

Designers **Code**

Teach

SouthWired 2014

janzheng
janzheng.com

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...

jan zheng

Designers & Code
SouthWired 2014



Everyone wants **unicorns**,
as they are fast and flexible.

But they are expensive, hard to find,
and in high demand.



Should designers learn to **code**?

Should developers learn to **design**?

Most designers **agree**.

But why?



Code helps designers

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

But there's **something else.**



We have a need to
launch great products.

The Designer

conjures the best user experience.

The Developer

ensures that everything works.

Both **share responsibility**
for launching great products.

Both also **share the blame**
for failure.

A close-up photograph of a flowering plant, likely tansy, with numerous small, bright yellow flower heads. A single bee is captured in mid-air, hovering over one of the flowers to collect nectar. The background is blurred, showing more of the same plant and other foliage in soft focus.

Specialize

Be a team of experts.

Find unique skills that
strike balance.

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 photograph of a rural landscape with a dirt road and a single tree. The background of the slide is a blurred landscape with green fields and a blue sky.

Magnify

Learn skills that magnify your craft.

Developers who deeply understand design will know to call out design pitfalls.



Support

Cover each other.

Check each others' work.

Hold each other accountable.

Sweat all the small details.

Communicate

Stay informed.

Let others know
when you need help.





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 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?

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 123!"

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 rapid A/B testing on both the mobile and desktop experience for **Gas South**.



Part III.

Tools for Unicorns

#pureevil, Shoreditch, London

jan zheng
Designers & Code
SouthWired 2014

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 your 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
- Design new kitchen space

Doing

- Pick countertop colors
- Buy new kitchen cart

Done!

