

Hi NN/G,  
I'm Leon

I'd like to be your next *Senior Experience Specialist*



*/About me*

# Summary of my qualifications

- B.S. and M.S. in Industrial Engineering with focus on Human Factors and HCI
- 20 years of industry experience:
  - 10 years as a UX Designer for healthcare, gov't, dev. tools, automotive
  - 10 years as a User Experience SME and Education lead at Balsamiq
- Lead author and editor of *Wireframing for Everyone* (A Book Apart)
- Presented over 50 talks, webinars, and interviews; authored over 40 articles
- Featured on NN/G UX Podcast ep. 35 (Feb. 2024) and instructed NN/G seminar on Effective Wireframing (July, 2020)

*What I love is empowering others by demystifying concepts that are barriers to success.*

*What I'm good at is distilling UX knowledge into clear and useful material.*

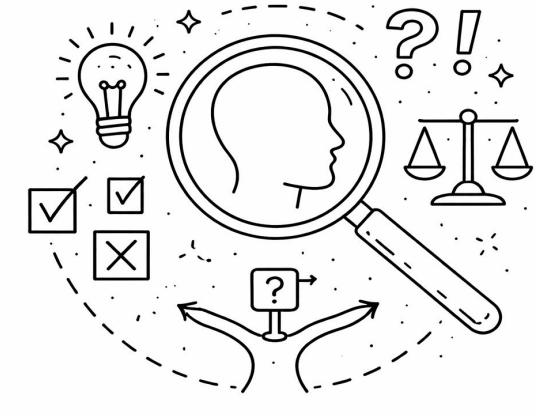
# My special sauce



I'm a strong thinker; I have original and uncommon ideas that you can't get out of an LLM.



20 years; from startups to large orgs, guerilla methods to strict processes, across industries.



I can tell what's good and what's not. And I'm naturally talented at distillation and synthesis.

# A few nice things people have said about me 😊

"You have a way of writing and a way of conveying info that really resonates with me. I always find an "a-ha" moment with your articles."

"Your work is so simple, so clearly written and, in every way, profoundly correct."



Atsuya Takagi · 1st

Strategic Cloud Engineer at Google

12h · Edited · 3

The best UX designer I worked with, [Leon Barnard](#), is publishing a book on wireframing. As a software engineer, his knowledge and experience on UX design made it easier to share product ideas with others and reduced miscommunications while building a product. I pre-ordered mine, and can't wait to learn more about UX design and wireframing.

"You're so great at talking about these things. I could listen to you all day :)"

