

From Student to Designer

How to listen, learn and grow

Ryan Bell, Senior UX Designer @ FireEye

“Confidence doesn’t come from knowing you’re right—it comes from being okay with failing.”

- Mike Monteiro



Fullerton College

UCI

meridianlink®

SECUREAUTH

2014

2016

2017

2018

2020





Enterprise Security

Threat Intelligence

Expertise on Demand

Mandiant® Consulting

Agenda

Listen, Learn and Grow

Quick Exercise

Q&A

Listen



“The goal of a designer is to listen, observe, understand, sympathize, empathize, synthesize, and glean insights that enable him or her to make the invisible visible.”

- Hillman Curtis

**Listen to
your peers...**



The design community

Fellow designers

Fellow students

Stakeholders

Listen to your users...



It's our job, right?

Uncover the need

Be ethical

***Listen to the
business...***



Your employer needs to be profitable

Understand the business

Valuable context



**“There is nothing quite like ignorance
combined with a driving need to
succeed to force rapid learning..”**

- Ed Catmull, Pixar

**Learn from
your peers...**



Sr. Designers, Managers, etc.

Stakeholders

***Learn from your
competitors...***

Who are they?

What do they do well?

What's their differentiator?



**Learn from
experts...**





“Usability is like love. You have to care, you have to listen, and you have to be willing to change. You’ll make mistakes along the way, but that’s where growth and forgiveness come in.”

- Jeffrey Zeldman

**Seek
opportunities
for *growth*..**



Spread a wide net

Prioritize the right opportunities

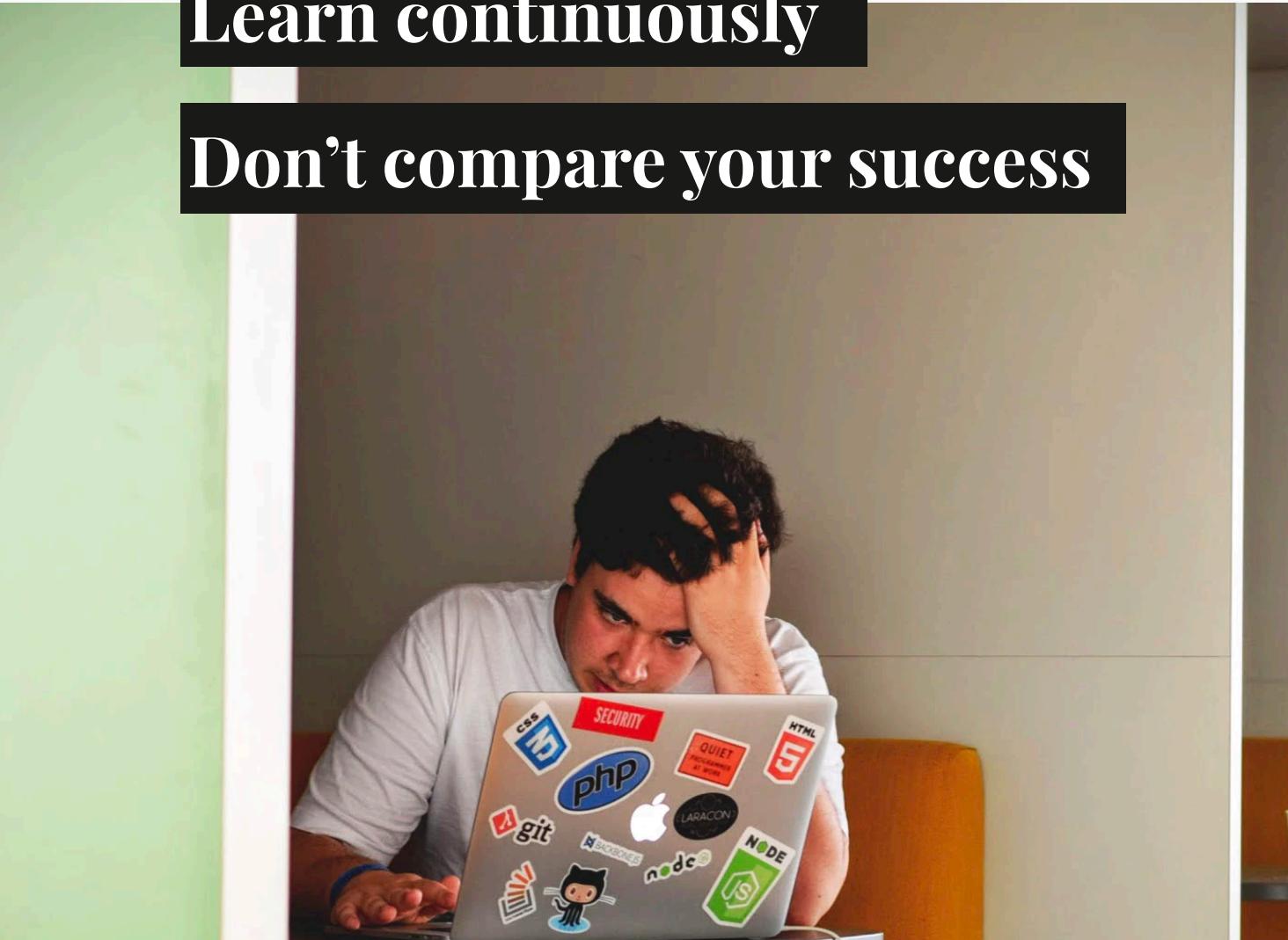
Get real-world experience

**Grow at
your own
pace...**

Imposter Syndrome

Learn continuously

Don't compare your success



**A degree is a
good start...**



You are rare!

Don't get discouraged

Build something real

Build your network

What would you tell yourself?

"Don't take it personally."

"Be humble"

"You're not taking it to the finish line, you're helping everyone get it there. "

"I would tell myself to speak up more than I think I should. "

"See criticism & feedback as opportunities to learn and grow"

"Don't be afraid to take some risks/leaps
#noChancesnoAdvances"

"Don't give into your own worst critic (yourself) – keep creating, keep designing, keep talking to your users, keep putting things out there."

"Seeking perfection is the enemy of great, as much or more than acceptance of mediocrity. The best outcomes are accumulations of small wins over time. Consistently focus on meaningful net gains and you will build great things."

Quick Exercise

What fields interest you?

What is a career goal?

What 2-3 things do you want
to work on in 2020?

Q&A

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