



Week 1

Introductory Workshop



What is Design at UCI?

A community for **designers of all skill levels and backgrounds.**

We provide the resources and space for students to **innovate, create**, and ultimately **grow** as designers.



Through **community, education, and collaboration** we strive to spark and foster creativity in our members and throughout the UCI community.



Meet the Team



Jody Jamin
President



Ivy Thong
Vice President



Kai Garcia
Lead Designer



Laney Dang
Marketing Director



Meet the Team



John Ly
Marketing



Ashlyn Riambon
Marketing



Sophia Huang
Workshops
Coordinator



Evangeline Gao
Workshops
Coordinator



Meet the Team



Stella Adriana
Industry Outreach



Sonali Chellappa
Project Teams



Jonathan Fung
Project Teams



Angela Martin
Project Teams



Meet the Team



Andrew Benson
Financial Chair



Hannah Limary
Social Coordinator



Sruthi Ramabadran
Social Coordinator

What Design at UCI offers



Design
workshops



Group
Activities



Industry
Speakers



And More

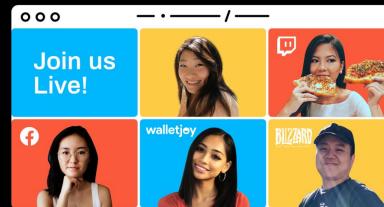
Workshops



- Teaches essentials & fundamentals of design
- Activities during each workshop
 - Figma

Speakers

Online UI-UX Product Design Speaker Panel



Industry
Speakers

designatuci.com/event

Hosted by
Engineered Careers

August 27 5:30 PM

- Design in the “real world”
- Speaker-led workshops
- Exposure to new topics
- Network opportunities

Community



- Project Teams
- **New!** Designathon

Project Teams

Overview: A 4-week long event where student designers work together on a UI/UX case study, resulting in a presentable portfolio piece.

Date: 4 Weeks: Start of Week 4 to End of Week 7
(Mon 10/26 - Fri 11/20)

Prizes: \$?? Amazon Gift Card x Each member

Interested?

Talk to our Project Team officers!

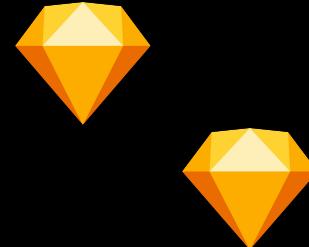


New! Designathon

Overview: 3-day long event where designers design a product focused on mindfulness and productivity. There will be short speakers panel and workshops about user research and prototyping to help you get started!

Date: Week 7, Nov. 20 – Nov. 22

Prizes: Each winner will receive a gift card, free Sketch license, and 1-on-1 Q&A session with Googler of your choice



 **Raffle**
2 Free Sketch
Licenses
\$99 value

Sneak peek! 😊



 Industry Speaker Series: Portfolio Review

Andrew Ku
UX Designer at Google

Want your portfolio reviewed by Andrew? Email us for a chance to be featured!

