

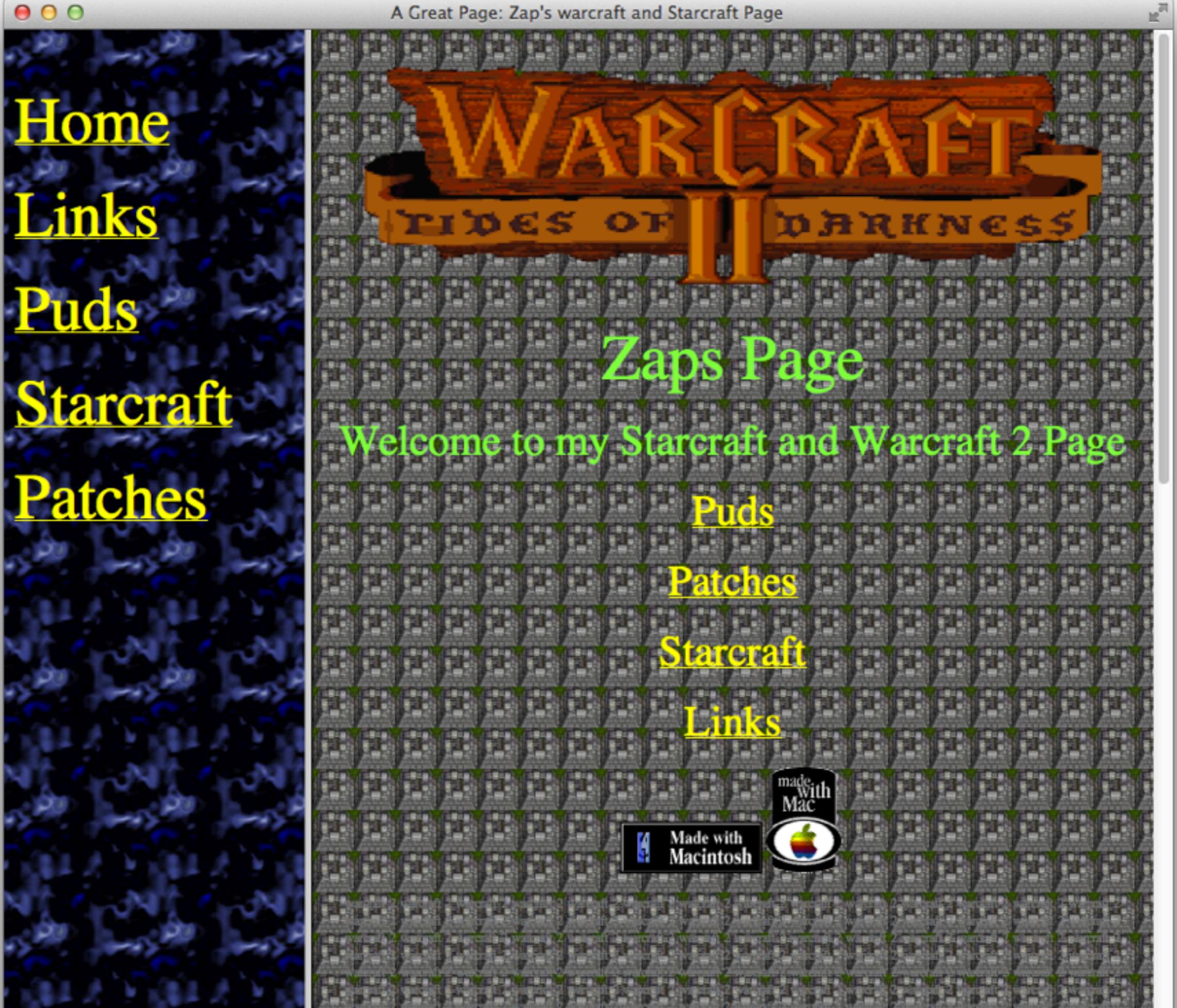
# CHOOSE YOUR ADVENTURE!

START  
HERE



1991

Me = **13 years old**



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Welcome to my Starcraft and Warcraft 2 Page

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Made with  
Macintosh



made  
with  
Mac



I'm **Kyle Neath**

Find me **@kneath**



I'm **Director of Design**  
I work at GitHub. It's a tech thing.

Mostly, I **discuss features**  
**write code**  
**sketch**  
**design**

I'm ≈ Designer

That label frustrates me.

I'm a **Builder**  
I build things with computers.