- Call contractor
- Pick faucet to match new sink

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

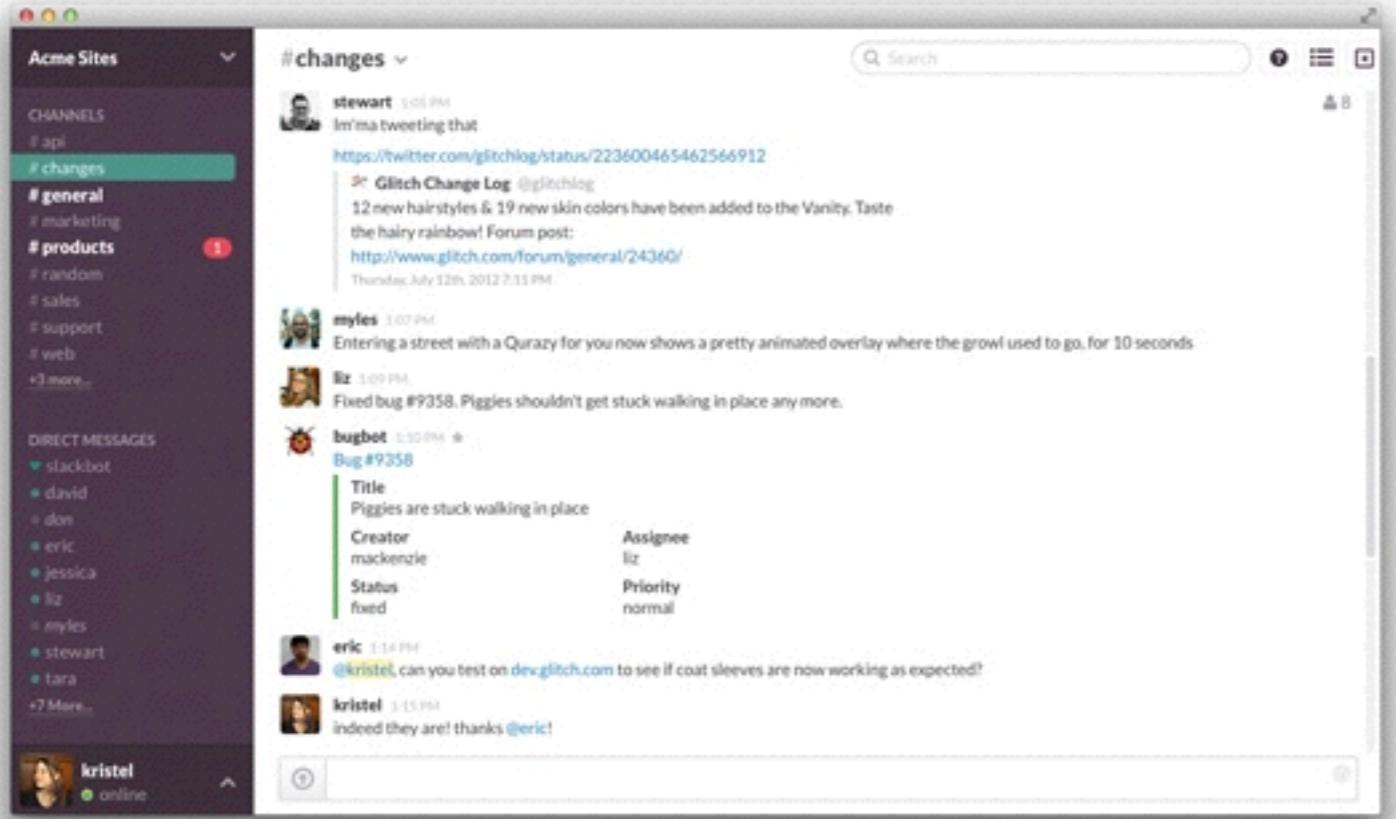


2. Trello & Kanban Boards

Organizational tool

Works well in conjunction with standup meetings

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



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 files for immediate synchronized changes from the design team.

Useful for building 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 a 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

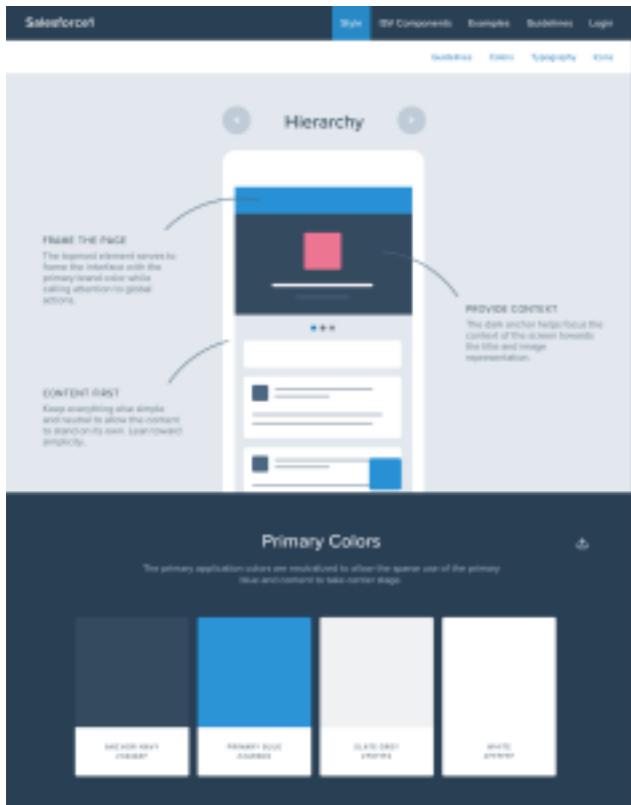
Package Management and Automation

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 set up design teams and pipelines.

Part III. Tools for Unicorns

C. Prototype Production



The screenshot shows the 'Design Elements' section of the Lonely Planet style guide. It features a 'DESIGN ELEMENTS' navigation bar and a 'Colour Palette' section. The palette includes a 'Find closest color' search bar and two grids: 'GRAY PALETTE' and 'PRIMARY PALETTE'. The GRAY PALETTE contains six items: #2C3643, \$darkgray; #3B444F, \$titlegray; #67747C, \$bodygray; #99A9B3, \$lightgray; #DBE6EC, \$subduedgray. The PRIMARY PALETTE contains four items: #2C3643, #3B444F, #67747C, and #99A9B3.

10. Live Styleguides

Clickable in-browser style guides

Style guides are used by designers and developers as a guide and gallery for existing styles. All styles, elements, animations, icons, responsive breakpoints, etc. are specced and clickable.

Read: 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.



jan zheng

Experience designer
janzheng.com

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

It's me!