

Designers **Code**

Teach

SouthWired 2014

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Coders **Design**



Part I.

Searching for Unicorns

A wide-angle photograph capturing a powerful lightning bolt striking from a dark, turbulent cloud on the left towards the horizon. The sky is filled with heavy, dark clouds, transitioning into a bright orange and yellow glow of a setting sun on the right. In the foreground, the silhouette of a city skyline and mountains are visible against the vibrant sky.

Creating great work is a
turbulent process



Unicorn noun.

u•ni•corn - yōonə,korn

A designer who does many things **well**.

- Graphic Design
- User Experience Design
- Front-End Development
- Analytics
- Illustration
- etc...

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Designers & Code
SouthWired 2014



Everyone wants **unicorns**,
because they offer flexibility.

But they are expensive, hard to find,
and only few are excellent at everything.



Should designers learn to **code**?

Should developers learn to **design**?

Most designers **agree**.

But why?



Code may help designers

- Communicate ideas
- Command respect with developers
- Explore possibilities & constraints
- Maintain design vision

But there's a **bigger picture**.



We all want to
launch great products.

The Designer

conjures the best user experience.

The Developer

ensures that everything works.

Both share responsibility
for launching a great product.

Both share the blame for failure.

A close-up photograph of a tansy plant (Tanacetum vulgare) with numerous small, yellow, button-like flowers. A single bee is visible, hovering over one of the flowers. The background is blurred green foliage.

Specialize.

Be a team of experts.

Focus on unique skills that can
balance out a team.

A close-up photograph of a person's hand holding a black magnifying glass. The lens of the magnifying glass is focused on a small, circular landscape image showing a dirt path through a field with a single tree in the distance. The background of the slide is a blurred landscape with green fields and a blue sky.

Magnify.

Learn skills that magnify your craft.
A developer with a deep understanding
of design will know to look for design pitfalls.



Support.

Be less co-dependent.

Understand enough to strengthen the team.

Hold each other accountable.

Keep an eye on details.

Communicate.

Keep everyone
aware at all times.



Part II.

Examples

Variation 1
Content (mobile)
This page shows the first (section) page in Individual Services
Mobile options
1. Simple Mobile Nav
2. Full Back Button
3. Expanded Footer
Resize the browser to toggle between mobile and desktop
[home](#)
[home/mobile.menu](#)
[section](#)
[content*](#)
[subcontent](#)
[home](#)
[variation 1](#)
[variation 2](#)

Assurant Solutions

www.assurantsolutions.com

nurun 2013

At Nurun, we created a set of in-browser, responsive wireframes that helped us sell the idea of creating a responsive website for our more traditional clients.

Sign Up for Service!

Step 1: Choose Your Service

I would like Gas Service for:

Home
 Business

Choose your service type:

Turn On
My natural gas is currently off or I do not have service in my name and need to establish service.

When would you like to start service?

SU	MO	TU	WE	TH	FR	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5

Order Summary

Service
Residential Service

Service Type
Turn On
Your service is scheduled to be turned on Wednesday, July 13, 2013, between 8am and 12pm.
Other instructions: "Gate code is 1234"

Get \$25 In Bill Credits.
Your enrollment is eligible for \$25 in bill credits. You will receive a \$5 credit on your first 5 bills.

GAS SOUTH
Sign up for Gas South

1. Residential Rate Plan

Select a Residential Rate Plan

These great everyday low rates are available through October 5th, 2014. And don't forget — with Gas South, you never pay a deposit to establish service! Rates and bill credit eligibility are subject to credit approval.

Your enrollment is eligible for \$25 in bill credits.

\$0.29
per therm
Introductory Variable

This rate is for your first month of service. Subsequent months will continue on the Variable Rate Plan, which

Gas South

www.gas-south.com

nurun 2013 - 2014, currently in production.

At Nurun, we designed and prototyped functional enrollment forms for both the mobile and the desktop experience for **Gas South**.



Part III.

Tools for Unicorns

#pureevil, Shoreditch, London

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Part III. Tools for Unicorns

A. Collaboration



1. Stand-Up Meetings

Daily meetings that ask:

- What did you do yesterday?
- What will you do today?
- What are roadblocks and needs?

The Great Kitchen Redesign

Ideas

- Get a new window valence to match the cabinet colors
- Install pot rack over the island
- Replace drawer knobs with antique ones

To Do

- Adjust water pressure of the sink
- Remove old refrigerator and stove
- Install new sink
- Install new flooring
- Buy paint for cabinets

Doing

- Pick countertop colors
- Buy new kitchen cart
- Design new kitchen space

Done!

