

So, do you wanna be a **unicorn**?

by **Jordan Deja**

DSC UP | 03.11.2021 | @jrdndj



the two types of people listening to my talk...



cramming professor meme

Google Search

I'm Feeling Lucky

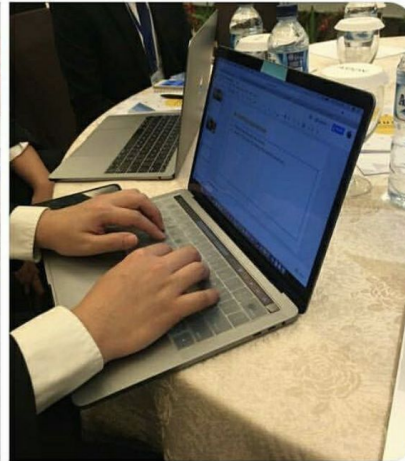
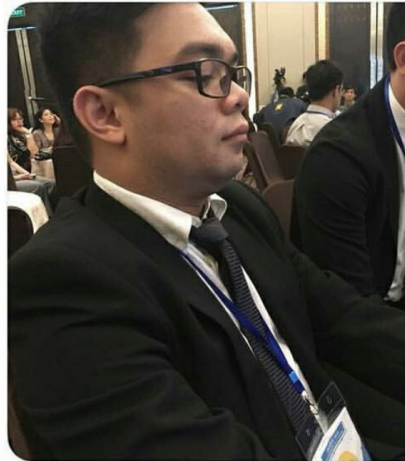
Google offered in: [Filipino](#) [Cebuano](#)



Blaise Cruz
@finelined_



If you think you're good at cramming,
my prof makes his slides and prepares
his presentation for an international
conference IN THE CONFERENCE
ITSELF



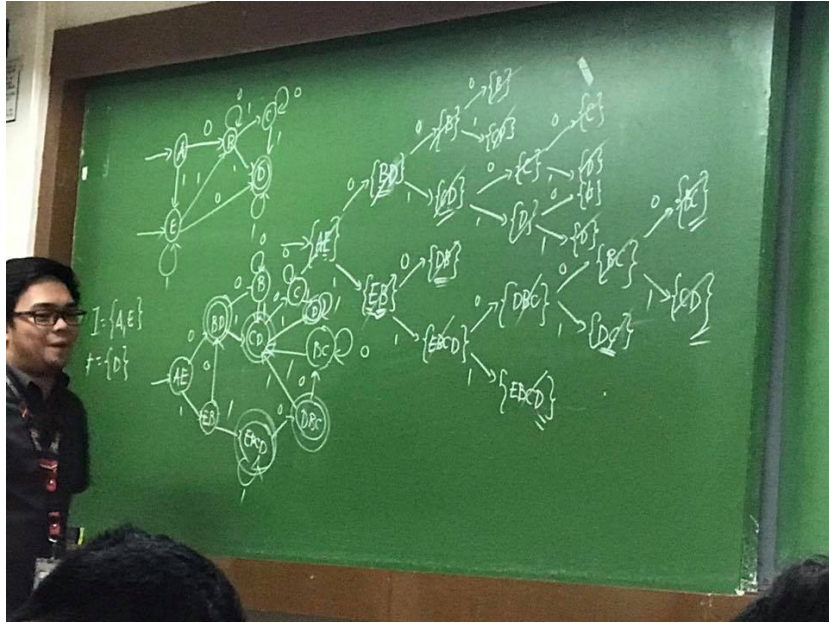


But seriously..

