# UX DESIGN DAY

## 31 OCTOBER 2014 DUNEDIN ART GALLERY

⚒ **Keynote**

⚡ **Lightning talk**

✎ **Workshop**

☕ **Coffee/food break**

## 🕐 SCHEDULE*

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|---|---|---|
| 8:00am | | Doors open for registration |
| 9:00am | ⚡ | **Benjamin Humphrey** Atlassian - *UXDD welcome + An engaging first impression* |
| 9:20am | ⚒ | **Roxy Huntington & Ruth Brown** Trade Me *Accessorising my Karen Walker with my onesie* |
| 9:55am | ✎ | Workshop: *UX methods - user testing & personas* |
| 10:45am | ☕ | BREAK  Morning Tea |
| 11:05am | ⚡ | **Max Johns** Jade Software Corporation – *Content + UX = Better business* |
| 11:25am | ⚡ | **Anna Guenther** PledgeMe – *Thinking about the crowd in crowd funding* |
| 11:45am | ⚒ | **Dan Newman** Xero – *Buy experiences, not things* |
| 12:20pm | ☕ | BREAK  Lunch |
| 1:20pm | ⚒ | **Nick Bowmast** Bowmast Consulting *Picture or 1000 words? Visualising UX research* |
| 1:55pm | ⚡ | **Philip Jackson** ADI – *UX and me: an abridged history* |
| 2:15pm | ⚡ | **Lynda Henderson** workSpace at Otago Polytechnic – *Simple discrimination* |
| 2:35pm | ⚡ | **Andrew Wallace** Bodystance *Capturing the value of IP, design practitioner to IP owner* |
| 2:55pm | ☕ | BREAK  Afternoon Tea |
| 3:30pm | ⚡ | **Annie van der Wal & Adam Moody** Fisher & Paykel *UX design for global markets + From concept to market* |
| 3:50pm | ⚡ | **Ryan Baker** Timely – *UX sells* |
| 4:10pm | ⚒ | **Lance Wiggs** Punakaiki Fund – *Impotent fury* |
| 4:50pm | | *Wrapup* |
| 5:00pm | 🍺 | *Drinks o'clock* |

All talks have 5 minutes of question time allocated at the end.

Our yummy food & drinks are supplied by *Morning Magpie* and *Harpoon Cold Brew*.

* Yes, this schedule is subject to change!

## VISIT US AT  uxdesignday.org/dunedin