

**RGD**

DESIGNERS  
**CONNECTING**  
DESIGNERS

# **XD Advisory Group Annual General Meeting Report**

Presented by: Geneviève Metropolis  
Date: April 23, 2026

# What we do

The XD Advisory Group supports the RGD's mission by promoting the **representation and growth of experience disciplines**, including UX, service design and other related fields, within the RGD's programs, initiatives and community.

## Our 2025 focus

- Increase collaboration with the RGDs existing committees
- Identify opportunities to support RGD programming and member learning.
- Build momentum around experience design within the broader RGD community.

# 2025-26 Highlights

## XD Content and Programs

Expanded UX-related programming and thought leadership through webinars, articles:

- 3-part AI in experience design webinar series.
- Thought leadership article series
- Hands-on learning articles

## Mentorship and Outreach

Supported UX involvement in the Project-Based Mentorship program and education outreach presentations.

## XD Certification Path

Welcomed the first four newly certified members through the Experience Designers certification pathway.

# What's ahead

## Committee Integration

Strengthening UX embedment across existing RGD committees and building on the areas where momentum and opportunity already exist.

## Awards Programs

Expanding the visibility of Experience Design in the RGD's awards programs:

- UX and Service Design categories in Branding Awards
- Dedicated XD awards program

## Regional Representation

Broadening our geographic representation so we can better reflect experience designers across Canada.