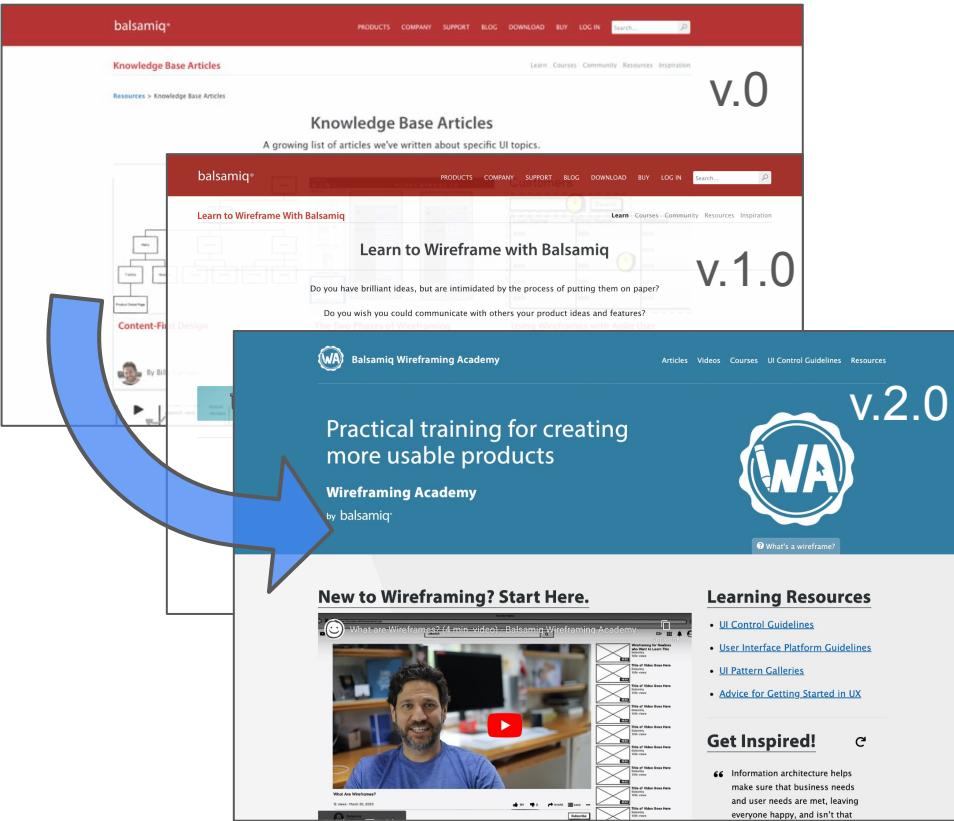
/Featured projects

# Wireframing for Everyone



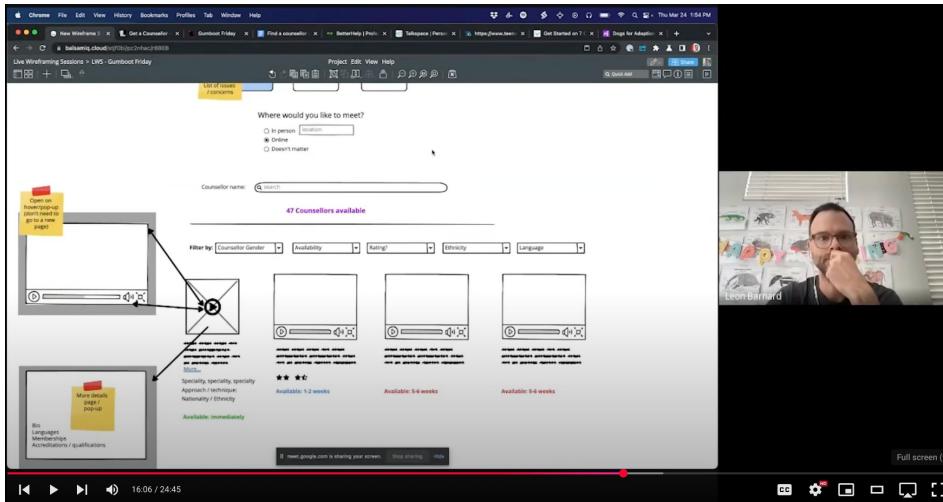
- Wrote four of the seven chapters:
  - Chapter 2: Exploring Ideas
  - Chapter 3: From Ideas to Interfaces
  - Chapter 5: Wireframing as a Team
  - Chapter 7: Crossing the Finish Line
- Hand-picked by A Book Apart as lead reviewer and editor. Spent 2 months cutting over 10k words and adding 8k, touching nearly every section of the book.
- Did the majority of speaking and publicity for the book, including episode 35 of the NN/g UX Podcast.

# Balsamiq Wireframing Academy



- Scaled Balsamiq's UX education offering from a niche help page into a main product pillar with over 100 pages of articles, videos, and courses.
- Wrote articles and guidelines, presented videos and webinars, and helped develop courses
- Managed content and site structure.
- Oversaw junior colleagues and external partners to create and refine written and video content.

# Live Wireframing Sessions



Link: [leon.land/design/live-wireframing-sessions/](http://leon.land/design/live-wireframing-sessions/)

- 30-60 minute virtual “design partner” sessions for non-profits.
- Goal was not to teach or design for them, but to help them build a UX foundation through co-design.
- I developed a lot of instructional techniques through this process.
- Had to adapt and think on my feet due to the limited time and variety projects.