**START  
HERE**

.....**GAMES**

.....**TOOLS** .....

.....**PHOTO-SHARING**

Our tools are kinda **shitty**  
Well, historically they've been shitty.

# THE FIGHT OF THE DECADE



DESIGNER

VS. DEVELOPER



Pretty dumb.

Things are looking up!



AppKit    UIKit



**django**  
**github**  
SOCIAL CODING



heroku

Deployment just  
isn't a thing

# Remembering my first time



The most **challenging** part  
of building Nightfire...

ASP 3.0

Game concept

SQL

**Getting the @\*!#\$\*; hosted**

Getting the @\*!;#\*; hosted  
Time spent not building the game

> Please enter cheat code...

> Please enter cheat code... .

>  heroku

- > Please enter cheat code...
- >  heroku
- > Skipping Stage 1: Learn Ubuntu

- > Please enter cheat code...
- >  heroku
- > Skipping Stage 1: Learn Ubuntu
- > Please continue building rad shit

 Gets this



*The way you get programmer productivity is not by increasing the lines of code per programmer per day.*

***That doesn't work.***



*The way you get programmer productivity is by **eliminating lines of code you have to write.***

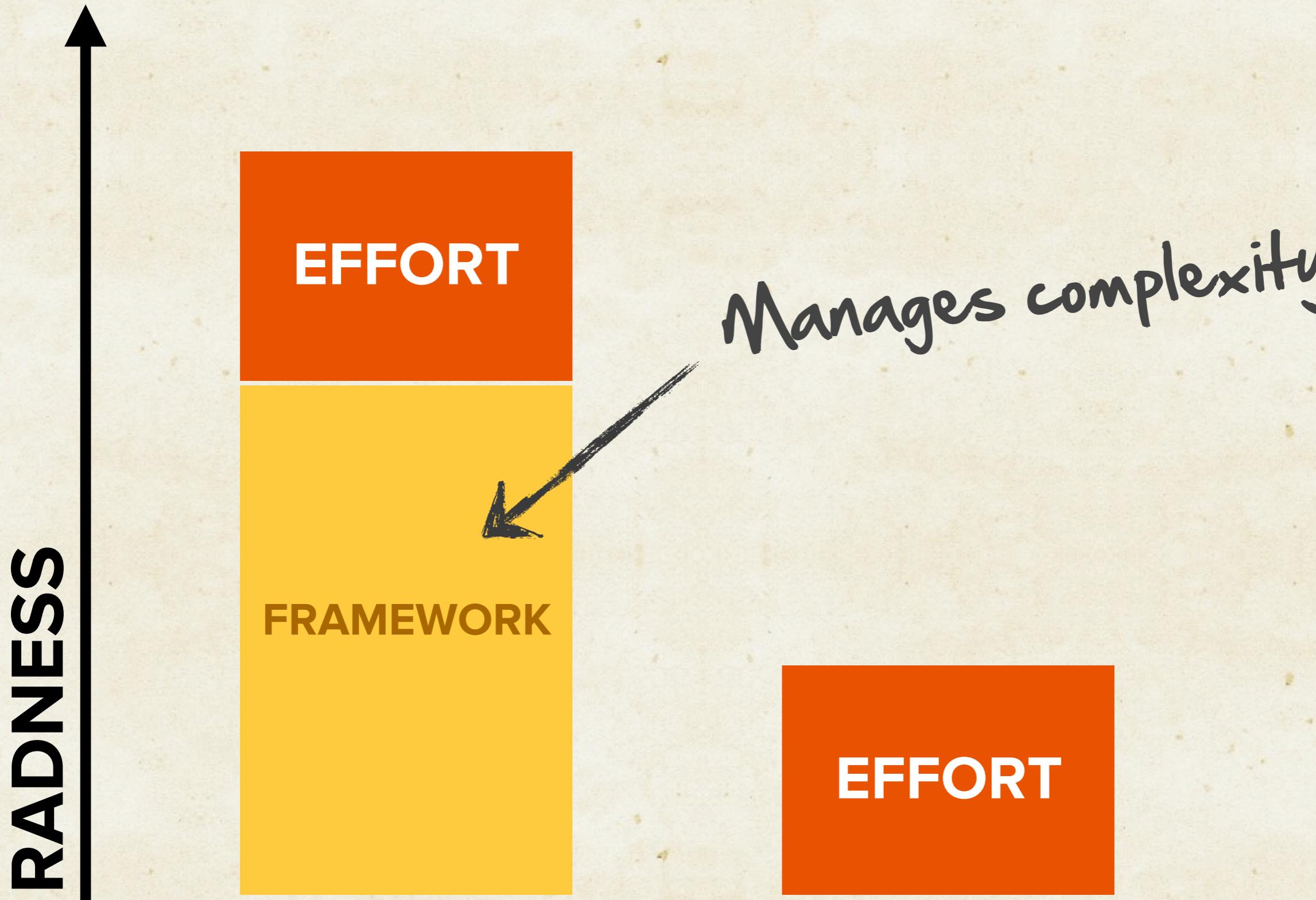


# NeXT Philosophy





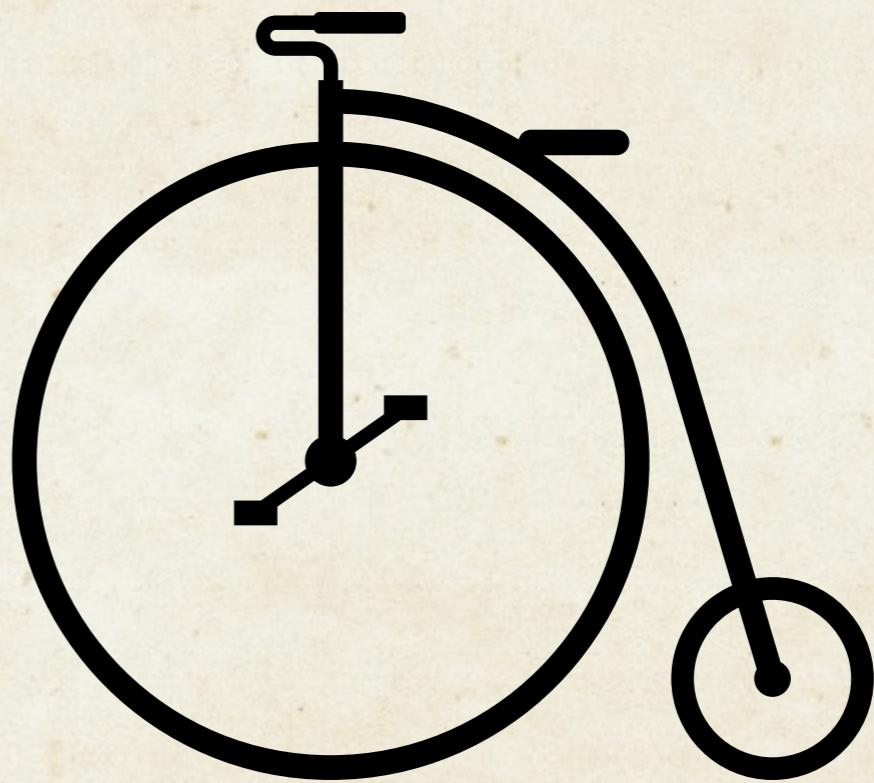
# NeXT Philosophy



EFFORT

We're still writing code  
solving hard problems  
pushing limits

**FRAMEWORK**



# TOOLS

INCREASE YOUR POTENTIAL  
FOR BUILDING RAD SHIT

# Spectrum of Builders

Where do you want to apply your potential?