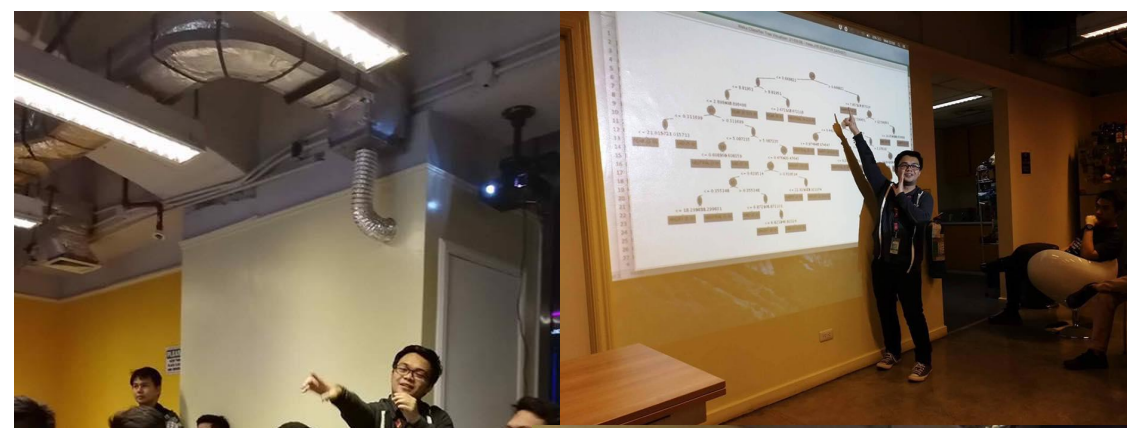
Internship @ **accenture**



I teach ...



What I think Im teaching vs What my students see



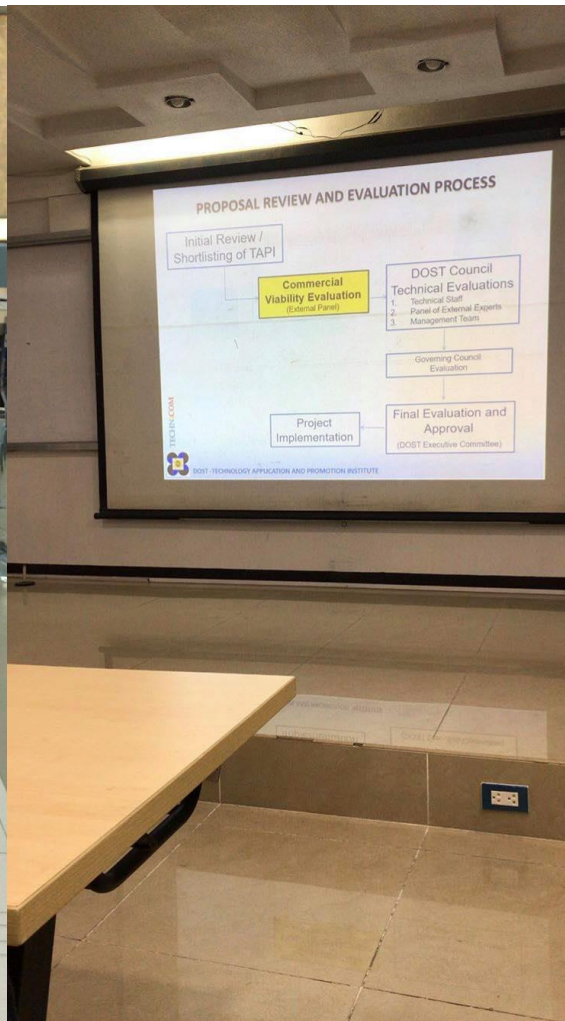
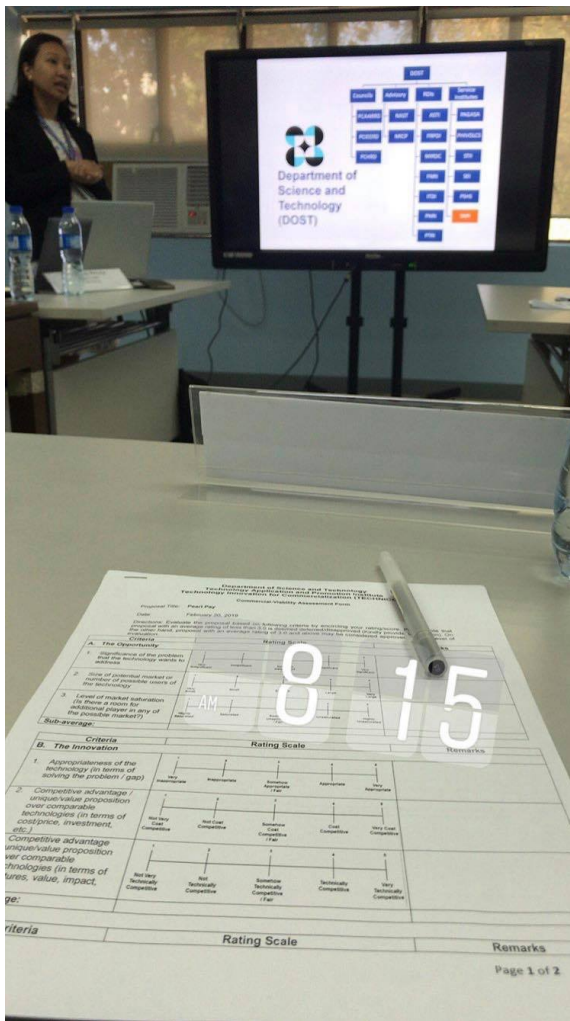
.. do talks at
meetups (yay free
food!),