- Call contractor
- Pick faucet to match new sink

Members

Activity

- Adam Simms changed the background of this board. Jul 7 at 2:08 pm
- Adam Simms changed the background of this board. Jul 7 at 2:05 pm
- Tracey Marlow moved Pick faucet to match new sink from Doing to Done!. Jun 23 at 2:43 pm
- Adam Simms renamed this board (from Remodel the Kitchen). Jun 23 at 2:30 pm
- Tracey Marlow joined Pick faucet to match new sink. Jun 23 at 1:41 pm
- Tracey Marlow joined Remove old refrigerator and stove. Jun 23 at 1:40 pm
- Tracey Marlow joined Replace drawer knobs with antique ones. Jun 23 at 1:39 pm



2. Trello & Kanban Boards

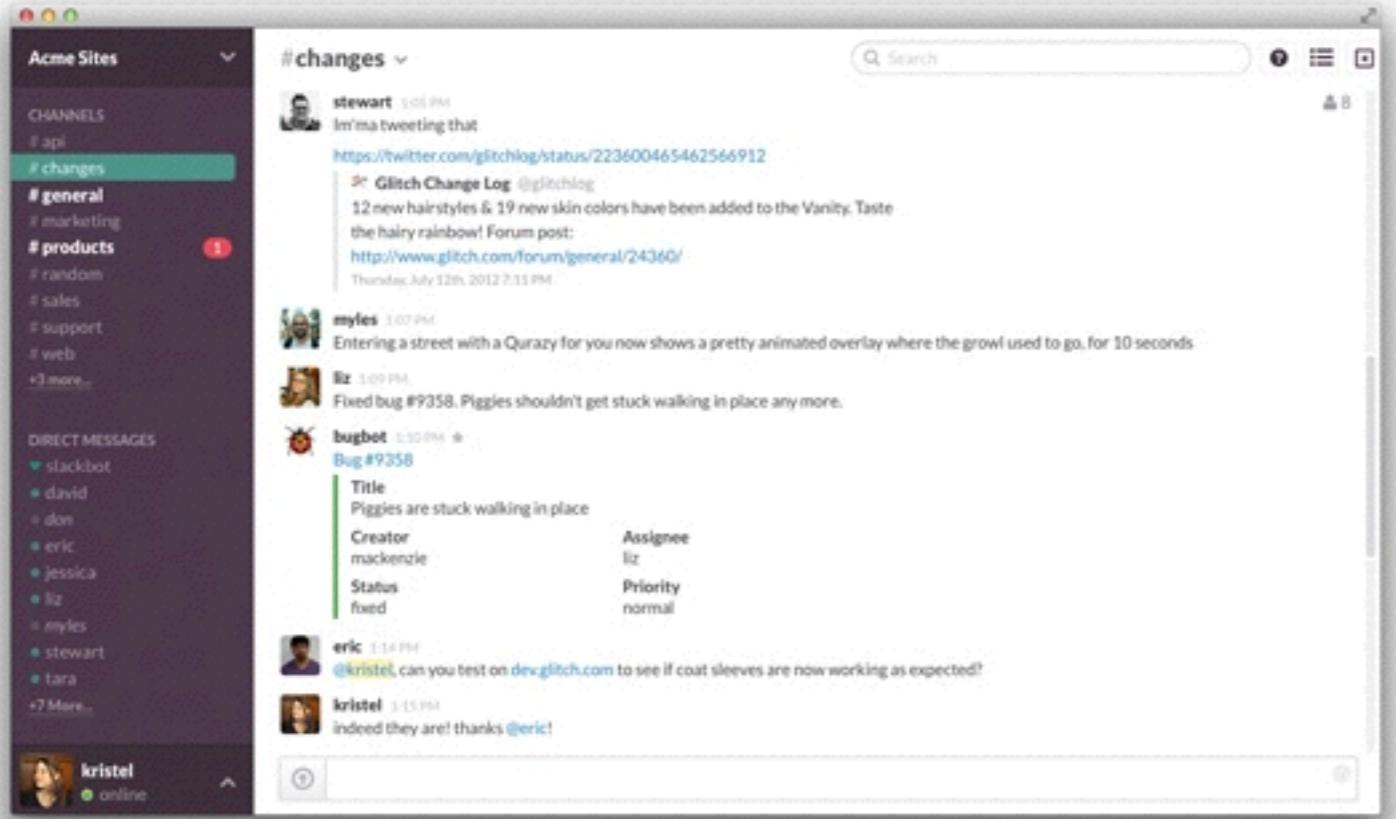
Organizational tool

Works well in conjunction with standup meetings

1. Stuff left to do
2. Stuff you're doing
3. Stuff that's done

Tools for Unicorns: **Collaboration**

Trello Logo & trello.com



3. Slack

Chat, email & messaging tool

Group conversations, links, attachments, private messaging.
Great for distributed teams.

