

# UX Design

## Learn UX Design (from YouTube):

Ansh Mehra: <https://www.youtube.com/c/AnshMehraUX>

The Futur: <https://www.youtube.com/channel/UC-b3c7kxa5vU-bnmaROgvog>

AJ & Smart: [https://www.youtube.com/channel/UCeB\\_OpLspKJGiKv1CYkWFFw](https://www.youtube.com/channel/UCeB_OpLspKJGiKv1CYkWFFw)

Flux: <https://www.youtube.com/c/FluxWithRanSegall/featured>

Maex: <https://www.youtube.com/c/SketchappTV/videos>

## Learn UX Design (from Professional Courses):

Google UX Design Professional Certificate: <https://www.coursera.org/professional-certificates/google-ux-design>

Interaction Design Foundation: <https://www.interaction-design.org/>

California Institute of the Arts: <https://www.coursera.org/specializations/ui-ux-design>

UX Design Master Track Certificate by University of Minnesota:  
<https://www.coursera.org/mastertrack/ux-design-minnesota>

User Experience Research & Design Specialization by University of Michigan:  
<https://www.coursera.org/specializations/michiganux>

## Miscellaneous UX Design resources (Find articles on the core concepts of UX Design on below mentioned websites):

UX Planet: <https://uxplanet.org/>

UX Collective: <https://uxdesign.cc/>

UX Beginner: <https://www.uxbeginner.com/>

NN Group: <https://www.nngroup.com/>

Career Foundry: <https://careerfoundry.com/>

Adobe XD ideas: <https://xd.adobe.com/ideas/>

Interaction Design Foundation: <https://www.interaction-design.org/>

Medium: <https://medium.com/>

## Learn Motion Design (from YouTube):

Saptarshi Prakash: <https://www.youtube.com/c/saptarshipr/videos>

Dope Motions: <https://www.youtube.com/channel/UCgvrz9ioKv89HMyg42z4pyQ>

Sonduck Films: <https://www.youtube.com/user/SonduckFilm>

## Learn Design (from YouTube):

GFXMentor: <https://www.youtube.com/c/GFXMentor>

Satori Graphics: <https://www.youtube.com/c/SatoriGraphics>

## Learn Design (from Professional Courses):

Motion Design School: <https://motiondesign.school/>

School of Motion: <https://www.schoolofmotion.com/>

Skillshare: <https://www.skillshare.com/?via=header>

## Learn Photoshop (from Youtube):

PiXimperfect (The God of Photoshop): <https://www.youtube.com/piximperfect>

GFXMentor: <https://www.youtube.com/c/GFXMentor>

PHLEARN: <https://www.youtube.com/user/PhlearnLLC>

## Learn Photoshop (from Professional Courses):

Photoshop Easy by PiXimperfect: <https://www.photoshopeasy.com/>

## Learn Illustrator (from YouTube):

GFXMentor: <https://www.youtube.com/c/GFXMentor>

Satori Graphics: <https://www.youtube.com/c/SatoriGraphics>

## Learn Figma (from YouTube):

Figma: <https://www.youtube.com/c/Figmadesign/featured>

Jessie Showalter: <https://www.youtube.com/c/JesseShowalter/featured>

CharliMarie TV: <https://www.youtube.com/c/charlimarieTV/featured>

Design Course: <https://www.youtube.com/c/DesignCourse/featured>

# UX Design Process

## 1) Foundation of User Experience (UX) Design:

Five Elements of User Experience: <https://medium.com/omarelgabrys-blog/ux-a-quick-glance-about-the-5-elements-of-user-experience-part-2-a0da8798cd52>

The UX Design Process: Everything You Need to Know: <https://xd.adobe.com/ideas/guides/ux-design-process-steps/>

Design for Accessibility:

<https://design.google/library/designing-global-accessibility-part-1/>

<https://design.google/library/designing-global-accessibility-part-2/>

<https://design.google/library/designing-global-accessibility-part-iii/>

<https://material.io/design/usability/accessibility.html>

Design Sprint:

Google Design Sprint Kit: <https://designsprintkit.withgoogle.com/>

Importance of Design Sprints: <https://uxplanet.org/whats-a-design-sprint-and-why-is-it-important-f7b826651e09#:~:text=A%20Design%20Sprint%20is%20a,and%20testing%20ideas%20with%20customers.>

How a design sprint works at Google: <https://medium.com/inkonig-blog/inside-a-design-sprint-workshop-at-google-3950b1654f2>

What one UX Designer learned from their very first design sprint: <https://uxplanet.org/3-things-i-learned-from-my-first-design-sprint-ed5d2113afad>

Open UX Meets: <https://www.interaction-design.org/events/ux-meetups>

## 2) UX Design Process: Empathize, Define Ideate:

Research Methods:

Article on User Interviews: <https://www.nngroup.com/articles/user-interviews/#::~text=Topics%3A,of%20learning%20about%20that%20topic>.

