

A top-down view of a modern workspace with various tech and design items. At the top center is a large black monitor on a silver stand. To its left are two white speakers. Below the speakers are a pair of black-rimmed glasses and a coiled white cable. To the right of the monitor is a red mug with dark liquid on a wooden coaster. Below the mug is a tablet. At the bottom center is a silver keyboard and a white mouse. To the left of the keyboard is a red notebook with a white 'IT' logo and the text 'Education Academy'. A yellow pencil lies next to the notebook. To the right of the keyboard is a smartphone. The entire scene is set against a dark blue background.

Product Designer

Современные требования в IT

Hi!
I am
Dmitriy
Yastremskiy

fb.com/d.yastremskiy
dmytriy@itea.ua

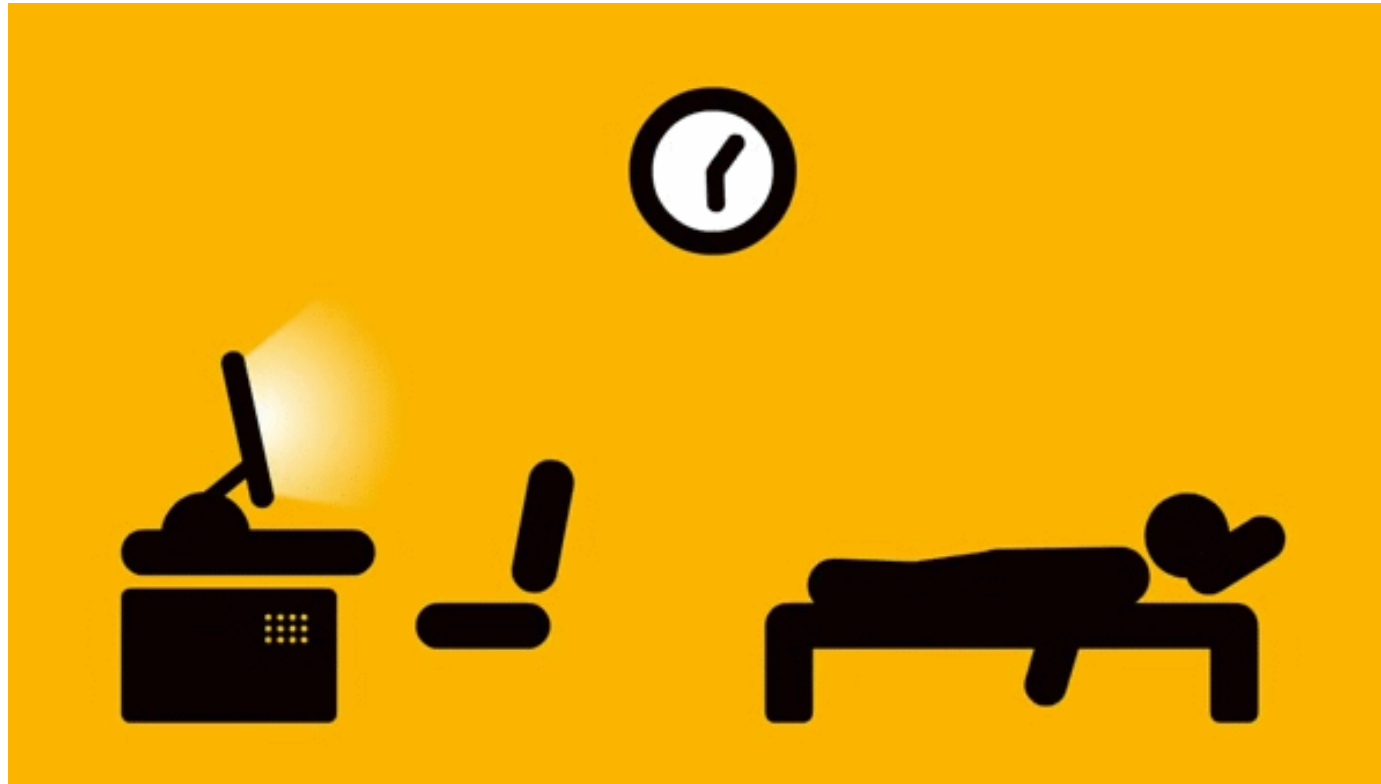
*Let's talk about **UX***

Design is not Art

Office sometimes



Freelance sometimes





Deadline...

В результате





How to solve this problem?