.. manage
volunteers for
conferences,

I've mentored
in some
hackathons





... serve as a govt consultant for startups and funding applications,

UX

**helped me do so many
things**

UX

what?

Lets begin with an activity:

STAND UP!

GRAB A PARTNER!

FACE YOUR

PARTNER!



1 - 2

1 - 2 - 3

HUMANS DONT LIKE BREAKING THE
PATTERN

CONSISTENCY IS A PATTERN

breaking patterns make things
harder

1 - 2 - 3 - 4

ON HUMANS AND LONG THINGS

LONGER IS NOT ALWAYS HARDER IF THERE ARE PATTERNS

It is not all the time that long is ayt. It is not all the time
short is better.

CONTACT US

If you would like to get ahold of us,
please fill in the form below...

Salutation (optional)

Mr. ▾

First and Last Name

Company or Organizaiton (optional)

Email Address

Phone Number (optional)

1 () -

Fax Number (optional)

1 () -

Subject or Topic

Technical support ▾

Comments or Questions

Newsletter (optional)

☒ Yes, I would like to receive a
monthly newsletter about deals and
offers!

SEND

CONTACT US

If you would like to get ahold of us,
please fill in the form below...

Name

Email Address

Comments or Questions

SEND

1 - CLAP - 3

JUMP - CLAP - 3

JUMP - CLAP -



was that fun?

**Knowing how your
users think is
important when we
design systems**

Copyrighted Material

Steve Krug



DON'T MAKE ME THINK

revisited

and Mobile

A Common Sense Approach to Web Usability

Copyrighted Material

UX&UI

**Let's remove the 'U', what
do we have left?**

UX&UI

**Experiences
Interfaces**

**Let's remove the 'U', what
do we have left?**

UX&HCI

**Let's look at the first words
shall we?**

UX&HCI

User Experience
Human Computer
Interaction

Let's look at the first words
shall we?