**Assembly  
Hacker**

**Sysadmin**

**Kernel  
Hacker**

**Network  
Ops**

**UX  
Designer**

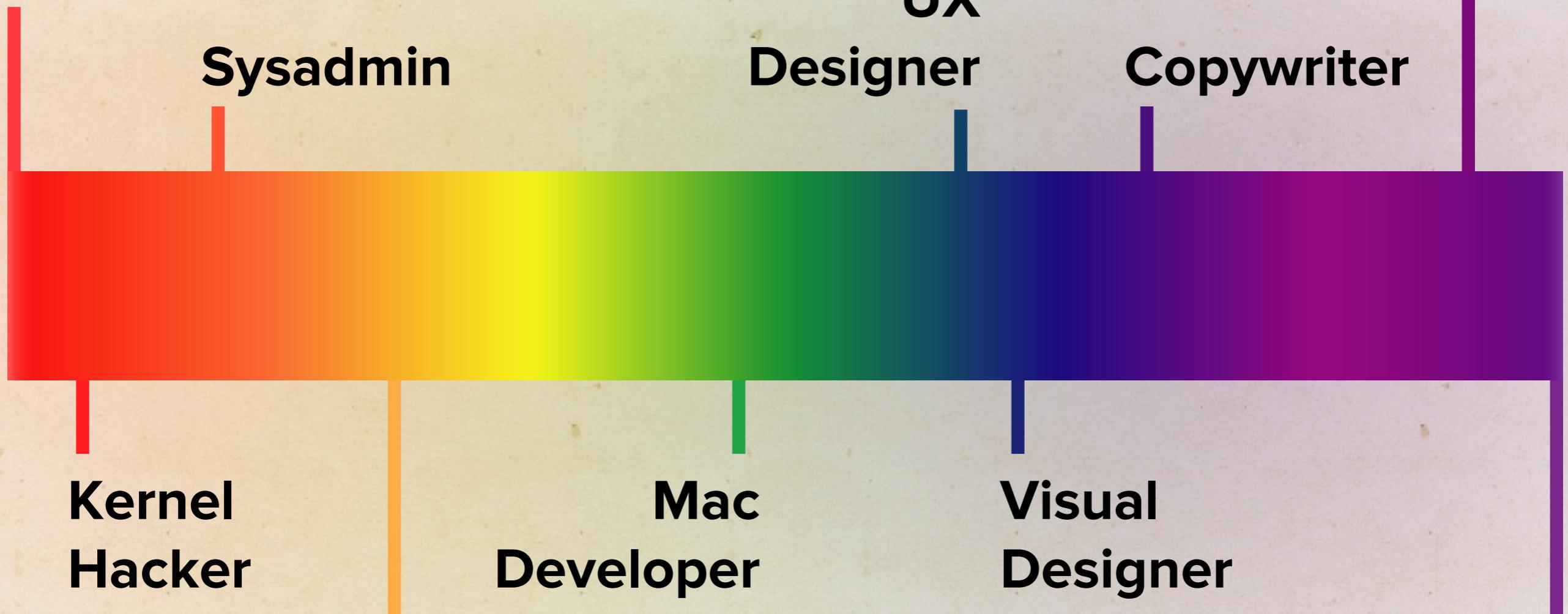
**Mac  
Developer**

**Visual  
Designer**

**Marketer**

**Copywriter**

**Business  
Executive**



Mastered

Proficient

← This is your potential

How do you want to spend it?

1997

Mastered  
↓

I want to be a master  
**Mac Developer**



1997

I want to be a master  
**Visual Designer**

Mastered



1997

Proficient

I want to be a proficient  
**Visual Designer**

and play around as a  
**Mac Developer**



**2012**

# Proficient

# and a proficient **Mac Developer**

and learn me some  
**Unix!**

# TOOLS

and a proficient  
**Marketer!**

# I want to be a master **Visual Designer**



Proficient



TOOLS



What does it mean when we hit  
**Double Rainbow?**

**INCREASE YOUR POTENTIAL  
FOR BUILDING RAD SHIT**

**BETTER COMPANIES**

GitHub is a **web shop**  
**mac shop**  
**java shop**  
**iphone shop**  
**windows shop**  
**android shop**

GitHub **builds good tools**

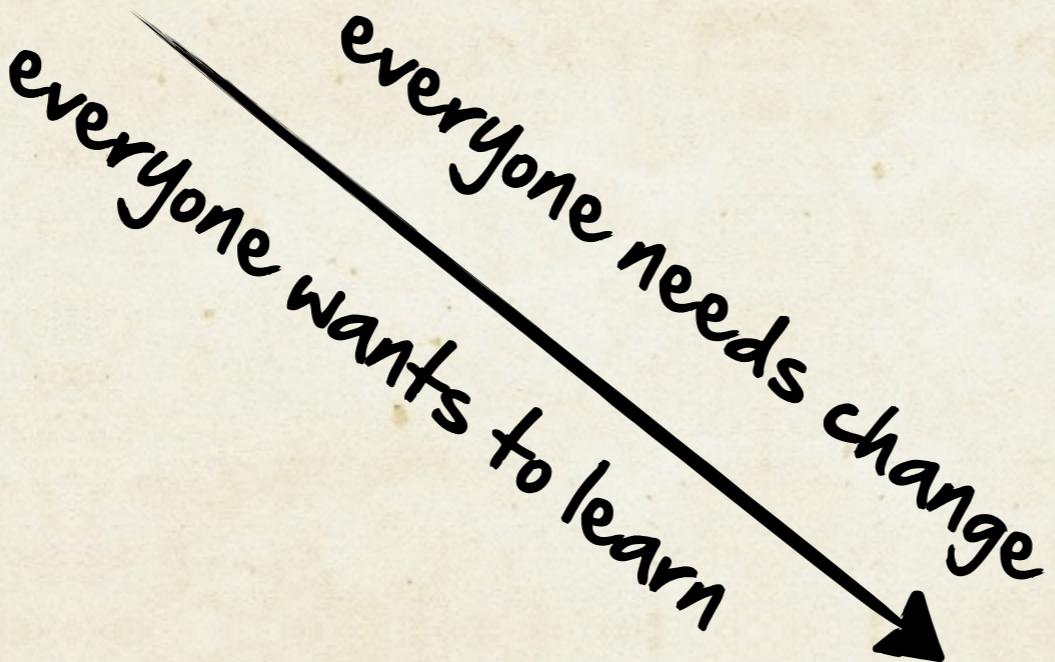
GitHub hires for **web**  
**mac**  
**java**  
**iphone**  
**windows**  
**android**  
...

