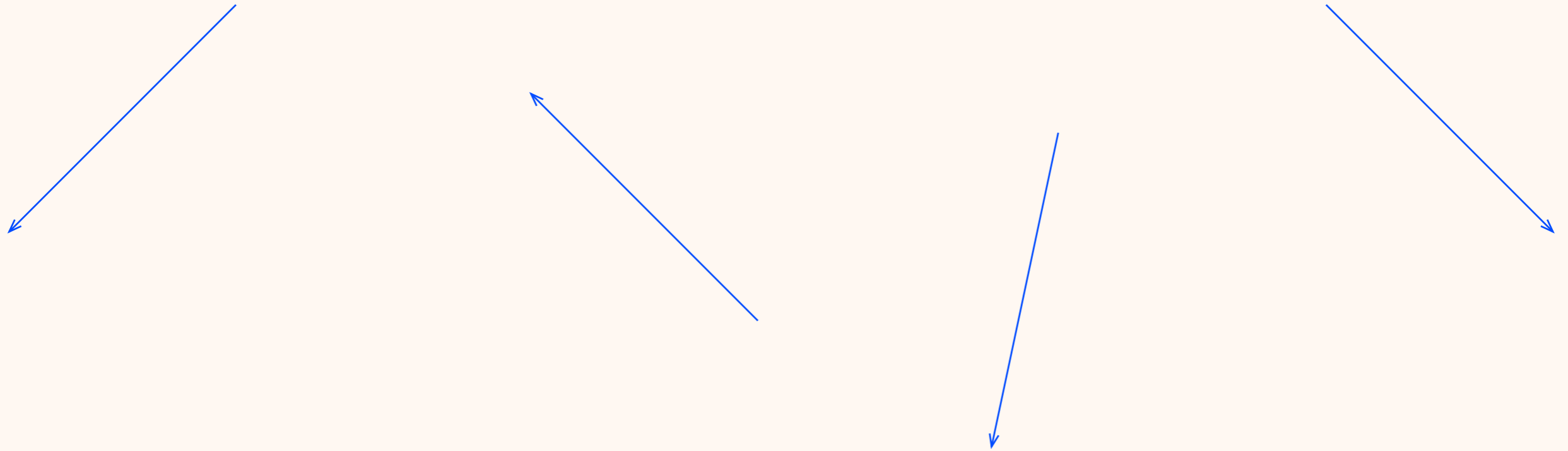
In order to create alignment among competing sets of priorities, my team decided on a two-phase product development approach:

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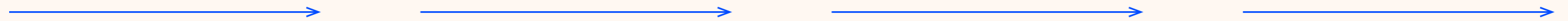
My team scoped a high-quality, limited initial release. This allowed us to start learning from artists as quickly as possible. It also gave designers and developers space to incorporate the emerging work of the Design System and Accessibility working groups. Since our Vue components weren't ready, we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

High-quality
live streaming

Safety
features

Ticketed
live streams

Digital merch table

Pilot

Zoe Miniker

Access for
all artists

Easy event
set-up

Required
set-up testing

High-quality
live streaming

Free
live streams

Marketing
pages

Safety
features

Ticketed
live streams

Digital gifts

Digital merch table

Advanced
event options

Discoverability
features

Pilot

Full launch

Case Study 3 — Launching an artist-centered livestreaming service

Zoe Miniker

Album and track editor

Event editor

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

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.

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.

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 Weatlhfront's design organization, investing in the team's personal and collective growth by fostering collaboration, transparency, and alignment.

my website

linkedin

my c.v.

flower press

talking about collaboration
with the creative independent

chit chatting about flower
press with the sill

Thank you!