Join the event live October 23 at 5:30pm

submit@designatuci.com

designatuci.com/schedule

👉 designatuci.com

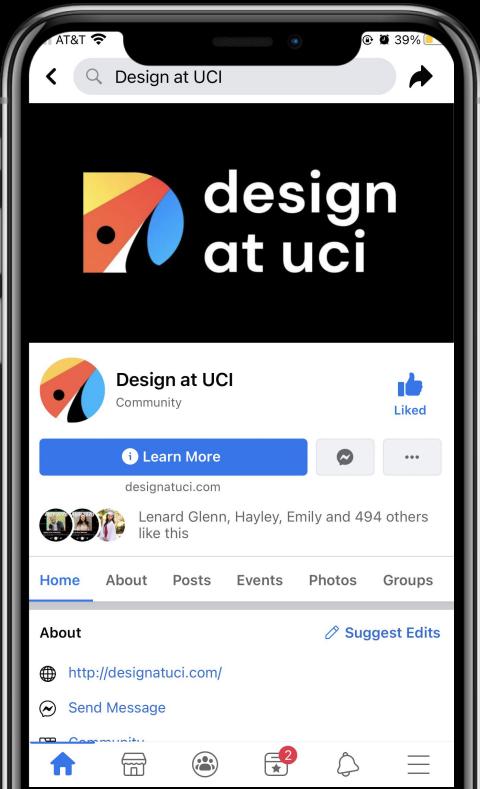
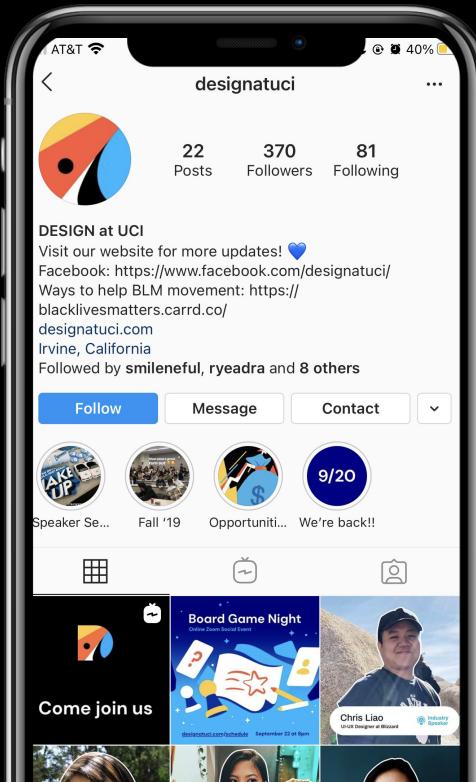
The screenshot shows the homepage of the designatuci.com website. At the top, there is a navigation bar with links for Schedule, Resources, Community, About, Contact, and a blue Join button. The main title "Design at UCI" is prominently displayed in large black font. Below the title is a graphic illustration of overlapping files in orange, yellow, and blue, with various icons like a pencil, a hand, and a gear.

Schedule Resources Community About Contact Join

Design at UCI

An illustration featuring several overlapping files or documents. The files are colored in shades of orange, yellow, and blue. On the files, there are various icons: a pencil, a hand pointing, a gear, and a dashed line. The overall theme suggests design, technology, and collaboration.