Article on Online Surveys: <https://www.usability.gov/how-to-and-tools/methods/online-surveys.html>

Article on Usability Testing: <https://www.nngroup.com/articles/usability-testing-101/>

Article on Secondary Research: <https://www.formpl.us/blog/secondary-research>

User Experience Research: <https://www.nngroup.com/articles/which-ux-research-methods/>

Overcoming Cognitive Bias in User Research: <https://npr.design/overcoming-cognitive-bias-in-user-research-e4082f4506a>

Sites to recruit participants for interview:

User Testing: <https://www.usertesting.com/>

User Interviews: <https://www.userinterviews.com/plpq12021/user-research>

Empathy Mapping: <https://www.nngroup.com/articles/empathy-mapping/>

Case Studies (Product that address pain points):

Google Font Redesign: <https://design.google/library/reimagining-google-fonts/>

Simplify Google Maps: <https://design.google/library/exploring-color-google-maps/>

Airbnb Product Design revamped: <https://airbnb.design/designing-for-a-changing-world/>

User Persona:

User Persona Templates 1: <https://www.justinmind.com/blog/user-persona-templates/>

User Persona Templates 2: <https://xtensio.com/user-persona-template/>

Introduction to Personas: <https://www.interaction-design.org/literature/article/personas-why-and-how-you-should-use-them>

How to write User Stories by Interaction Design Foundation: <https://www.interaction-design.org/literature/article/user-stories-as-a-ux-designer-i-want-to-embrace-agile-so-that-i-can-make-my-projects-user-centered>

Accessibility in User Research:

Discussing the value of Disability Technology:

[https://www.youtube.com/watch?v=eFkhFxJZvho&ab\\_channel=TEDxTalks](https://www.youtube.com/watch?v=eFkhFxJZvho&ab_channel=TEDxTalks)

How the blind use the technology to See The World:

[https://www.youtube.com/watch?v=0EQOZRIA-nA&ab\\_channel=TEDxTalks](https://www.youtube.com/watch?v=0EQOZRIA-nA&ab_channel=TEDxTalks)

Smartphone Accessibility (a comprehensive guide):

<https://www.uswitch.com/mobiles/guides/smartphone-accessibility/>

Google's Accessibility Hub Homepage: <https://www.google.com/accessibility/>

Inclusive Design, 12 ways to Design for Everyone:

<https://www.shopify.com/partners/blog/inclusive-design>

Google's accessible approach to Inclusive Design:

[https://www.youtube.com/watch?v=TAzkrXTGEOM&ab\\_channel=GoogleDevelopers](https://www.youtube.com/watch?v=TAzkrXTGEOM&ab_channel=GoogleDevelopers)

6 Principles for Inclusive Design: <https://uxplanet.org/6-principles-for-inclusive-design-3e9867f7f63e>

Defining User Problems (Problem Statements):

Design Problem Statements, What are they and How to Frame Them:

<https://www.toptal.com/designers/product-design/design-problem-statement>

User Need Statements, The 'Define' Stage in Design Thinking:

<https://www.nngroup.com/articles/user-need-statements/>

Are you solving the Right Problem?: <https://hbr.org/2012/09/are-you-solving-the-right-problem>

Design Ideation:

A Guide to the most important Ideation Techniques:

<https://careerfoundry.com/en/blog/ux-design/what-is-ideation-in-design-thinking/>

IDEO's Design Thinking Website: <https://designthinking.ideo.com/>

Competitive Audit:

A Product Designer's Guide to Competitive Analysis: <https://www.toptal.com/product-managers/freelance/product-designer-guide-to-competitive-analysis>

How to Conduct and Prepare a Competitive Analysis: <https://edwardlowe.org/how-to-conduct-and-prepare-a-competitive-analysis/>

How to present a Presentation:

<https://www.forbes.com/sites/markfidelman/2014/08/15/20-world-class-presentation-experts-share-their-top-tips/?sh=74ac7e0b5c40>

One-Pager on "How Might We" Questions by Stanford:

<https://static1.squarespace.com/static/57c6b79629687fde090a0fdd/t/589cc8b8d2b85721b37d3efe/1486670008488/HMW-Worksheet.pdf>

Crazy Concept Ideation with Crazy Eights:

<https://www.switchit.com/blog/design/crazy-concept-ideation-with-crazy-8s.aspx>

### 3) Build Wireframes and Prototypes:

Ideation for Everyday Design Challenges: <https://www.nngroup.com/articles/ux-ideation/>

Information Architecture:

The Eight Principles of Information Architecture: <https://medium.com/@hollabit/the-eight-principles-of-information-architecture-6feff11f907a>

Web & Mobile App Sitemap: <https://medium.com/tenrocket/web-and-mobile-app-sitemap-643b60b0343e>

Designing The Information Architecture (IA) of Mobile Apps: <https://applikeysolutions.com/blog/designing-the-information-architecture-ia-of-mobile-apps>

Accessibility: Guidelines for Information Architecture, UX Design & Visual Design: <https://medium.com/design-ibm/accessibility-guidelines-for-information-architecture-ux-design-and-visual-design-5ae33ed1d52d>

World IA Day 2019 (Accessibility tips for Information Architects): <https://people4research.medium.com/world-ia-day-2019-accessibility-tips-for-information-architects-79bd187191a4>

Information Architecture: A UX Designer's guide: <https://www.justinmind.com/blog/information-architecture-ux-guide/>

Information Architecture: Basics for Designers (By UX Planet): <https://uxplanet.org/information-architecture-basics-for-designers-b5d43df62e20>

The Beginner's Guide to Information Architecture in UX (By Adobe): <https://xd.adobe.com/ideas/process/information-architecture/information-ux-architect/>

An Excellent Beginner's guide to Information Architecture (By Career Foundry): <https://careerfoundry.com/en/blog/ux-design/a-beginners-guide-to-information-architecture/>

Five Examples of Effective Information Architecture: <https://xd.adobe.com/ideas/process/information-architecture/information-architecture-examples/>

Gestalt Principles:

Psychology + Design: Gestalt Principles you can use as Design Solutions: <https://uxdesign.cc/psychology-design-4-gestalt-principles-to-use-as-your-next-design-solution-fcdec423a6bf>

Seven Gestalt Principles of Visual Perception: Cognitive Psychology for UX: <https://www.usertesting.com/blog/gestalt-principles>

Biases in UX Design:

Fair is not the default: Why inclusive tech takes more than good intentions:

<https://design.google/library/fair-not-default/>

Discrimination by design: The many ways design decisions treat people unequally:

<https://www.propublica.org/article/discrimination-by-design>

Understanding Attention Economy:

Digital Wellbeing Toolkit (By Google): <https://wellbeing.google/>

The Attention Economy: <https://www.nngroup.com/articles/attention-economy/>

Paying Attention: The Attention Economy: <https://econreview.berkeley.edu/paying-attention-the-attention-economy/>

Impact as a UX Designer:

Benjamin Evans: The power of Inclusive Design:

<https://www.designbetter.co/podcast/benjamin-evans>

How to design & manage Equity-focused evaluations:

[https://evalpartners.org/sites/default/files/EWP5\\_Equity\\_focused\\_evaluations.pdf](https://evalpartners.org/sites/default/files/EWP5_Equity_focused_evaluations.pdf)

Ethical Design:

Ethics in User Experience Design: <https://usabilitygeek.com/ethics-in-user-experience-design/>

The good, the bad and the ugly in User Experience Design:

<https://uxpamagazine.org/building-an-ethics-framework-for-ux-design/>

Ten Principles for Ethical UX Designs: <https://uxdesign.cc/10-principles-for-ethical-ux-designs-21faf5ab243d>



## 4) Conduct UX Research and Test the Prototype:

Recruit Interview Participants:

UserTesting: <https://www.usertesting.com/>

User Interviews: <https://www.userinterviews.com/plpq12021/user-research>

Screening Surveys: <https://www.userinterviews.com/ux-research-field-guide-chapter/screening-surveys>

Usability Testing:

The Beginner's Guide to Usability Testing:

<https://blog.hubspot.com/marketing/usability-testing>

Usability Testing 101: <https://www.nngroup.com/articles/usability-testing-101/>

Affinity Diagramming for Collaboratively Sorting UX Findings and Design Ideas:

<https://www.nngroup.com/articles/affinity-diagram/>

Giving an effective presentation:

The Human Attention Span: <https://www.digitalinformationworld.com/2018/09/the-human-attention-span-infographic.html>