UX is a process...

“User experience охватывает все аспекты взаимодействия конечного пользователя с компанией, ее услугами и продукцией.”

Jacob Nielsen and Don Norman

the UX «founding fathers»

Дизайн – это не то, как предмет
выглядит, а то, как он работает.

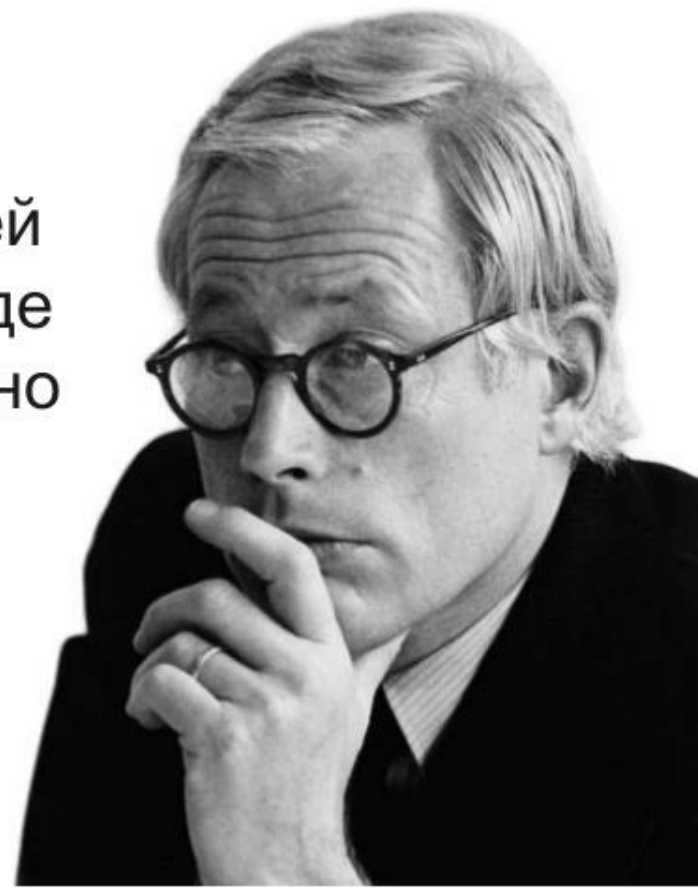
Стив Джобс



Хороший дизайн:

1. Инновационный
2. Делает продукт полезным
3. Эстетичен
4. Помогает продукту быть понятным
5. Ненавязчив
6. Честен
7. Надёжен
8. Продуман до мельчайших деталей
9. Беспокоится об окружающей среде
10. Хороший дизайн — это как можно меньше дизайна