# Our **windows** developer



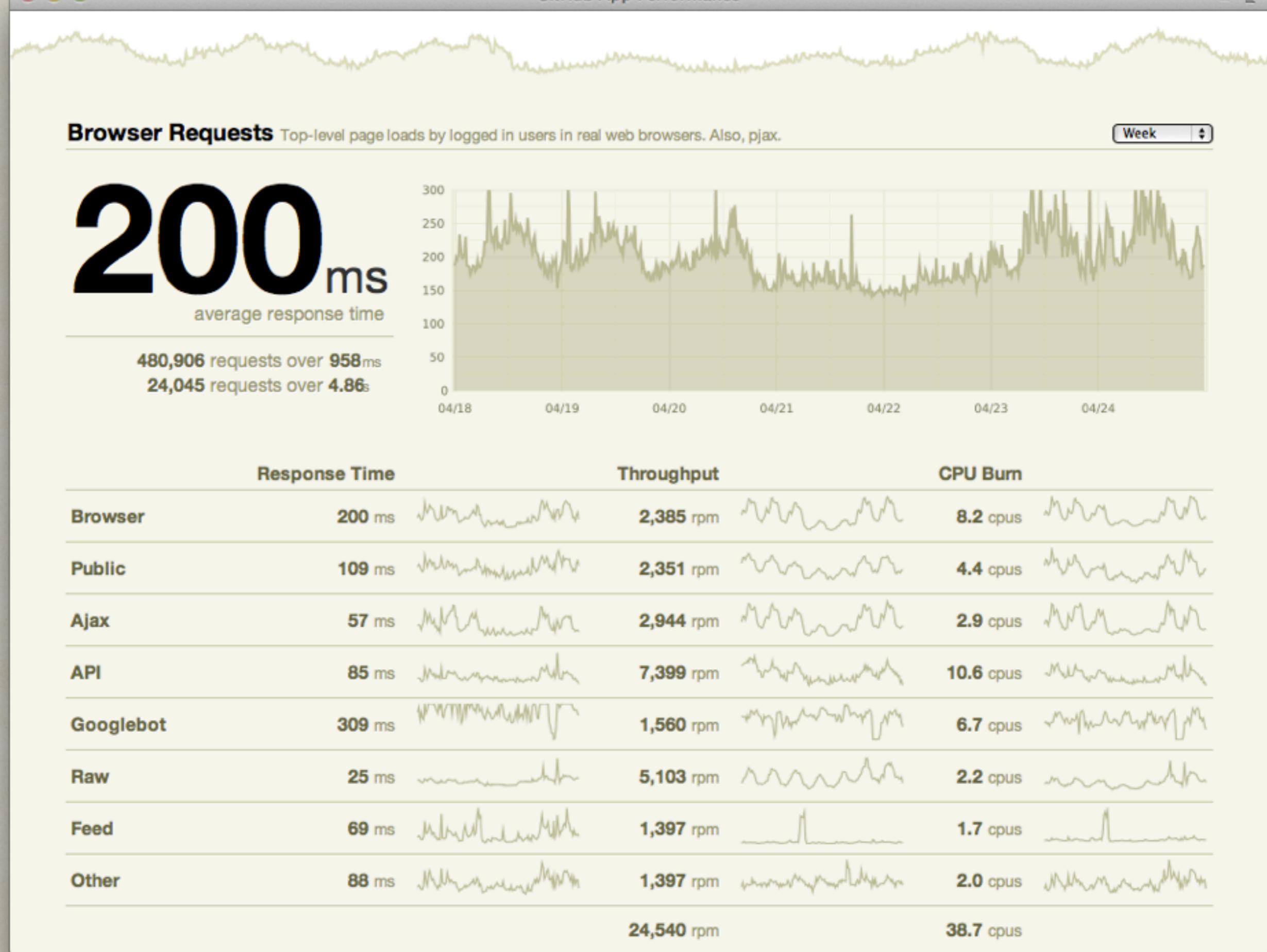
Loves to work on the **web api**

Our **iPhone** developer  
**Got sick of iOS development**