UXareas

Experience Design

Interaction Design

User Research

Visual Design

Information Architecture

Service Design

Product Design

Partial world of Computer Science

Graphics

Web &
Mobile

Many
more

Transportation

Education

Services

Finance

Music &
Art

Cognitive
Psychology

Engineering

HCI

Graphic Design

Ergonomics

UX

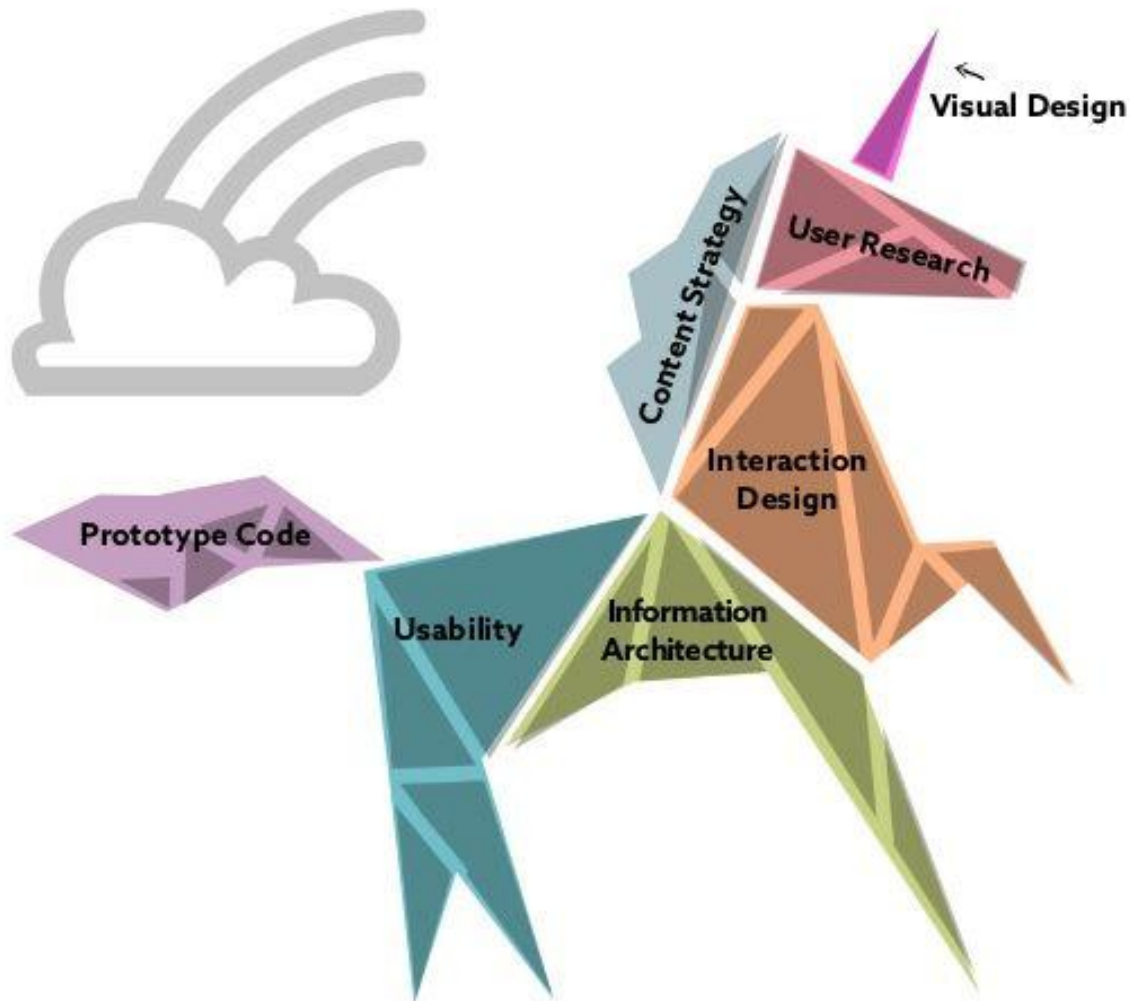
Product
Design

Software
Engineering

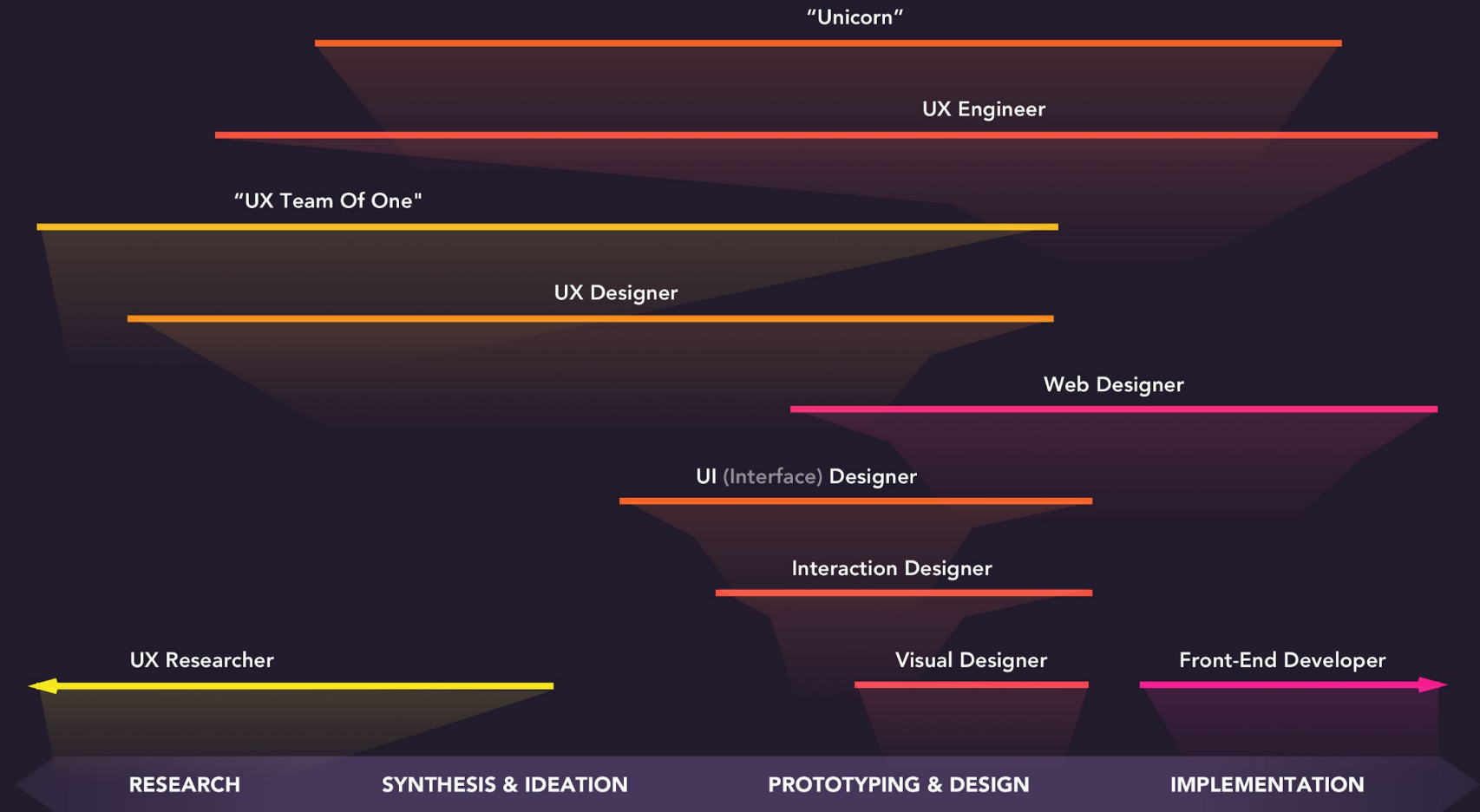
AI



Wait, so why **unicorn**?