## 5) Create High-Fidelity Designs and Prototypes in Figma:

Figma Shortcuts: <https://shortcuts.design/tools/toolspage-figma/>

Device Mock-ups Library: <https://www.figma.com/community/file/786708730400780813>

Typography in UX:

7 Things To Remember When Selecting Fonts For Your Design: <https://uxplanet.org/7-things-to-remember-when-selecting-fonts-for-your-design-ec1e592266c5>

Legibility, Readability & Comprehension: Making User Read Your Words: <https://www.nngroup.com/articles/legibility-readability-comprehension/>

Colors in UX:

The Role of Color in UX: <https://www.toptal.com/designers/ux/color-in-ux>

An Introduction to Color Theory and Color Palettes: <https://careerfoundry.com/en/blog/ui-design/introduction-to-color-theory-and-color-palettes/>

Applying Color to UI by Google Material Design: <https://material.io/design/color/applying-color-to-ui.html#top-and-bottom-app-bars>

Coolors: <https://coolors.co/f46036-2e294e-1b998b-e71d36-c5d86d>

Icons in UX:

Font Awesome by Figma: <https://help.figma.com/hc/en-us/articles/360040449513-Add-icons-to-text-layers-with-icon-fonts>

Icons of Material Design by Google: <https://material.io/resources/icons/?style=baseline>

Material Design Icons by Google (Figma Plugin): <https://www.figma.com/community/plugin/740272380439725040/Material-Design-Icons>

Icons of Human Interface Guidelines by Apple: <https://developer.apple.com/design/human-interface-guidelines/ios/icons-and-images/system-icons/>

How to use icons in Figma: <https://blog.iconfinder.com/how-to-use-icons-in-figma-cf25dd254d5a>

Creating icons in Figma: [https://www.youtube.com/watch?v=B\\_KeOTIDdSQ&ab\\_channel=RobertBradford](https://www.youtube.com/watch?v=B_KeOTIDdSQ&ab_channel=RobertBradford)

Icon Usability: <https://www.intechnic.com/blog/icon-usability-best-ux-tips-and-design-guidelines/>

Visual Design Basics: <https://www.usability.gov/what-and-why/visual-design.html>

Stock Images for Mock-ups:

Unsplash (Free high-resolution images): <https://unsplash.com/>

Blush (Free illustrations): <https://blush.design/>

Buttons:

Comprehensive Guide to Buttons by Google Material Design:  
<https://material.io/components/buttons>

7 Basic Rules for Button Design: <https://uxplanet.org/7-basic-rules-for-button-design-63dcd5676b4>

Text Fields:

Guide to Text Fields by Google Material Design: <https://material.io/components/text-fields>

The Anatomy of Input Field: <https://uxplanet.org/the-anatomy-of-input-field-c3ef863e01d7>

Grids and Layouts:

Tips for using Grids: [https://help.figma.com/hc/en-us/articles/360040450513-Create-Layout-Grids-with-grids-columns-and-rows#h\\_001df3c9-cf3c-473f-a4c5-278d9c212524](https://help.figma.com/hc/en-us/articles/360040450513-Create-Layout-Grids-with-grids-columns-and-rows#h_001df3c9-cf3c-473f-a4c5-278d9c212524)

Types of Grids: <https://www.figma.com/best-practices/everything-you-need-to-know-about-layout-grids/layout-grid-basics/>

Alignment & Distributions:

[https://www.youtube.com/watch?v=qQyaPqemOTA&feature=emb\\_title&ab\\_channel=Figma](https://www.youtube.com/watch?v=qQyaPqemOTA&feature=emb_title&ab_channel=Figma)

Everything you need to know about Layout Grids: <https://www.figma.com/best-practices/everything-you-need-to-know-about-layout-grids/>

Building Better UI Designs with Layout Grids:  
<https://www.smashingmagazine.com/2017/12/building-better-ui-designs-layout-grids/>

How to use Negative Space to increase Readability:

[https://www.youtube.com/watch?t=174&v=A0Ev\\_4zto4Y&ab\\_channel=CalerEdwards](https://www.youtube.com/watch?t=174&v=A0Ev_4zto4Y&ab_channel=CalerEdwards)

13 Basic Mobile UI patterns to know about: <https://uxdesign.cc/mobile-ui-13-basic-patterns-of-app-ui-design-to-know-about-d3f7c6176f13>