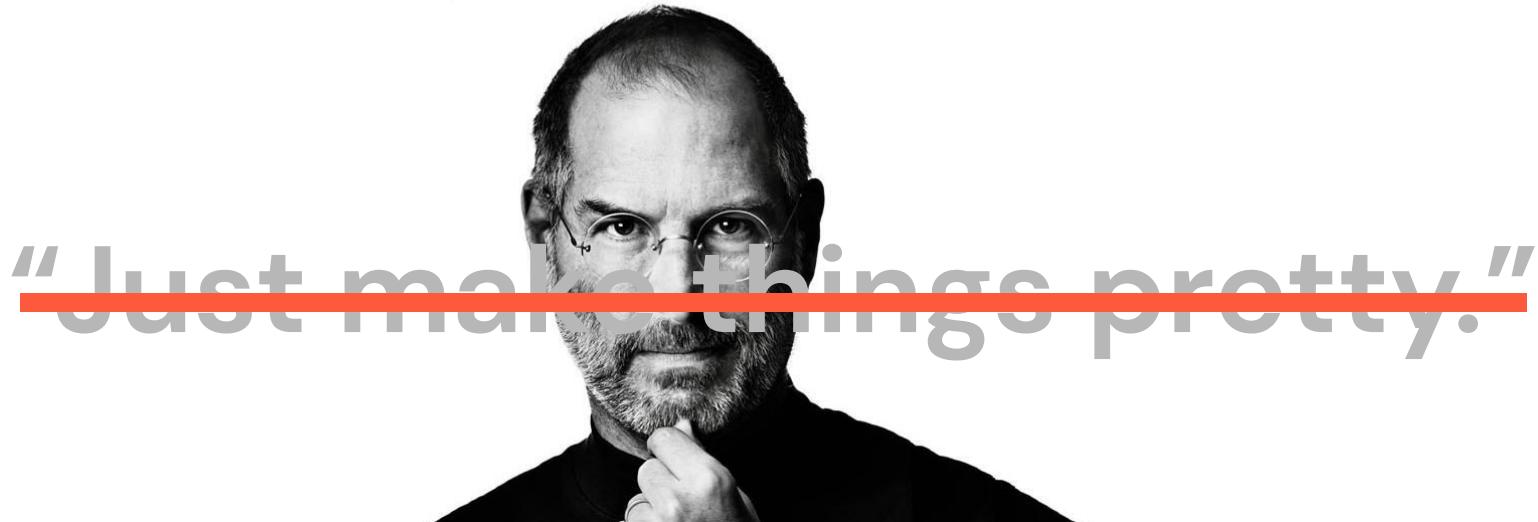
Our Social Media



**Chat with us
on Discord!**

“Just make things pretty.”

“Design is not just what it looks
like & feels like.
Design is how it works.”





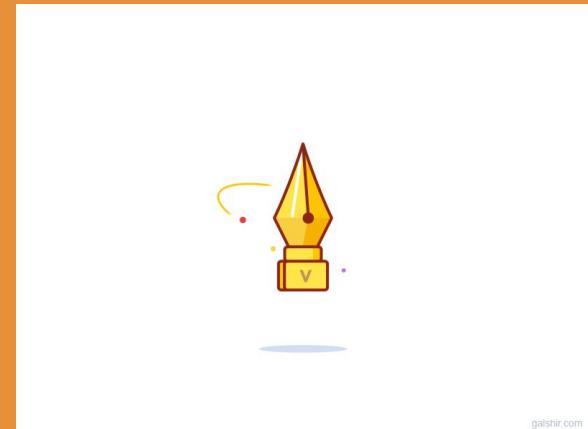
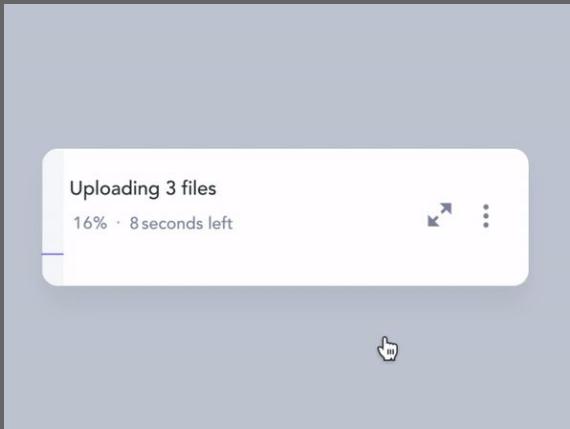
UX Design

vs.

UI Design

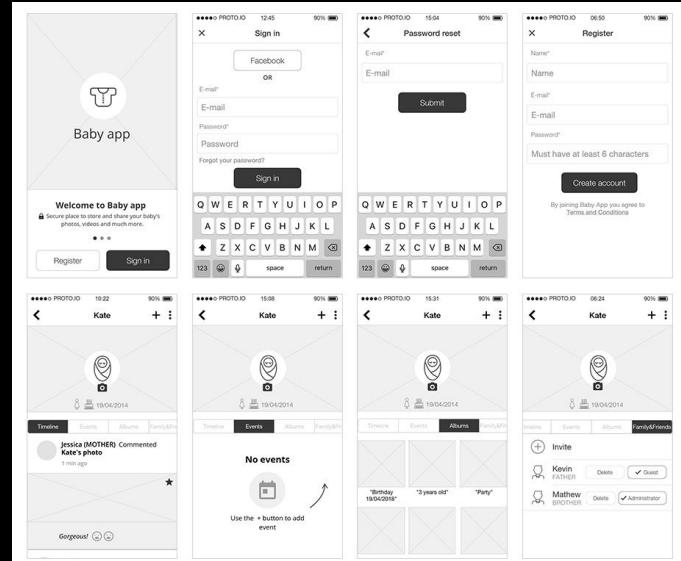
vs.