/A few ways I've made UX concepts  
easier to understand

# Explaining that UI design is like meal preparation



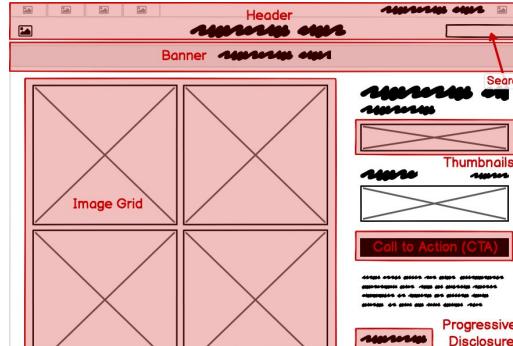
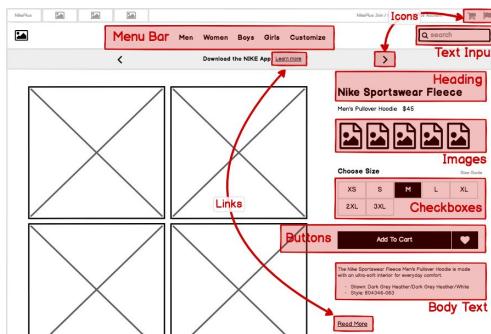
Ingredients



Dishes



Meals



UI Controls → UI Patterns → UI Templates

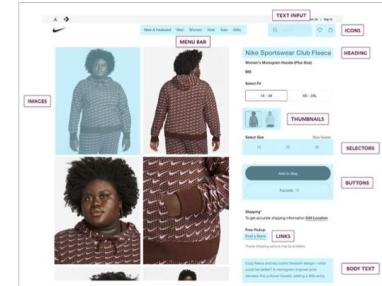


FIG 3.1: Shopping website interfaces are made up of many different design elements (highlighted in blue), from menu bars to icons to thumbnail images.

## ANATOMY OF A USER INTERFACE

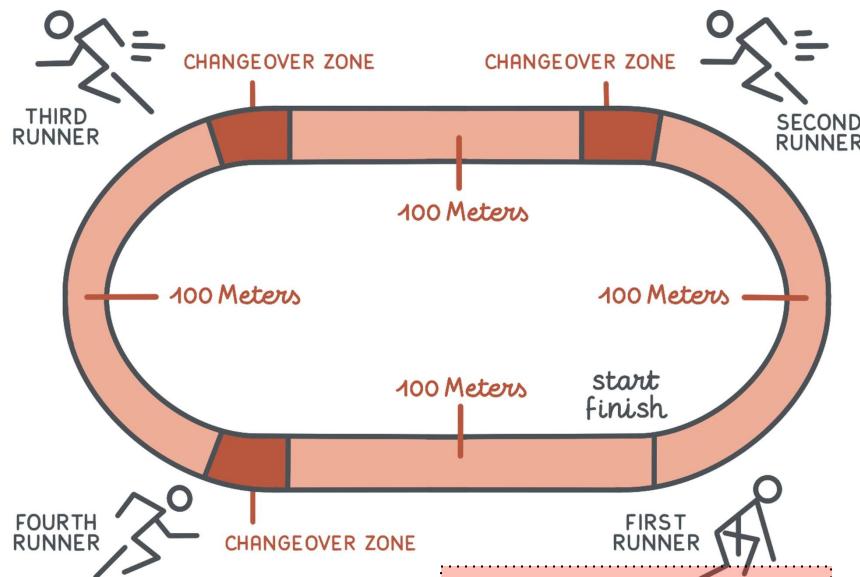
Let's start our understanding of user interfaces by looking at how they're built. You've likely visited hundreds of shopping websites in your life (fig 3.1), but have you ever thought about why they were designed that way (aside from making that "add to cart" button big and bold, of course)?