Emphasis: Setting up the focal point of your design: <https://www.interaction-design.org/literature/article/emphasis-setting-up-the-focal-point-of-your-design>

Breaking down the Principles of Design (with Infographic):

<https://www.toptal.com/designers/gui/principles-of-design-infographic>

Golden Tips and Examples to Create Visual Hierarchy in Website Design:

<https://www.mockplus.com/blog/post/ui-visual-hierarchy>

What is Visual Hierarchy: <https://www.interaction-design.org/literature/topics/visual-hierarchy>

The A to Z of UX – A is for Accessibility: 12 tips for designing an inclusive User Experience:

<https://uxdesign.cc/the-a-to-z-of-ux-a-is-for-accessibility-12-top-tips-for-designing-an-inclusive-user-experience-667eedaf5bca>

Golden Ratio: Bring balance in UI Design: <https://uxplanet.org/golden-ratio-bring-balance-in-ui-design-765c954f0ff9>

What is Unity: [https://www.youtube.com/watch?v=VQhHX5zpC-U&ab\\_channel=DesignMantic](https://www.youtube.com/watch?v=VQhHX5zpC-U&ab_channel=DesignMantic)

Variety: The Salt of Design: <https://uxdesign.cc/variety-the-salt-of-design-847b3a59ec3b>

Improve your Designs with The Principles of Closure and Figure-Ground:

<https://www.smashingmagazine.com/2016/05/improve-your-designs-with-the-principles-of-closure-and-figure-ground-part-2/>

Symmetry vs Asymmetry:

[https://www.youtube.com/watch?v=fXo7l5JceA4&ab\\_channel=Skillshare](https://www.youtube.com/watch?v=fXo7l5JceA4&ab_channel=Skillshare)

Design Principles: <https://www.interaction-design.org/literature/topics/design-principles>

16 Important UX Design principles for Newcomers:

<https://www.springboard.com/blog/design/ux-design-principles/>

4 Golden Rules of UI Design: <https://xd.adobe.com/ideas/process/ui-design/4-golden-rules-ui-design/>

UI Design Basics: <https://www.usability.gov/what-and-why/user-interface-design.html>

UX Design Glossary: How to use Affordances in User Interfaces: <https://uxplanet.org/ux-design-glossary-how-to-use-affordances-in-user-interfaces-393c8e9686e4>

Navigation Design: Almost everything you need to know: <https://www.justinmind.com/blog/navigation-design-almost-everything-you-need-to-know/>

The Rules for Modern Navigation: <https://www.uxbooth.com/articles/the-rules-for-modern-navigation/>

Popular Design Systems:

Google's Material Design: <https://material.io/resources>

Shopify's Design System Polaris: <https://polaris.shopify.com/>

Apple's Human Interface Guidelines: <https://developer.apple.com/design/>

Microsoft's Fluent Design System: <https://www.microsoft.com/design/fluent/#/>

AirBnb's Design System: <https://airbnb.design/building-a-visual-language/>

U.S. Web Design System: <https://designsystem.digital.gov/>

10 Best Design Systems and How to Learn (and Steal) From Them: <https://designerup.co/blog/10-best-design-systems-and-how-to-learn-and-steal-from-them/>

Creating Design System in Figma: [https://youtube.com/playlist?list=PLXDU\\_eVOJTx6ZQswH9nVKVMCsK83OzhoV](https://youtube.com/playlist?list=PLXDU_eVOJTx6ZQswH9nVKVMCsK83OzhoV)

Practical Guide to running effective Design Critiques: <https://suelyny.medium.com/a-practical-guide-to-running-effective-design-critiques-c6e8166c9eb0>

The Role of Animation and Motion in UX: <https://www.nngroup.com/articles/animation-purpose-ux/#:~:text=Summary%3A%20Animation%20in%20UX%20must,metaphors%2C%20and%20to%20enhance%20signifiers.&text=Share%20this%20article%3A&text=Motion%20is%20most%20often%20appropriate,induce%20delight%20or%20entertain%20users>

Creating Usability with Motion: The UX in Motion Manifesto: <https://medium.com/ux-in-motion/creating-usability-with-motion-the-ux-in-motion-manifesto-a87a4584ddc>

Sound Advice: A quick guide to Designing UX Sounds:  
<https://www.toptal.com/designers/ux/ux-sounds-guide>

10 Usability Heuristics for UI Design: <https://www.nngroup.com/articles/ten-usability-heuristics/>

Heuristic Evaluation: <https://www.interaction-design.org/literature/topics/heuristic-evaluation#:~:text=Heuristic%20evaluation%20is%20a%20process,usability%20from%20early%20in%20development>