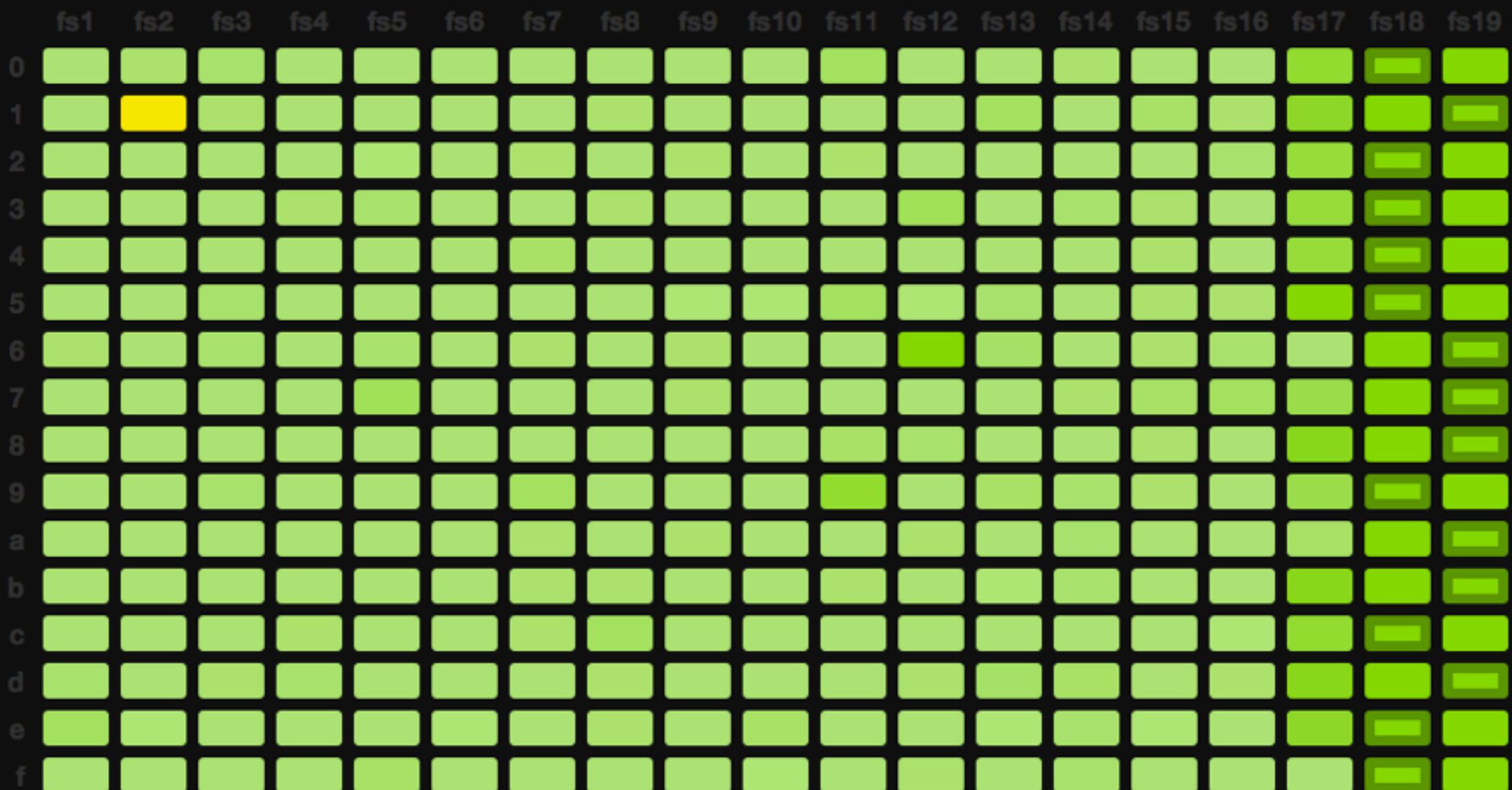
Now works on a **CoffeeScript** app

GitHub hires **really good builders**  
**and keeps them happy**  
**so they build great tools**

