

A DESIGN SYSTEMS COMMUNITY CONFERENCE

Clarity is a design systems conference focused on how we work together. We provide tools and standards to scale across an increasing number of devices, platforms, and products. But real success comes when people align around a shared vision and language. Diverse perspectives for design, development, and product unite so more people can be a part of the conversation. At Clarity, we elevate our skills through multi-faceted inclusion, empathy, technology, creativity, and collaboration.

Clarity was founded in 2014 by Jina Anne, a design systems advocate and practitioner. The event is a two-day, single-track event, plus a day dedicated to full day workshops. (The first year did not have a workshop day).

2016 San Francisco, ~300 attendees.

2017 San Francisco, ~400 attendees.

2018 New York City, ~500 attendees.

2019 San Francisco, ~700 attendees.

2020 Online ~600 attendees.

People who attend have been design systems practitioners (designers, developers, product managers, leadership, etc) from organizations including 18F, Adobe, Amazon, Apple, Automattic, BuzzFeed, Capitol One, CBS Interactive, Charles Schwabb, Cisco, DocuSign, Dropbox, Eventbrite, Facebook, Gap, Gartner, Google, HBO, Hyatt, IBM, Intuit, JPMorgan Chase, Macy's, MailChimp, MLB, Nasdaq, Netflix, Oracle, Patreon, PayPal, Quicken Loans, REI, Salesforce, Shopify, Slack, Sony, Stripe, Twitter, Verizon, Vox Media, Wells Fargo, Wix, Yelp, ZenDesk, and many more.

Over the past 5 years we've had over 56 partners join us at Clarity.

Our Values

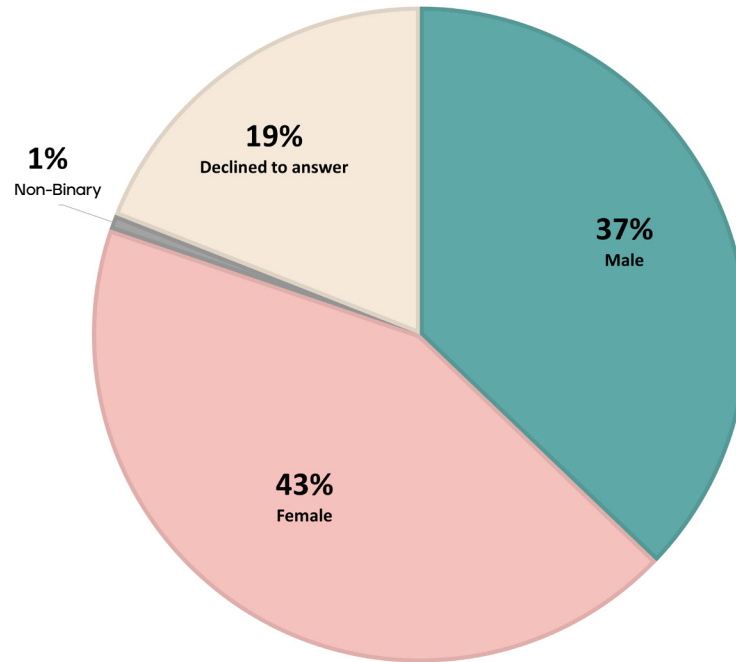
Inclusion. Empathy. Technology. Creativity. Collaboration.

AUDIENCE BREAKDOWN



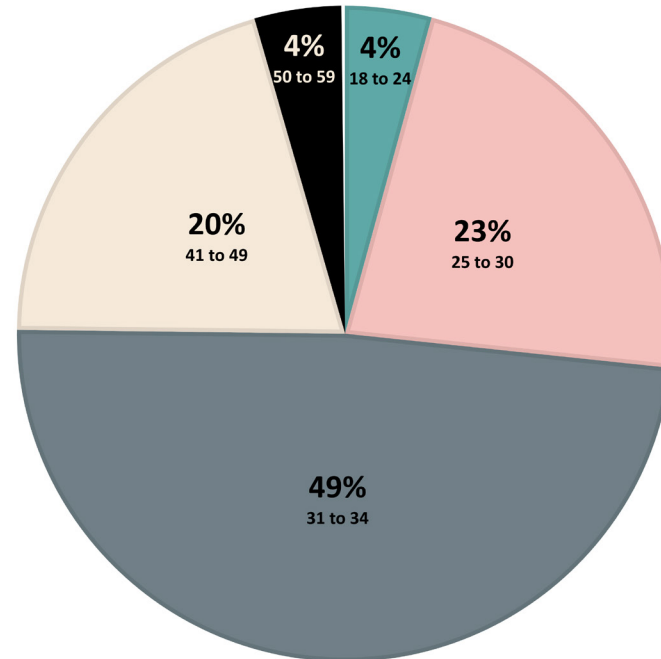
GENDER

43% Female
37% Male
19% Declined to answer
1% Non-Binary



AGE

49% 31 to 34 years old
23% 25 to 30 years old
20% 41 to 49 years old
4% 50 to 59 years old
4% 18 to 24 years old



JOB TITLES

The top three most common job titles were:

- Product Designer
- Front-End Developer
- UX Designer

COMPANIES

We had people from hundreds of companies join us last year as attendees. Here's just a few of the companies they came from.