**In UX there's
a creature
called the UX
Unicorn**



**So.. How does
one become a
“unicorn”?**

Be

lettershaped

D
e
p
t
h

I-Shaped Person

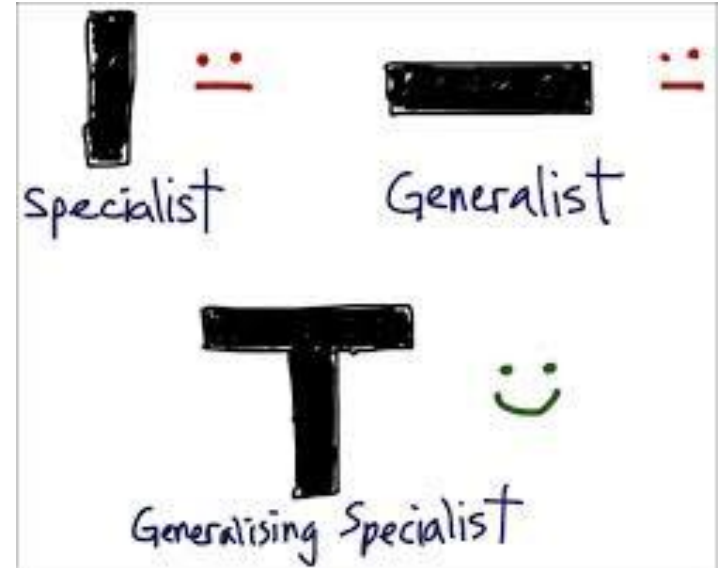
Base Knowledge/Skills

D
e
p
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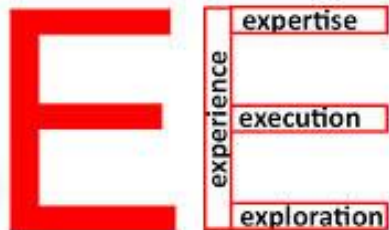
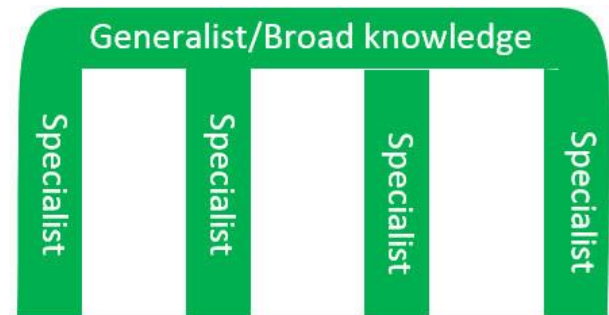
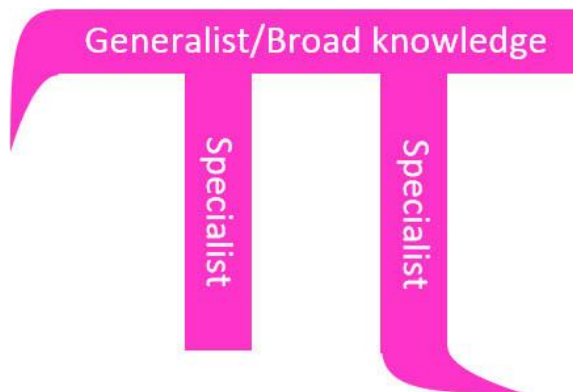
T-Shaped Person