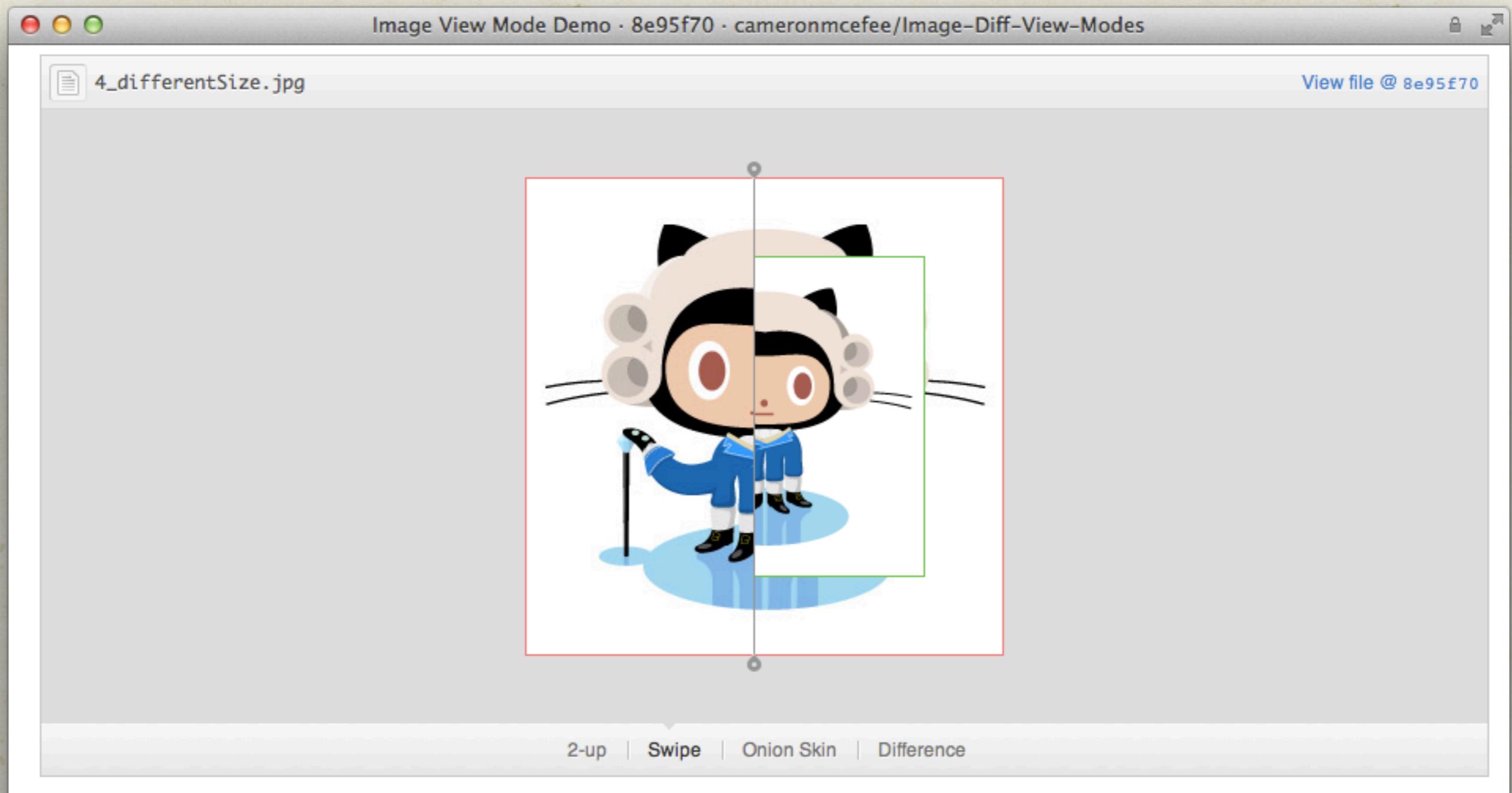


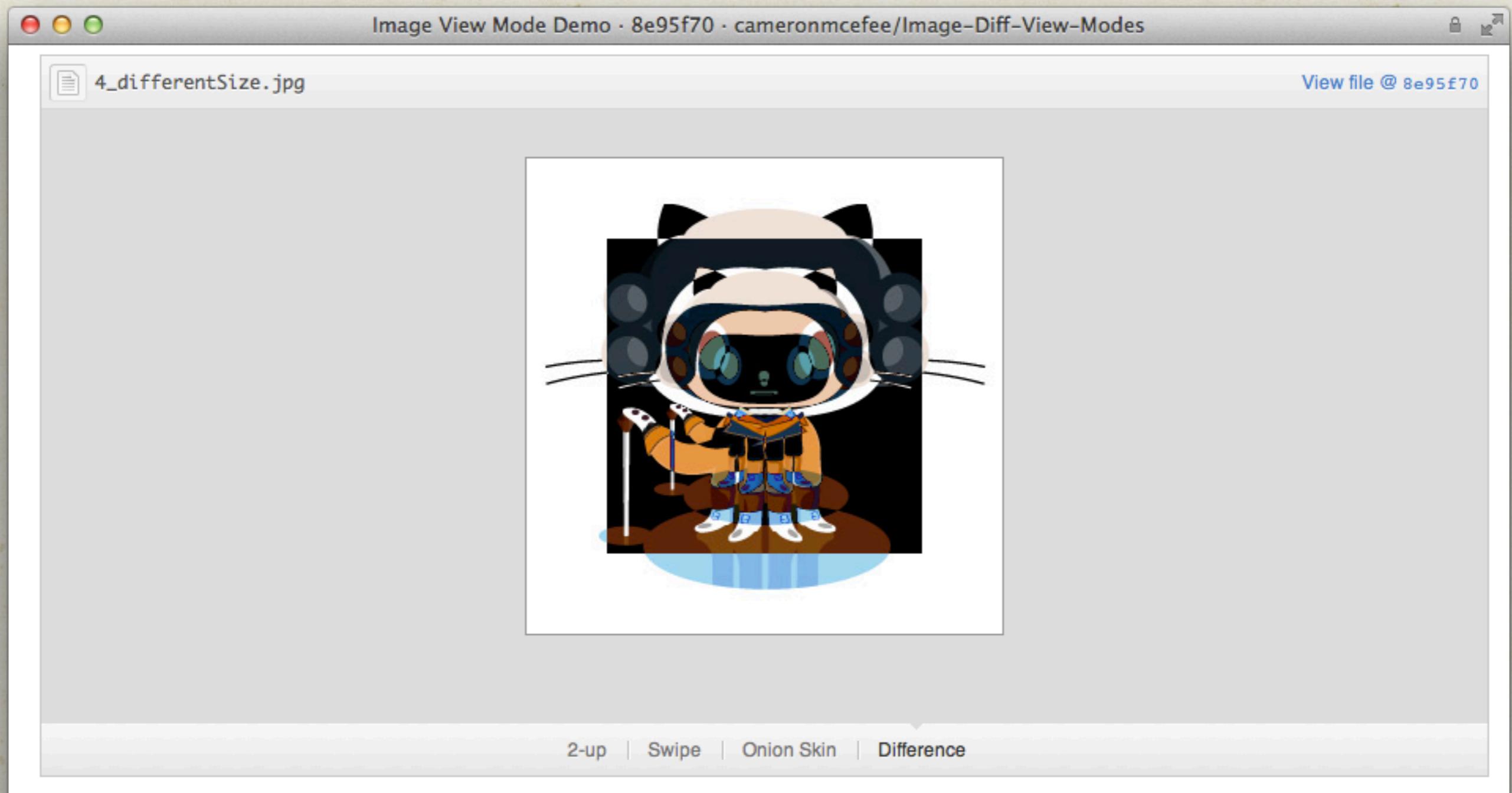
# 3.09 TB free

17.77 TB used  
57.67 GB added per day  
54 days until capacity



  over 5G free      under 5G free      under 1G free      repository intake





# BETTER COMPANIES ...

.....

## CLOSING THOUGHTS

**Design is a philosophy  
Not a profession.**

**Engineering is a philosophy  
Not a profession.**

If the end product is well-designed software,  
Why can't you code?



If the end product is well-designed software,  
Why can't you design?



**It's your personal *responsibility***

Know how to design **and** code