Graphic Design



UX Design | User Experience Design

- The design process used to create digital or physical products that are **useful, easy to use, and delightful to interact with**
- (in theory) Originated as a cognitive practice for non-digital products, but used mostly by digital industries today
- Heavy emphasis on usability and gathering and **understanding user needs**



UI Design | User Interface Design

- A slice within UX, but deserves its own category because of specialization
- The **look, feel, and interactivity** of a product
- **Purely digital**
- Buttons, icons, spacing, typography, color schemes, and responsive design.



Graphic Design

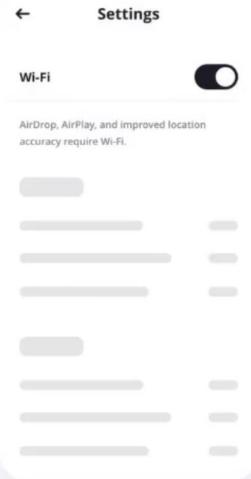
- **Visual communication** via typography, photography, iconography and illustration
- UI designers utilize same graphic design principles to clearly communicate a message
- Branding, identity, marketing
- ≠ fine arts



UX Quiz

WHICH IS BETTER?

6



SWITCHES USAGE

"Be or not to be". In some way, toggle switches remind the classical Shakespeare character. They can be either turned on or off. There's nothing in between. Usually, activation or deactivation takes effect immediately.



UX Spectrum

UX Spectrum

“Mindset not Skillset”

Research

UX

UI



Understand

Concept

Deliver



So do you need a UX designer

or a UI designer?



..there is a difference?

- Prepare and present design drafts to internal teams and key stakeholders.
- Maintain digital content through CMS-based products, from its visual interface to back-end coding.
- Test and implement high-end performance web UIs across multiple browsers, platforms and devices.
- Design and develop rapid prototypes of HTML5/CSS3/JQuery front-end codes across a broad array of interactive web and mobile projects.
- Point-of-contact for identifying and troubleshooting UX problems.
- Keep abreast of latest front-end technologies, establishing standards and best practices around UI/UX.