It's fascinating to think that UI designers deliberately chose each element on the page—to make up the collection of UI building blocks—including their size and placement. Every menu, button, link, and image has a specific purpose, and good UI designers choose these elements carefully, in the same way a poet might choose among similar words, each with a slightly different connotation or tone.

If you've followed our guidance in the previous chapter on using wireframes to generate rough ideas, then you may have a lot of concepts that don't really look like a product.

I pivoted to using anatomy as an analogy in *Wireframing for Everyone*.

# Using a relay race as analogy for designing as a team



I commissioned this illustration for use in *Wireframing for Everyone*.

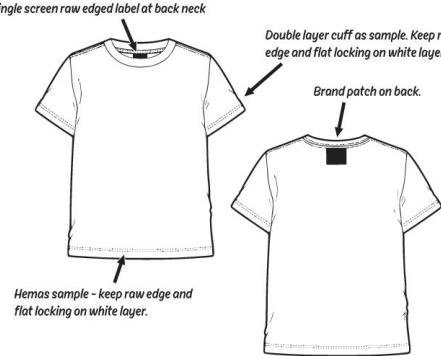
Just like a relay race...

- Each person has to be good at their part of the process
- *But*, they also need to take responsibility for ensuring a shared understanding/handoff with the next/previous person
- Success is dictated by *team*, not individual, performance

# Stepping outside of UX to explain design fidelity

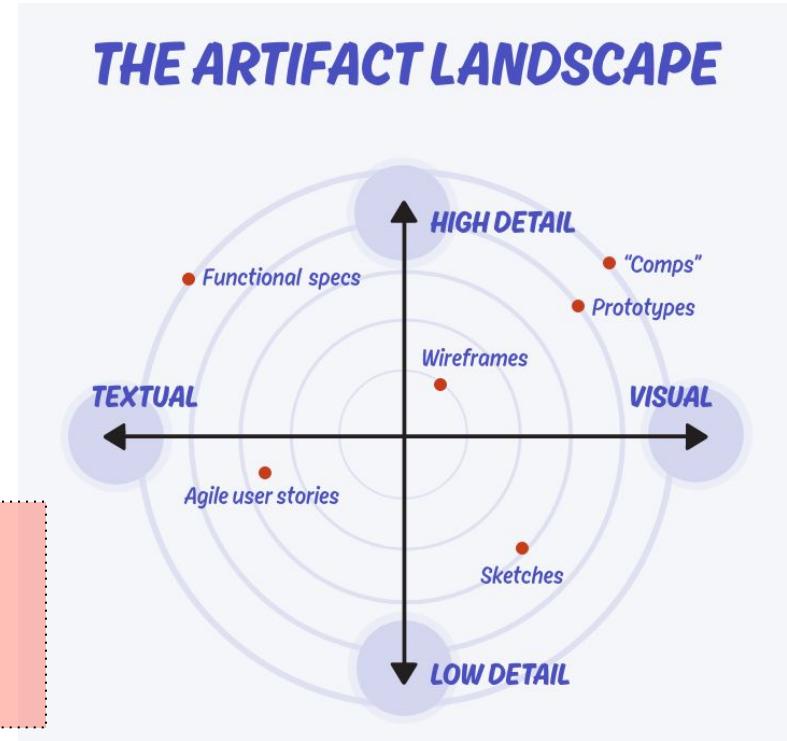
Just like this t-shirt design spec, a good digital design spec should provide just enough detail to communicate the necessary information.

I tell students that this example has a great balance of text and imagery. It doesn't work any harder than it has to.