Art Director
Associate Product Designer
Co-Founder
Creative Director
Customer Success
Design Advocate
Design Lead
Design manager
Design System Consultant
Director, Design Systems
Designer
Director of Product Design

Front-End Designer
Front-End Developer
Lead Product Designer
Principal Designer
Principal Product Designer
Product Designer

Product Manager
Senior Frontend Developer
Senior Product Designer
Senior UX Designer
Senior UI Designer

Senior Visual Designer
Software Engineer
System Designer
UI Designer
UX Designer
UX Engineer
UX Manager
Visual Designer
Web Developer
Web User Interface
Engineer

Adobe
Amazon
Advent Health
Ameriprise Financial
Bank of America
Bloomberg
Blizzard Entertainment
Capital One
Charles Schwab Co. Inc.
Charter Communications
Cisco Systems
Cloudflare
Consumer Financial-
Protection Bureau
Dropbox
DocuSign
Electronic Arts, Inc.
Endpoint Closing
Equisoft Inc.
Farm Credit Mid-America
Fed Reserve Bank Cleveland
Fiserv
Github
Google

Grubhub
Indeed
Intuit
InVision
John Deere
Kaiser Permanente
Knapsack
LegalZoom
Liberty Mutual
LinkedIn
Lucid Software
Mailchimp
MassMutual
Mavenlink
Morningstar
Motorola Solutions
Movable Ink
National Outdoor
Leadership School (NOLS)
Netflix
Netlify
New York Times
New York Public Radio
PayPal

Pitney Bowes
PlayStation
Prodigy Education
Quicken Loans
Ramsey Solutions
Rally Health
Salesforce
Securian Financial
Shopify
Slack
Southleft, LLC
Sprout Social
Tableau Software
Target
The Lego Group
The Washington Post
T-Mobile
Torch
Twitch
Twitter
United Airlines
Vanguard
Verizon
Walt Disney Company

CLARITY IN THE TIMES OF COVID-19

Clarity 2021 will take place October 26th to 29th, 2021. October 26th will be a workshop day with talks happening on the 27th, 28th and 29th. In total we expect to present 12 speakers (4 each day).

Because of the Covid-19 pandemic, we have taken special consideration this year to be prepared for as many scenarios as possible to provide an amazing experience for our speakers and attendees no matter how the pandemic continues to play out.

Clarity Online

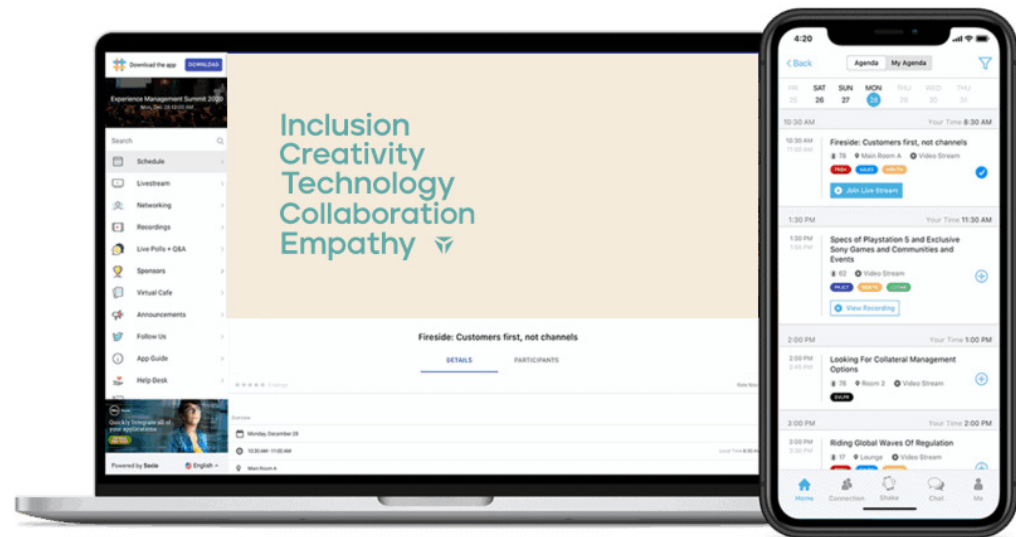
This year, Clarity will be 100% online and from home.

Speakers will connect with a local production team to pre-record their talk for transmission during a live stream. The live stream will be rebroadcast twice for different time zones.

Partners will also prerecord their content and submit for broadcast on the conference days.

Expected participation

Online: 700-800



GENERAL SCHEDULE

Here is general breakdown of our expected schedule. Subject to change.

Areas in pink indicate segments that will have sponsored content including partner ads, spotlights, lunch and learns etc.

	Day 0	Day 1	Day 2	Day 3
8AM	Workshop 1&2			
8:30		Orientation		
9:15		Self Care	Self Care	Self Care
9:30		Morning Show	Morning Show	Morning Show
10AM		Talk 1 Q&A	Talk 5 Q&A	Talk 9 Q&A
10:30				
11AM		Break	Break	Break
11:30		Talk 2 Q&A	Talk 6 Q&A	Talk 10 Q&A
		Break	Break	Break
NOON		Lunch Break	Lunch and Learn	Lunch and Learn
12:30	Lunch Break		Lunch Break	Lunch Break
1PM	Workshop 3&4			
1:30		Calibration	Calibration	Calibration
2PM		Talk 3 Q&A	Talk 7 Q&A	Talk 11 Q&A
		Break	Break	Break
2:30		Talk 4 Q&A	Talk 8 Q&A	Talk 12 Q&A
3:30		Wrap-up Show	Wrap-up Show	Wrap-up Show
4PM				
4:30				
5PM	Opening Party	Happy Hour	Happy Hour	Closing Party
5:30				