Base Knowledge/Skills

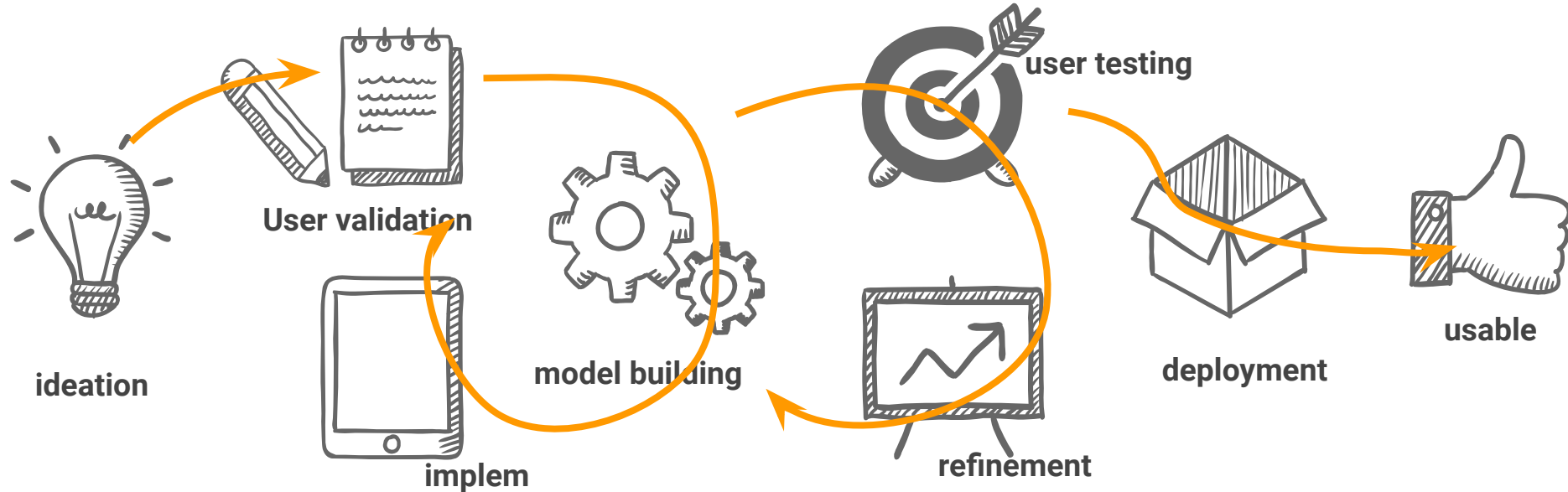
Dash-Shaped Person



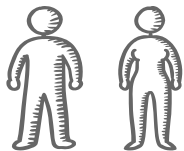
M



the standard journey of tasks that I do in general



what I **do** in any of the jobs that I work on



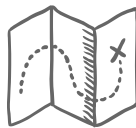
**Participatory
design**



**eye
tracking**



**Customer
feedback**



**Journey
mapping**



**Service
blueprint**



personas



**User
inspection**



**A/B
Testing**



field studies



**business
origami**



**AIDA
Storyboarding**



**User empathy
and value
proposition**

**And many
more...**

**And regardless, we
always try
to solve real problems
in any project that we
work on**

UX is one of the many
ways to future-proof your
career.



Developer Student Clubs



Women
Techmakers



GDG



Google Developers
Experts



Android

Get your apps ready for the latest version of Android.



Cloud

Everything you need to build and scale your enterprise, securely.



Firebase

The tools and infrastructure you need to build better mobile and web apps.



Flutter

A UI toolkit to build beautiful, multi-platform, natively-compiled apps.



Google Assistant

Build apps and content to help your users get things done.



Google Workspace

Automate, extend, and connect with Google Workspace to empower your users.



Maps Platform

Build customized, agile experiences that bring the real world to your users.



TensorFlow

An open-source software library for Machine Intelligence.



Web

Develop the next generation of applications for the Web.