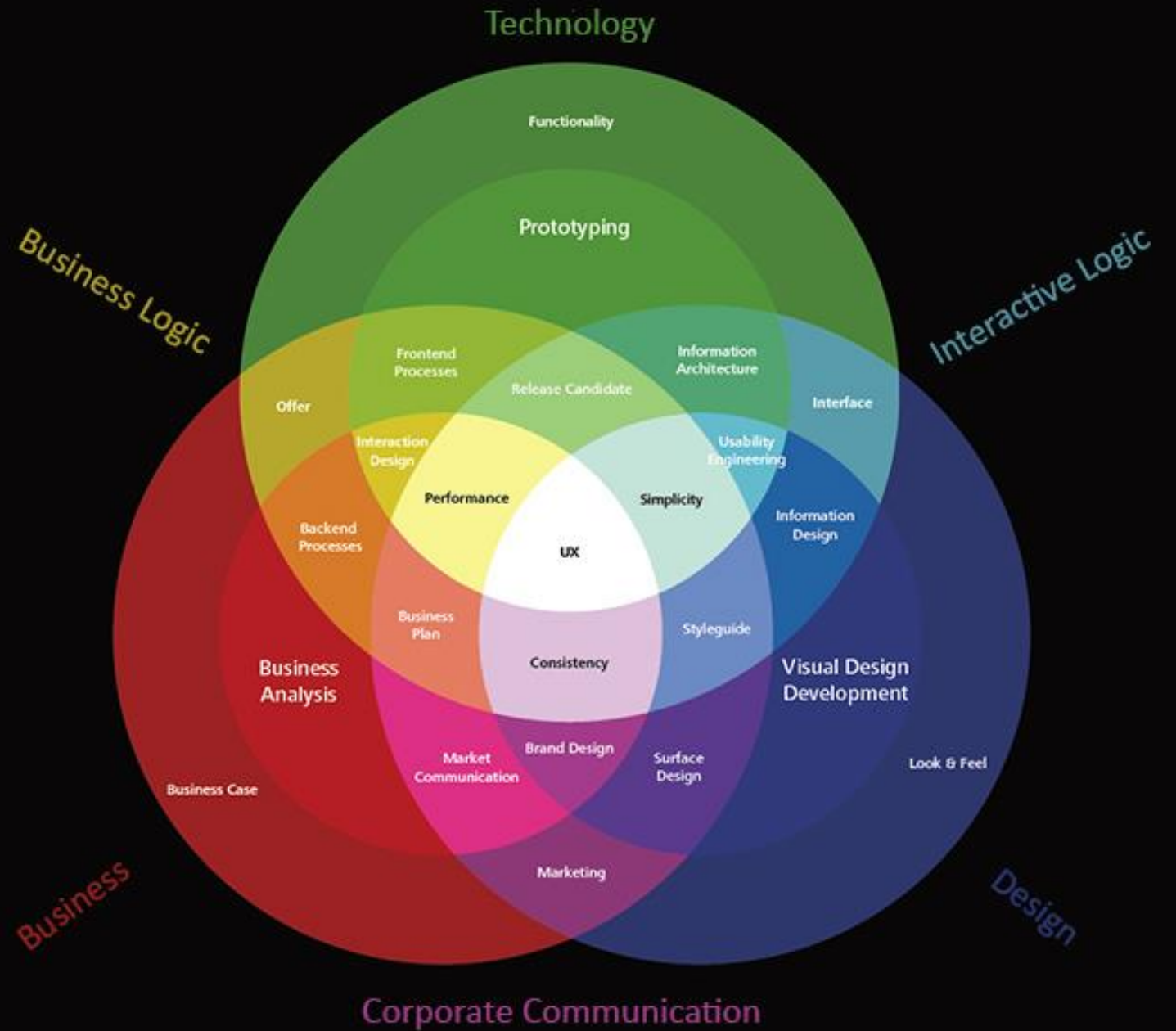
*Дитер Рамс, проектировщик Braun
«10 правил хорошего дизайна»*