The purported “email killer”

Part III. Tools for Unicorns

B. Prototype Pipeline



4. **Dropbox** for business

File Sharing and Asset Library

Drop asset files into a collaborative Dropbox folder for a live asset library. Link directly to the asset files for immediate synchronized changes from the design team.

Useful for asset libraries.



5. Github

File Sharing and Project Hub

Alternative to Dropbox.

Allows a team to perform revision control on assets and project documents. Better with larger code projects.

Supports free static site hosting.



6. **Jekyll**

Static Site Generator

Like a CMS, but without the server.

Generates static websites by linking together content modules, which allows for very quick prototype development.

Can be published for free on Github.



7. **Sass**

CSS Pre-Processor

Regular CSS can get messy pretty quickly.

Sass adds a layer of abstraction with variables, functions, and other tools. Allows for advanced frameworks and collaboration.

Lets designers quickly define new style changes.



8. Bootstrap & Foundation

Front-End Frameworks

Frameworks provide designers and developers with pre-written code and CSS to quickly build responsive prototypes.

Frameworks are quick to build, but adds bloat and slowness.



9. npm, Bower, Grunt

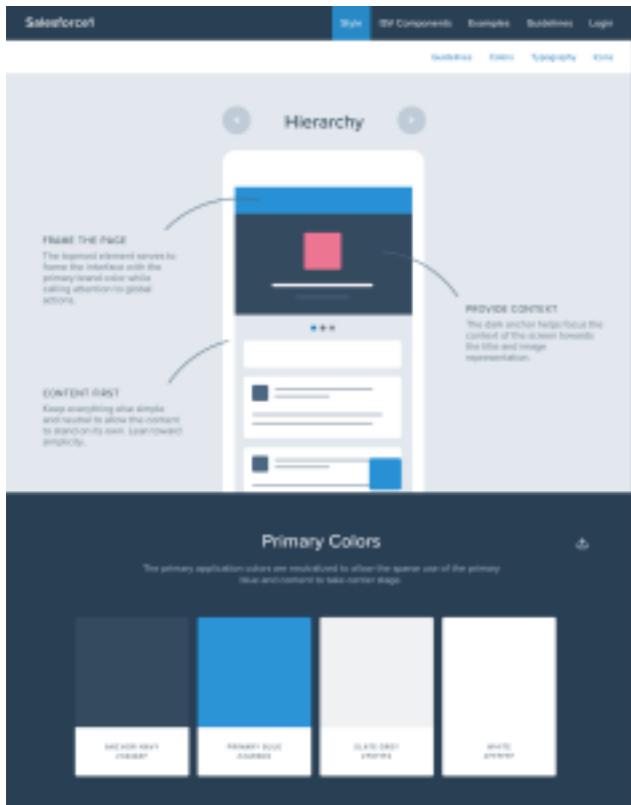
Package Management and Automation

Tools that may help designers setup prototype environments. npm and Bower are used to configure and duplicate environments, and Grunt is used to automate workflows.

Used to quickly set up design teams and pipeline.

Part III. Tools for Unicorns

C. Prototype Production



The screenshot shows the Lonely Planet Live Styleguide. At the top, there's a navigation bar with links for STYLE GUIDE, DOCUMENTATION, PERFORMANCE MONITORING, and ABOUT RIZZO. Below the navigation is a 'Design Elements' section with a sidebar for DESIGN (Design palette, UI Colours, Typography) and ICONS (Interface, Destination, Interests, Need to know). The main content area is titled 'Colour Palette' and describes the primary and secondary colour palettes. It features a 'Find closest color' search bar and two color palettes: 'GRAY PALETTE' and 'PRIMARY PALETTE'. The GRAY PALETTE includes colors like #2C3643, #3B444F, #67747C, \$darkgray, \$titlegray, and \$bodygray. The PRIMARY PALETTE includes colors like #99A9B3, #DBE6EC, \$lightgray, and \$subduedgray.

10. Live Styleguides

Fully implemented styles

Style guides are used by designers and developers as a repo and gallery for existing styles. All styles, elements, animations, icons, responsive breakpoints, etc. are detailed and functional.

More info here: susanjeanrobertson.com/code/style-guide-links/



11. AngularJS & MeteorJS

Reactive JavaScript

Production tools that allow designers to quickly prototype and create functional web apps and services like Twitter.

Very useful for prototyping sites that require sign up.



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Experience designer
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Background

Four years of Agency experience at Moxie and Nurun.
CS & Psych background, with a Masters in Human-Computer Interaction.

Slides

janzheng.com/unicorns.pdf