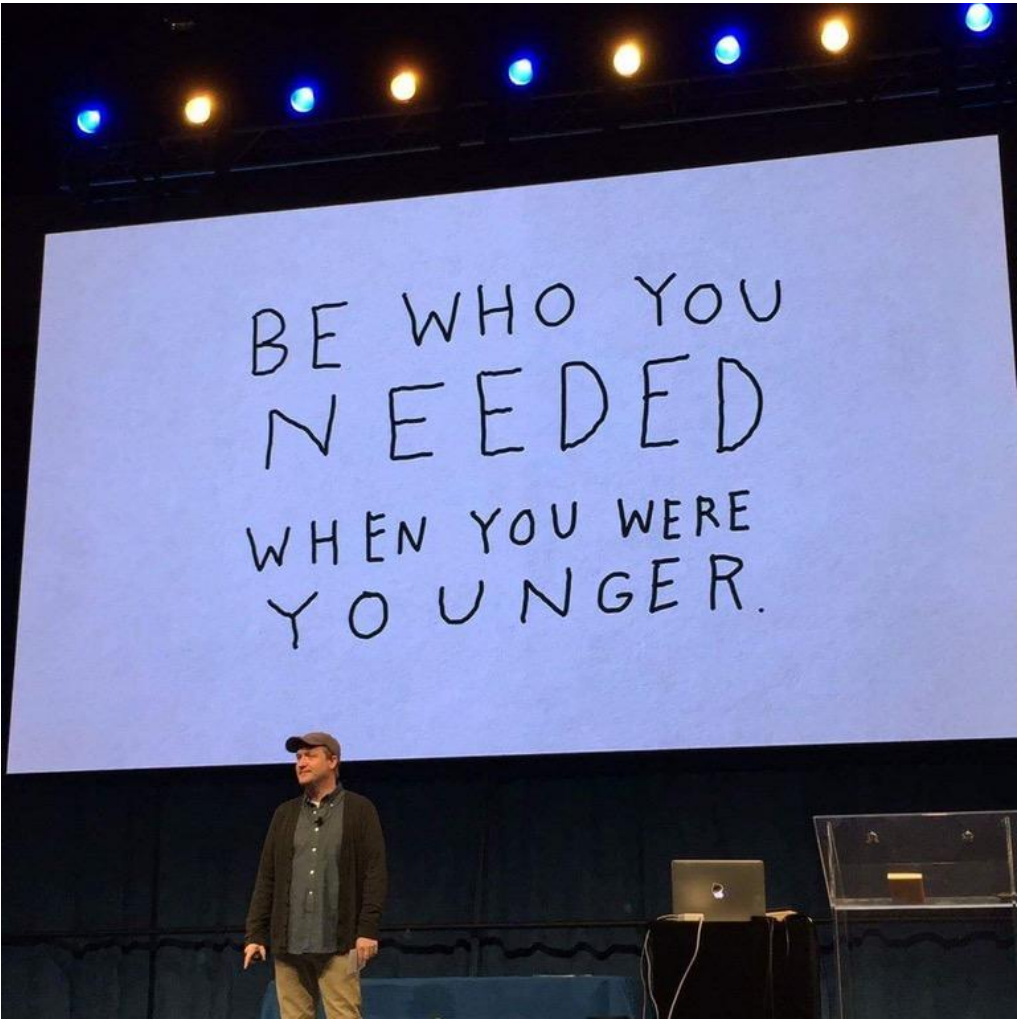


YouTube

Add YouTube functionality to your sites and apps.

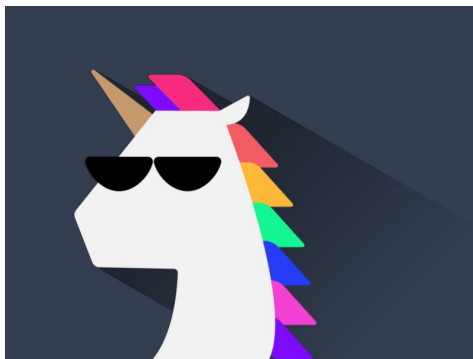
So what's next?

- **join DSC UP**
- **learn!** (coding workshops, google tech tutorials)
- **grow!** (earn certifications, take courses)
- **network!** (join hackathons, meet people!)
- **pay it forward!** (get mentored, mentor others)



How do I start? **Begin**
with the goal of
building something
useful. And as you
build stuff, you grow
yourself (and your
portfolio too!)

**And when you do,
never forget to keep
the target user in
mind. This way, every
step you do, every
product you build will
be future proof.**



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