Best Practices for Video: <https://uxplanet.org/best-practices-for-video-e279efcfe7eb>

UX Process: How do you know when your design is done? A simple 14-point checklist:  
<https://medium.com/@andreas.johansson.dev/ux-process-how-do-you-know-when-your-design-is-done-a-simple-14-point-checklist-21b747e82954>

How do I know if my design is finished: <https://uxplanet.org/how-do-i-know-if-my-design-is-finished-a996543820b4>

Trip Tribe: A tale of UX auditing and designing through gifs:  
<https://blog.prototypr.io/trip-tribe-a-tale-of-ux-auditing-and-designing-through-gifs-4a878d405765>

How to write a UX Case Study: <https://www.invisionapp.com/inside-design/how-to-write-a-ux-case-study/>

Case Study: Template and Example:  
<https://xd.adobe.com/ideas/perspectives/leadership-insights/ux-case-study-template/>

## 6) Create Responsive Web Design in Adobe XD:

Top Website Layouts that never grow old: <https://xd.adobe.com/ideas/principles/web-design/11-website-layouts-that-made-content-shine-in-2019/>

Responsive Design: <https://www.interaction-design.org/literature/topics/responsive-design#:~:text=Responsive%20design%20is%20a%20graphic,ensure%20content%20consistency%20across%20devices.>

11 powerful examples of Responsive Web Design: <https://www.invisionapp.com/inside-design/examples-responsive-web-design/>

Responsive Design Techniques by Microsoft: <https://docs.microsoft.com/en-us/windows/apps/design/layout/responsive-design>

5 UI Patterns: Navigation that makes good UX Sense: <https://uxplanet.org/5-ui-patterns-navigation-that-makes-good-ux-sense-92a65df7485d>

Navigation Design: Almost everything you need to know: <https://www.justinmind.com/blog/navigation-design-almost-everything-you-need-to-know/>

UI Kits by Adobe: <https://www.adobe.com/in/products/xd/features/ui-kits.html>

Web Content Accessibility Guidelines: <https://www.w3.org/WAI/standards-guidelines/wcag/>

Annotating your Design Work: <https://xd.adobe.com/ideas/process/wireframing/benefits-of-annotating-wireframes/>

An Introduction to Accessible Rich Internet Application (ARIA): <https://webaim.org/techniques/aria/>

WebAIM Contrast and Color Requirements: <https://webaim.org/articles/contrast/>

Accessibility considerations for color: <https://webaim.org/articles/contrast/>

The A11y Project: <https://www.a11yproject.com/>

Designing with Accessibility in Mind:

<https://material.io/design/usability/accessibility.html#understanding-accessibility>

Jobs Search Platforms after learning UX Design:

Google: <https://www.google.com/>

Indeed: <https://in.indeed.com/?r=us>

Glassdoor: <https://www.glassdoor.com/index.htm>

ZipRecruiter: <https://www.ziprecruiter.com/>

Dribbble: <https://dribbble.com/jobs#>

Behance: <https://www.behance.net/>

Smashing Magazine: <https://www.smashingmagazine.com/jobs/>

LinkedIn: <https://www.linkedin.com/jobs/>

Design Gigs for Good: <https://www.designgigsforgood.org/>



## 7) Design for Social Good:

3 Principles to Guide Designing for Social Good:

<https://www.fastcompany.com/3065781/3-principles-to-guide-designing-for-social-change>

Designing for Social Good, Not 'Feel' Good : <https://nextbillion.net/designing-for-social-good/>

UX for Social Good: <https://usabilitygeek.com/ux-for-social-good/>

9 ways Designers can be more empathetic and effective when creating products for emerging markets: <https://design.google/library/connectivity-culture-and-credit/>

The making of Youtube Go: <https://design.google/library/making-youtube-go/>

What's Mobile First Design? Why it's important & How to make it:

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## Industry experts to follow for inspiration:

Saptarshi Prakash (Senior Product Design Manager, Swiggy):

<https://www.linkedin.com/in/saptarshipr/>

Vijay Verma (Lead-Zomato Design System, Sushi): <https://www.linkedin.com/in/realvjy/>

Ansh Mehra: <https://www.linkedin.com/in/anshmehra24/>

Ruben (Adobe XD Ambassador): <https://www.instagram.com/uiuxcreative/>

Punit Chawla (Founder, Designwings School): <https://www.linkedin.com/in/punitweb/>