

Design is Art

I will use my Design skills to solve problems; finding new solutions to old and new problems

I will keep in mind that I don't design mere products, but I design the end users' experiences of the products I design

I will keep "top of mind" that it's easy to solve problems with complex solutions; elegant Design comes from simple solutions to complex problems

I will conduct business in an ecological manner, creating symbiotic relationships with everyone I get in contact. The Business is also part of my Art

I know what I know, and I don't know what I don't know: my Education never ends

I will distinguish between problems and situations, and act accordingly

I will respect the Muses who inspire my Art and fuel my Passion

Innovation doesn't stop at the product I design, but shall permeate the processes, the way of doing business, and my every day life as a Designer, an Artist, an Entrepreneur, and as Individual

My Art is an extension of my persona; I have no choice about this, you can see a part of me in everything I Design.

Your experience is important to me; my Design ends where your Experience begins: feel free to use my Design in ways it was never intended (be safe)

quantity < Quality

Unless detrimental to my Art, I will share my knowledge with anyone who's genuinely interested

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I love Creative Commons

I will not use my designs for unfair profit, financial or of other kind. I will treat just profits as the means to sustainability of my Art

I will respect the intellectual property of others

Art is a verb: do it

I will not fall in love with tools, but I will learn to love what the tools can do.

I will not be ashamed to say I know not, nor will I fail to call for help if needed

I know I can be wrong, but my Intentions are always pure

I know the difference between knowledge and wisdom, and I will practice the Golden Rule in everything I do