UX is measurable

UX is not UI

Spectrum of UX



What people
Truly need



What people
Truly need



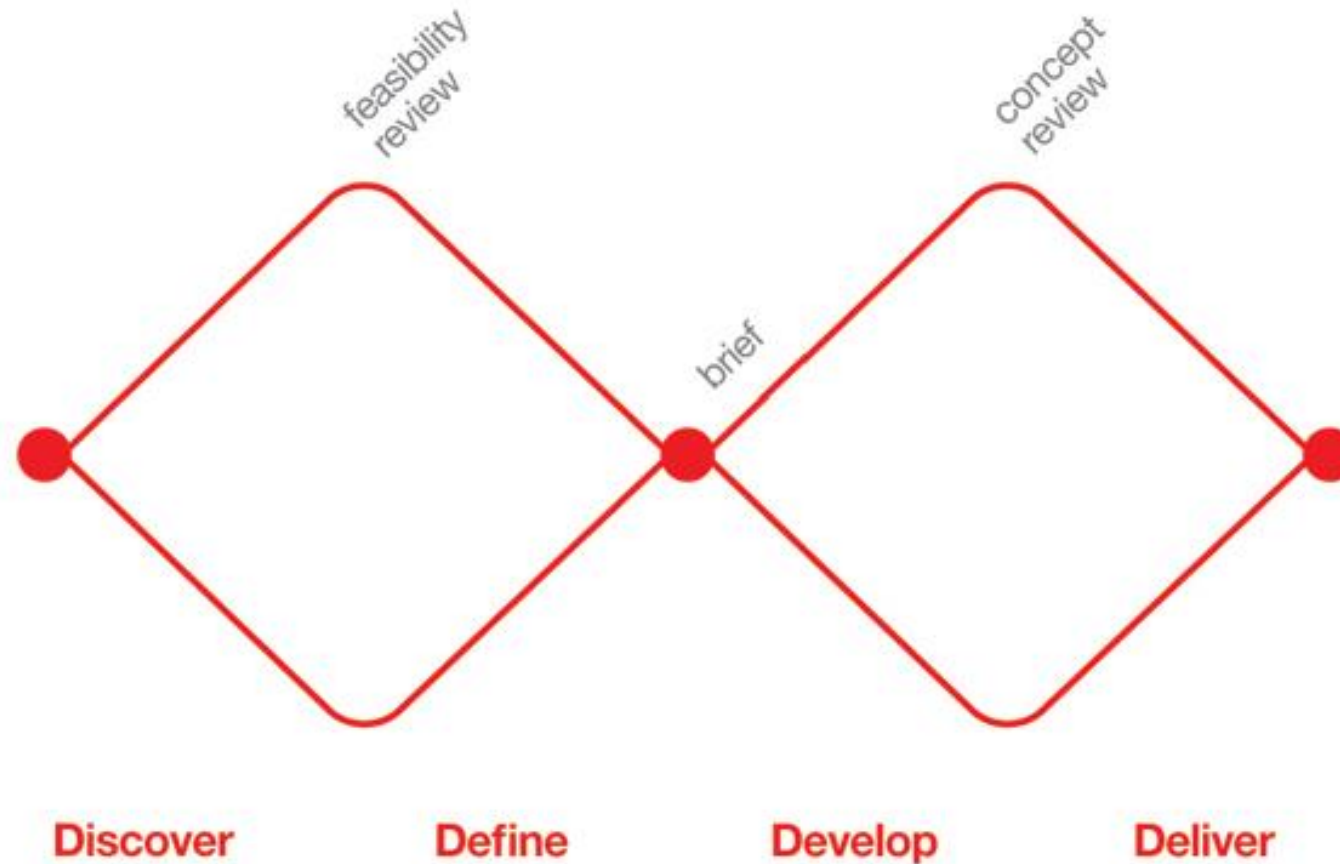


Re search

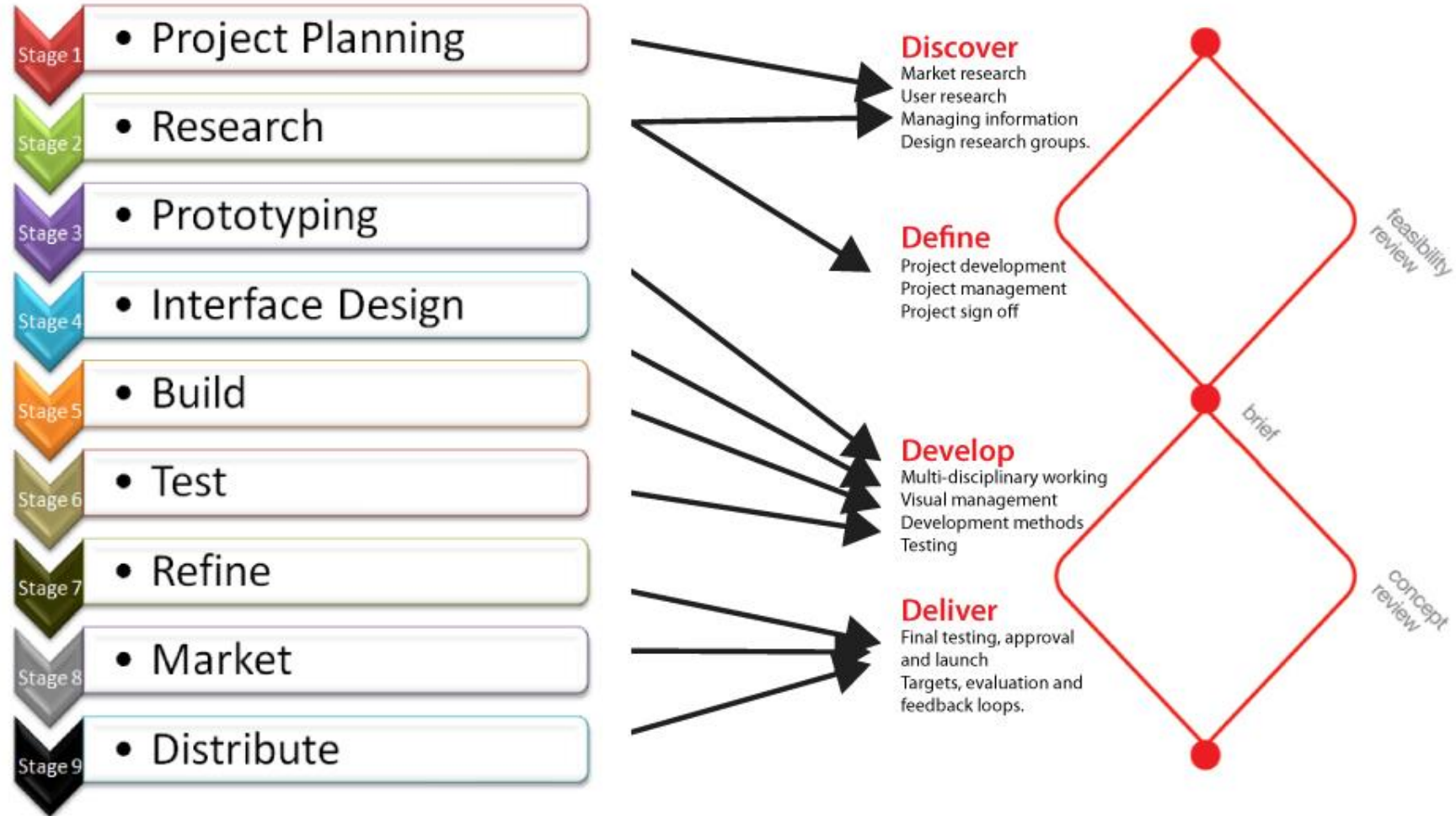
