

REASONS WHY

NAME



SHOULD GO TO

UX DESIGN DAY



WELLINGTON

10
OCTOBER
2013
SHED 6

User Experience (UX) is at the heart of how people engage with, use, and fall in love with a product, service and brand - both in the digital and real worlds. **UX Design Day** will help you work smarter to make your solutions customer-centric and more likely to succeed.

BE INSPIRED

Our speakers will showcase the best of our backyard creating work here and globally, plus hear cutting-edge thinking and insights from **Wesley Yun, Creative Director of Samsung USA**

LEVEL UP

Keep up with the latest UX design innovations and learn some new practical skills by participating in the workshops

CONNECT

Networks of NZ's business and technology and creative industries will be there

1

ACCESS

No need to spend three days away from the office... simply **one day** of practical inspiration

\$

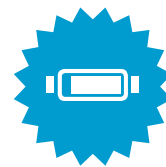
VALUE

\$150 for a standard ticket, or **\$400** for a VIP ticket (networking function, priority seating, special goodie bag)



NETWORK

You'll find yourself among **excellent company** for stimulating conversation



RECHARGE

A day with NZ's finest thinkers in design will leave you buzzing with inspiration to **rejuvenate your work**



DISCOVER

Discover the amazing people and businesses **right here in NZ**

SPEAKERS

4 KEYNOTES

8 LIGHTNING TALKS

Duncan Nimmo Wingnut Films
Gillian Hemphill Kiwibank
Annabelle Goslin CriqHQ
Matt Ellingsen Empathy
Martin Bulmer Optimal Experience
Anais Ardid Pikselin
Marcus Brown Resn
Andy Tauafafi Taupou Tatau

Wesley Yun
Creative Director
Samsung (USA)



Designing the future
What is the process to discover what people will want in the future?

Ruth Brown
Head of UX
Trade Me



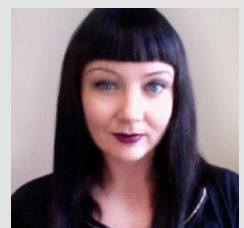
Me, data and our irreconcilable differences

Philip Fierlinger
Head of Design
Xero



Go with the flow:
How we design at Xero

Philippa Dawe
Creative Director
Alexander Rose



Design from day one

BUY TICKETS FROM

uxdesignday.org/wellington