nope

Job Requirements

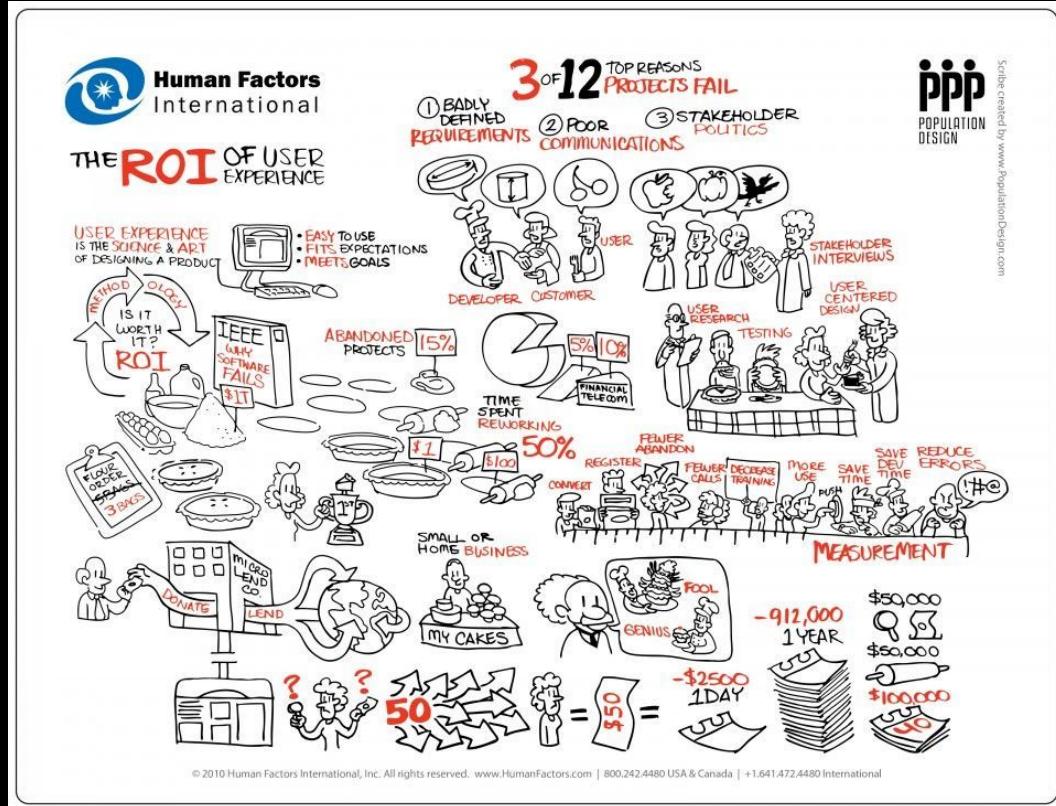
REQUIREMENTS

- Tertiary education in Design, Multimedia, Computer Sciences or relevant field.
- At least 3 -5 years hands-on experience in UI/UX design and development (cross-platform) for complex rich web and/or mobile interfaces and components.
- Strong familiarity with HTML5, CSS3, JavaScript and other scripting framework.
- Good knowledge of JS frameworks (React, AngularJS, jQuery).
- Good experience with wireframing and prototyping tools (eg. Adobe XD, Sketch).
- Good experience with design tools, especially Photoshop, Illustrator, InDesign, Sketch, etc.
- Proficiency in AJAX, JSON, XML, C#, SQL is preferred.
- Strong understanding of responsive and adaptive design principles and UI/UX best practices.

nope

lol

Why is design so exciting right now?



- Measurable results = value
- ex.) Higher conversions, reduced user errors, less help calls

UX Designer
Experience Designer
Information Architect

UX Strategist

UX Architect

UX Analyst

Visual Designer

UI Designer

UX Researcher

Usability Researcher

UX Writer

UX Design
**UX + Business
Strategy**

UI Design

**Research &
Testing
UX Content**

UX Designer
Experience Designer
Information Architect
UX Strategist

UX Design
UX + Business

And so, so much more!

Visual Designer
UI Designer
UX Researcher
Usability Researcher
UX Writer

UI Design
Research & Testing
UX Content

How about at UCI?

INF 131 Intro to HCI

ART12A Art, Design, & Electronic Culture

INF 132 Project in HCI

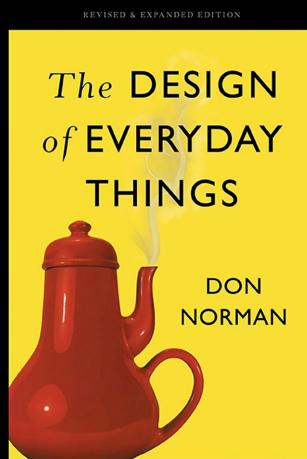
INF 133 User Interaction Software

INF 134 Project in User Interaction Software

ICS 4 Human Factors of the Web

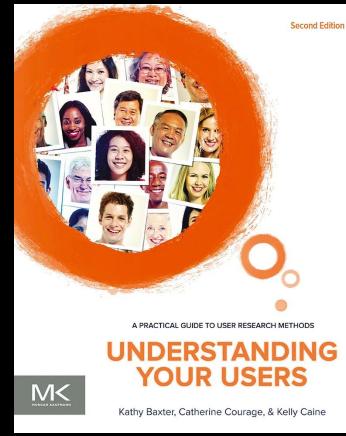


Free Resources



The Design of Everyday Things
By Don Norman

🔗 [Full pdf](#)



Understanding Your Users: A Practical Guide to User Research Methods
By Kathy Baxter, Catherine Courage, & Kelly Caine

🔗 [Full textbook](#)

Thank

