

# B.U.S. : UX DEGREE

## USER EXPERIENCE DESIGN



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## What is User Experience Design?

You may or may not have heard of a relatively new job title called User Experience Designer (UX). This profession focuses on the interactions between a user and a computer program/application. The designer is in charge of contextual information, the layout, and access of content. “A UX designer is responsible for understanding both customer problems and business goals, crafting testable hypotheses, designing the solution and then vetting the solution with customers. The UX Designer must wear multiple hats; empathizing with users, understanding the system they are working with, and solving problems.” Joe Baz, the CEO of Above the Fold. The reason for the recent growth in this field is due to companies like Facebook, Google, Apple etc.. All these companies have put a lot of money into the design of their products, and set themselves apart from others. The digital Management Inc. did a study

comparing the performance of Design Driven companies and the S&P 500 Companies. The results to no surprise, was a 228% performance difference. This shows the importance of design in a company's product and software. As a result of the focus on design there are currently 150,000 open UX jobs.



## Why The B.U.S program is needed for UX?

Creating a user experience degree through the bachelor of undergraduate studies program not only allows me to create a personalized degree but a way to combine the four main studies that are needed for UX: computer science, design, business, and psychology. When I first began exploring the field of Computer Science I was surprised to find that not only are there professional UX designers, but also it is one of the fastest growing professions in the nation. As part of my research I interviewed 4 current User experience designers and joined the Salt Lake City User Experience Designers User Group. Jim Agutter, my faculty advisor, was already working on creating a degree plan for the focus, but due to the long process of instituting a new degree at the university, he suggested the best option was to go through the B.U.S. program. I met with several faculty members, to design a curriculum that would include the most applicable classes from the four areas that are listed below.

Design: The knowledge of the design process is critical to creating a program that is easy to use and pleasing to the user. The many design classes that I have written into this degree focused on design process and applying it to software product development.

Highlighted classes: Capstone Studio Minor, Interactive Design, Typographic Communication

Computer Science: A user experience designer is working with software, and directly with a development team. The knowledge of development is critical to the technical feasibility of the design. After completing this degree program I will have obtained a minor in computer science. Furthermore there are classes emphasizing the visual aspect of programming. Highlighted classes: Creating interactive web content, Software practice, and Visualization

Business: The goal of any software product is to solve business problems. The User experience designer is often the liaison between the business users and the development team. To effectively solve these problems the UX designer must have a working knowledge of business. In addition, it is important to know the cost effectiveness and the marketing strategy of the product. The entrepreneurship classes and statistic courses will help me better understand the business side of the degree. Highlighted classes: Management of Innovation, and Marketing Interactive Media

Psychology: The understanding of the science behind the way people interact with a program will help to design user friendly solutions. The psychology classes that I have chosen are all about the design of human-machine interaction. Highlighted classes: Human Factors and Ergonomics

## Senior Project and Post Graduation

The senior project for my degree plan, will involve partnering with a software company and using the skills I have learned to help construct a real world software application. I am most interested in making a multi platform application that works flawlessly across phone, tablet, and desktop; often referred to as Responsive Design.

After college I hope to work for a software company as a UX designer. My number one choice would be Adobe or similar consumer software company. Adobe has UofU campus connections, a great internship program, and a student representative program making it a feasible goal. It is my hope that the skills I learn can help me influence and make the world a better place by making technology easy to use and people more productive.

10/1/15

RE: Brian Tillman

Dr. Barbanell and B.U.S. committee,

I would like to enthusiastically recommend Brian Tillman for participation in the Bachelor of Undergraduate Studies Program. I have been working with Brian for the last 6 months and have been impressed with his passion and experience. Brian has been very proactive in putting together his B.U.S proposal and has exhibited a real passion for design.

I am honored to serve as an advisor for his B.U.S. program and feel that he is an ideal candidate. I have examined his course of study and proposed classes and feel that they match his career objectives and represent a rigorous field of study. We have discussed some ideas for his thesis and I believe that this will be a great opportunity for him to put into practice many of the ideas that he is exploring.

If you have any additional questions, please do not hesitate to contact me.

Regards,



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Completed	Course Number	Course Title	Department	Credit Hours	General/Major/Minor
x	1410	Object-Oriented Programming	CS	4	M
x	2420	Algorithms & Data Structures	CS	4	M
	3540	Human/Computer Interaction	CS	3	M
x	2010	Discrete Structures	CS	3	M
x	1040	Creating Interactive Web Content	CS	3	M
x	2050	Making Noise	CS	3	G
x	2615	Introduction to Design Thinking	DES	3	M
x	3600	Design Studio I	DES	3	M
x	4010	Minor Capstone Studio	DES	5	M
	4955	Independent Study	DES	5	M
x	4810	Interaction Design	DES	3	M
	3210	Design Research	DES	3	M
ip	3220	Typographic Communication	DES	3	M
x	1010	General Psychology	PSY	3	M
x	3150	Sensation and Perception	PSY	3	M
x	3172	Human Performace & Eng.	PSY	3	M
ip	3000	Statistical Methods in Psychology	PSY	4	G
	5760	Management of Innovation	ENTP	3	M
x	1060	Entrepreneurship and Society	ENTP	3	M
ip	3100	Labor Economics	ECON	3	M
x	1740	US Economic History	ECON	3	G
ip	3010	Principles of Marketing	MKTG	3	M
x	4310	Marketing Interactive Media	MKTG	3	M
x	2010	Computer Essentials	IS	3	M
x	1050	College Algebra	MATH	4	G
x	1060	Trigonometry	MATH	3	G
x	1080	Precalculus	MATH	5	G
x	1210	Calculus I	MATH	4	M
x	1010	Introduction to Writing	WRTG	3	G
x	2010	Intermediate Writing	WRTG	3	G
x	4030	Visual Rhetoric	WRTG	3	M
x	1020	Non-major Basic Drawing	ART	3	G
x	1550	Classical Mythology	CL CV	3	G
x	3600	Cross-Cultural Communication	EAS	3	G
x	1010	Elementary Physics	PHYS	3	G
x	2017	Human Heritage	ANTH	3	G
x	3010	Language of Color	ART	3	M
x	2700	Intro to Videogames	FILM	3	G