DESIGN SPECIFICATION		
Designer: Mel Mercer	Buyer: Ruth Gillard	Style No: 7
Season: SS08	Supplier: Acme	Country Origin: USA 
Fabric: 100% Cotton Single Jersey		
Description: Round neck double layer embo top		Date: Aug 10, 2019
 <p>Single screen raw edged label at back neck Double layer cuff as sample. Keep raw edge and flat locking on white layer. Brand patch on back. Hemas sample - keep raw edge and flat locking on white layer.</p>		
Color: 	Trims: short trim Double layer cuff on sleeves, short trim.	
<small>This design is protected by copyright and/or design rights, any changes at this point require cancellation of order.</small>		

# Taking a novel approach to deciding on deliverables

After they understand fidelity, I tell students to choose their deliverable based on effort and how much detail the audience needs.



**/Breadth and depth of UX knowledge**



## An empirical comparison of use-in-motion evaluation scenarios for mobile computing devices

Leon Barnard<sup>a</sup>, Ji Soo Yi<sup>a</sup>, Julie A. Jacko<sup>a</sup>, Andrew Sears<sup>b,1</sup>

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<https://doi.org/10.1016/j.ijhcs.2004.12.002>

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### Abstract

There is a clear need for evaluation methods that are specifically suited to mobile device evaluation, largely due to the vast differences between traditional desktop computing and mobile computing. One difference of particular interest that needs to be accounted for is that mobile computing devices are frequently used while the user is in motion, in contrast to desktop computing. This study aims to validate the appropriateness of two evaluation methods that vary in representativeness of mobility, one that uses a treadmill to simulate motion and another that uses a controlled walking scenario. The results lead to preliminary guidelines based on study objectives for researchers wishing to use more appropriate evaluation methodologies for empirical, data-driven mobile computing studies. The guidelines indicate that using a treadmill for mobile evaluation can yield representative performance measures, whereas a controlled walking scenario is more likely to adequately simulate the actual user experience.

**Balsamiq Wireframing Academy**

Articles Videos Courses UI Control Guidelines Resources

Resources → UX/UI Links of the Month

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**UX/UI Links of the Month**

Each month we pick our five favorite UX and UI links and post them to our company news. Here you'll find all the archives in one place.

**December 2023**

**1. Deceptive Patterns in UX: How to Recognize and Avoid Them**

Deceptive patterns are more likely to be successful with vulnerable users, such as time-poor users or users with lower literacy and digital literacy levels, making this practice even more troubling.

**2. Designing Outside the Lines: Radical Creativity in Product Design**

Product design teams can also stand to benefit from moments of creative provocation — ideas that aim to inspire rather than solve.

The gist of *Designing Outside the Lines: Radical Creativity in Product Design* is that creativity shouldn't be limited to designers. Creativity isn't just for "Creatives".

**3. The Creative Playground**

What a strange paradox: Creative limitations set our creativity free!

**4. Improve Validation Errors with Adaptive Messages (98% Don't)**

By not providing users with specific information to correct their errors, the time that it takes for users to correct an error increases exponentially.

**5. Navigation Patterns in Mobile Applications. How to Make the Right Choice?**

Select navigation based on your goals and needs, taking into account platform specifics.



I started as a PhD student  
doing HCI research.  
My publications are still  
regularly cited.

Every month for 5 years, I  
read and shared UX  
articles as part of my role at  
Balsamiq.

I did extensive research  
across UX disciplines and  
decades for *Wireframing  
for Everyone*.

*/Additional work*

# More writing examples

- [From the Classroom to the Cubicle: UX in the Real World](#)
- [Soft Skills for UX Designers](#)
- [Using Wireframes With Agile User Stories](#)
- [Get Developers on Your Side by Making Their Job Easier](#)
- [HTML and CSS: Still Relevant for Designers](#)
- [UI vs. UX: A Culinary Comparison](#)

# Community outreach talks

- [Intro To Djing for 5th Graders](#)
- [Tips for Getting Hired After a Layoff](#)
- [UX as a Career Path for Recent Graduates](#)
- [Find a Job for Long-Term Remote Work Success](#)
- [What Is a User Experience Designer?](#) (presentation to [BridgeUP + OUT](#) program for at-risk youth in NYC)

/Let's talk!



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