Business goals & User needs

Design Thinking

Double Diamond



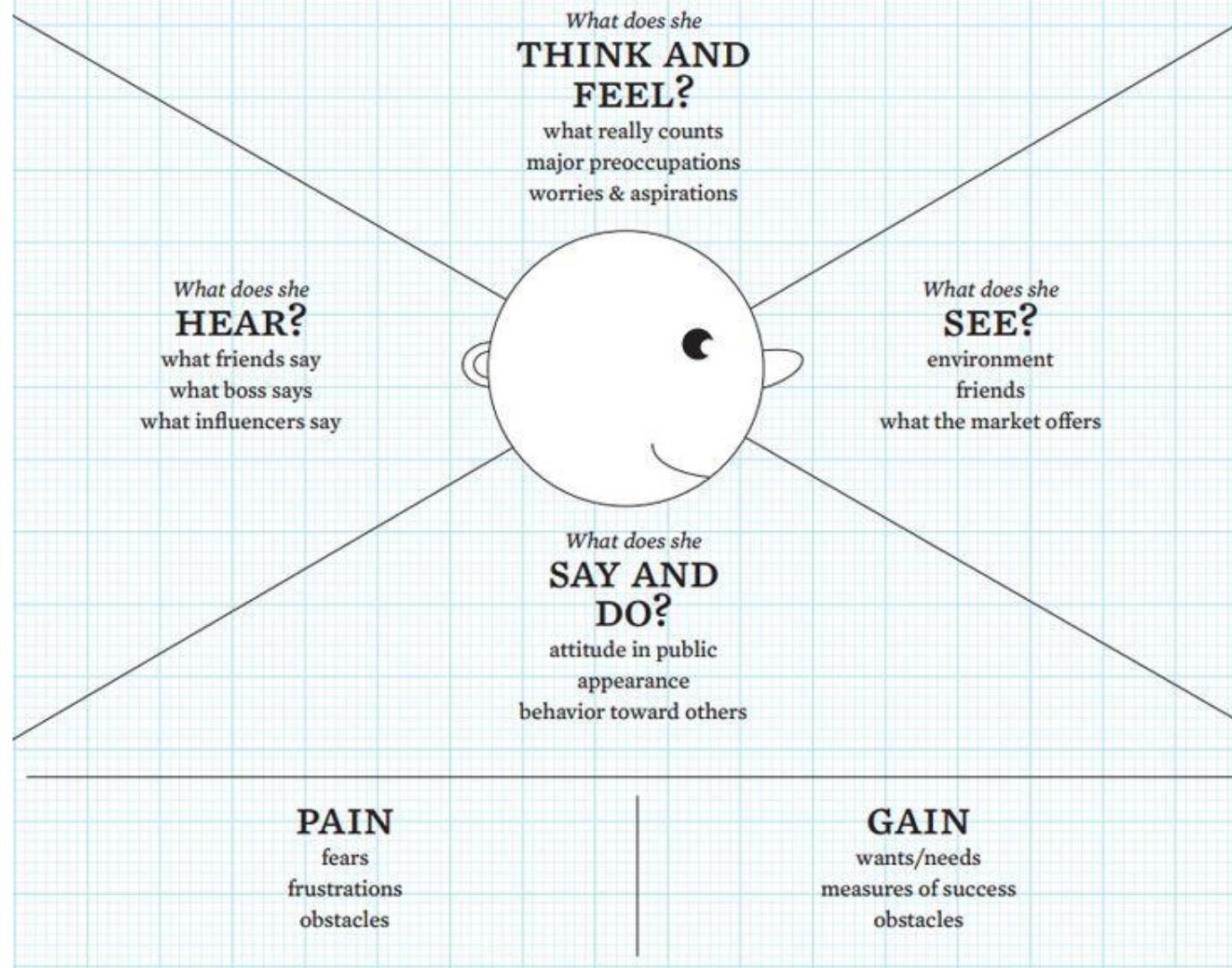
My Design Process Vs The Design Council's Double Diamond

