

# Jony Ive sees 'unhappy' at Apple because Tim Cook lacks interest in product design

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1. Jony Ive's exciting life, "witch" created the iPhone, MacBook appearance



*Jony Ive and colleagues at the new company - LoveFrom*

It is the story that began many years ago, after Tim Cook took over the executive power of Apple in place of the late CEO, who had a great influence on Jony Ive, Steve Jobs. Contrary to the operating method of the predecessor, Tim Cook proved more interested in the business plan for the company instead of designing the product as before, and this is an invisible thing that made Jony Ive lose gradually the voice in the company - something an experienced design director and a great success in creating the brilliant development era of the most expensive brand on the planet, of course can be satisfied.

The writer Tripp Mickle from the famous Wall Street Journal, has just published a new report on the "brutal" contradictions that have contributed to drawing a disgruntled picture within the leadership of Cupertino, and it is

this that causes the so-called "erosion of magical seductive elements in Apple products". Of course, without deep analysis it is understandable that the two factions that created this contradiction were led by Jony Ive and Tim Cook.

### 1. CEO Tim Cook: You can succeed without a University diploma

Along with the Wall Street Journal, another Bloomberg report published last weekend also described how a group of Apple designers, led by Jony Ive, became increasingly disappointed with the operating policy. company of Tim Cook. The story only really starts from the reputation and influence of the design director going down after the launch of Apple Watch in 2015 when he was absent from this event, and the cause is of course still is that CEO Tim Cook mostly focuses on the task of optimizing the return on each product, instead of creating products with great designs like the 'dynasty' of Steve Jobs before. This gradually made the design department's influence narrow and they felt 'not respected'.

According to the Wall Street Journal, Jony Ive's absence at the 2015 event further strained the central bonding relationship in product development that was already very loose at Apple, which in turn turned into some of the reasons. Key members of the design team decided to leave Cupertino in the past few years.

1. CEO Tim Cook has 'pocketed' more than \$ 15 million in 2018 - 283 times more than the average salary of an Apple employee in a year.



*Tim Cook has many times been caught in a messy operation with new products*

Here are some of the highlights from the Wall Street Journal report about conflicts at Apple over the past few years and the culmination of the departure of genius designer Jony Ive after more than 20 years of engagement. :

1. According to authentic sources collected by the Wall Street Journal, sometimes Jony Ive feels like an "excess", his idea is not respected by Tim Cook who seems to be not interested in improving property design. products, as well as less attention to the new product development process. This helped explain why in the area experienced after Apple events (like the photo above), many times reporters encountered the situation Tim Cook manipulated fumbling as if for the first time. holding new products.

2. Jony Ive proved increasingly frustrated when the Apple board was dominated by individuals who did not have much experience and knowledge regarding the company's core business over the years.
3. Apple will continue to work with Jony Ive through his new company: LoveFrom, with its possible releases worth millions of dollars each year.
4. Jony Ive had a bitter contradiction with some of Apple's leaders on how to locate Apple Watch in the market. The design director who supports the Apple Watch should be sold as a fashion accessory, not the "support device" of the iPhone as it is today. And sales of this device in the beginning proved Jony Ive's vision is absolutely right. In the first year, Apple only sold Apple Watch at 1/4 of the company's initial estimate. Including the sluggishness of thousands of Apple Watch 'Gold Edition' worth 17,000 USD each, making Apple suffer heavy losses.



*Jony Ive and Tim Cook at the unveiling of the iPhone 5c*

So Jony Ive's era at Apple has officially ended. After Steve Jobs's regretful departure, this will probably be the second influential event in Cupertino over the past decade. Regardless of whether it is positive or negative, the absence of genius designers will still leave great shortcomings for iFan around the world.

1. A normal working day of CEO Tim Cook - the powerful man behind the iPhone X costs thousands of dollars

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