

User Experience design conference launches in Dunedin on Saturday



Dunedin, New Zealand - On Saturday, 27th April 2013, Dunedin will host the first UX Design Day conference at the Dunedin Public Art Gallery from 9am - 6pm. Tickets sold out in one week, with 120 attendees expected on the day. 8 local speakers and 4 out of town speakers have attracted industry professionals, students, and hobbyists alike.

This is not just a conference for designers. With a wide range of talks encompassing all facets of user experience design and from different points of view, its aims are to highlight the importance of good design, show how attendees can introduce practices & principles into their current workflow through a hands-on workshop, and to help inspire attendees to learn new skills.

This user experience conference is a first for Dunedin and has received a huge amount of interest and support throughout the New Zealand tech community.

Our headline speakers are Ruth Brown, Head of User Experience at Trade Me; Bram Pitoyo, a UX Designer at Mozilla; Graham Dockrill, Co-founder of Hairy Lemon in Christchurch; and Philippa Dawe, Creative Director at Alexander Rose in Wellington.

Sponsors include the Dunedin City Council, software development company Atlassian based in Sydney, The Otago Polytechnic, ADInstruments, newSplash, Firebrand, Immersion, Pocketsmith, BrandAid, and more.

UX Design Day is a new nonprofit organisation, and we are hoping these one-day mini conferences will become a recurring event, run by other passionate people with a similar format in cities all over the world.

For more information, visit our website at uxdesignday.org.
The schedule is also available at uxdesignday.org/schedule.

Any questions, don't hesitate to email me at benjamin@uxdesignday.org.

Regards,

Benjamin Humphrey
Founder and organiser