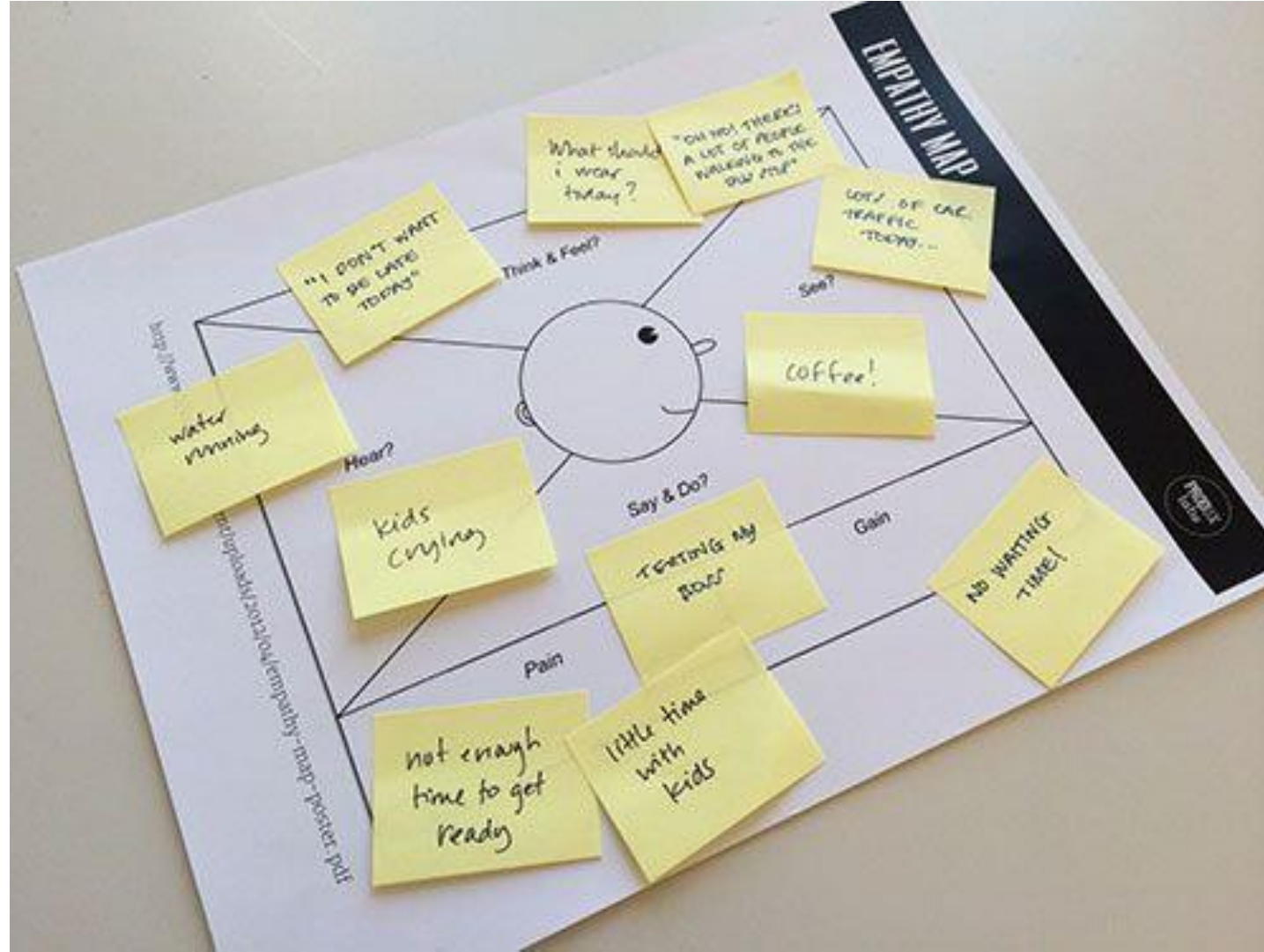


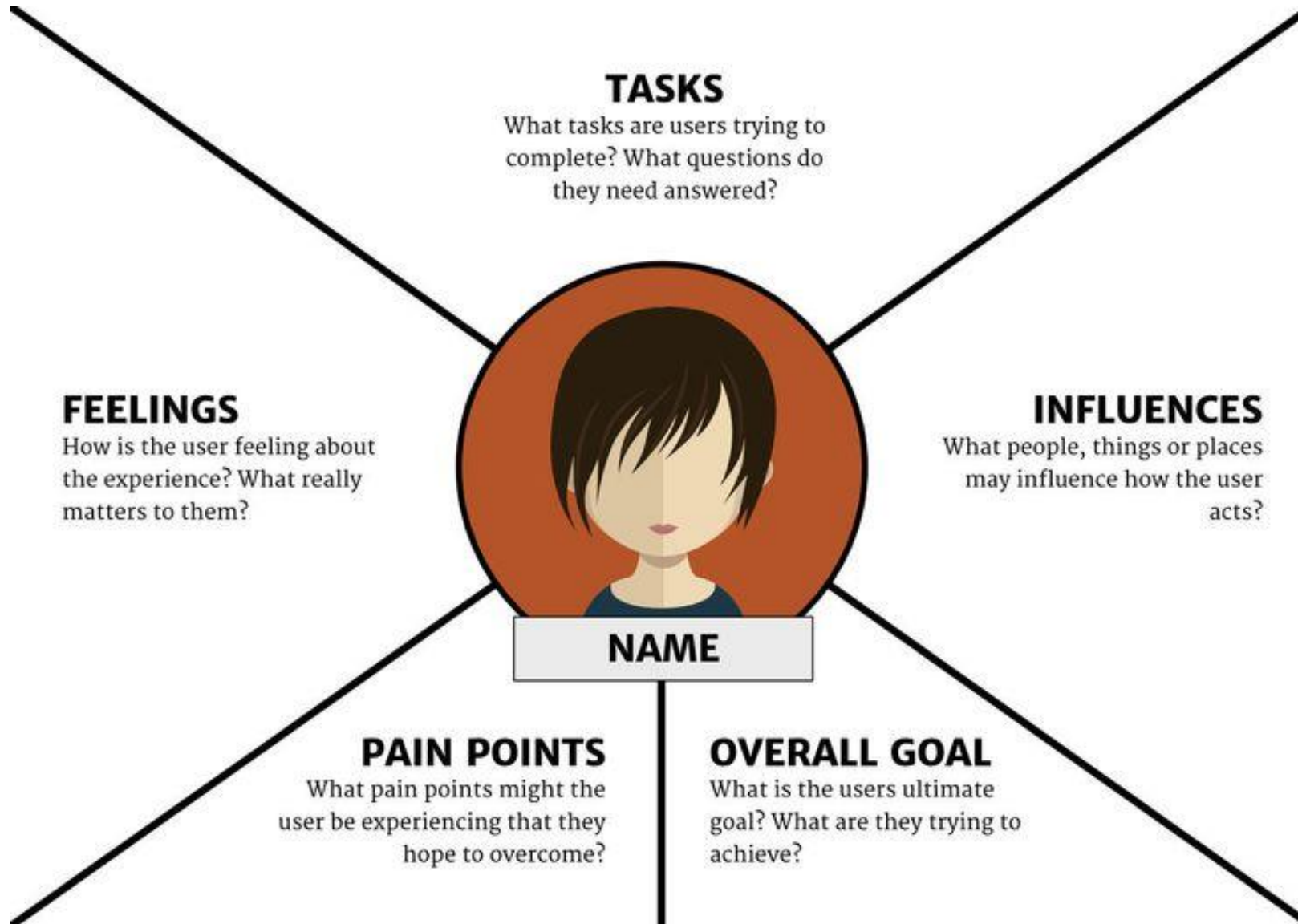
As a **PERSON**

I do **ACTION**

For a **VALUE**









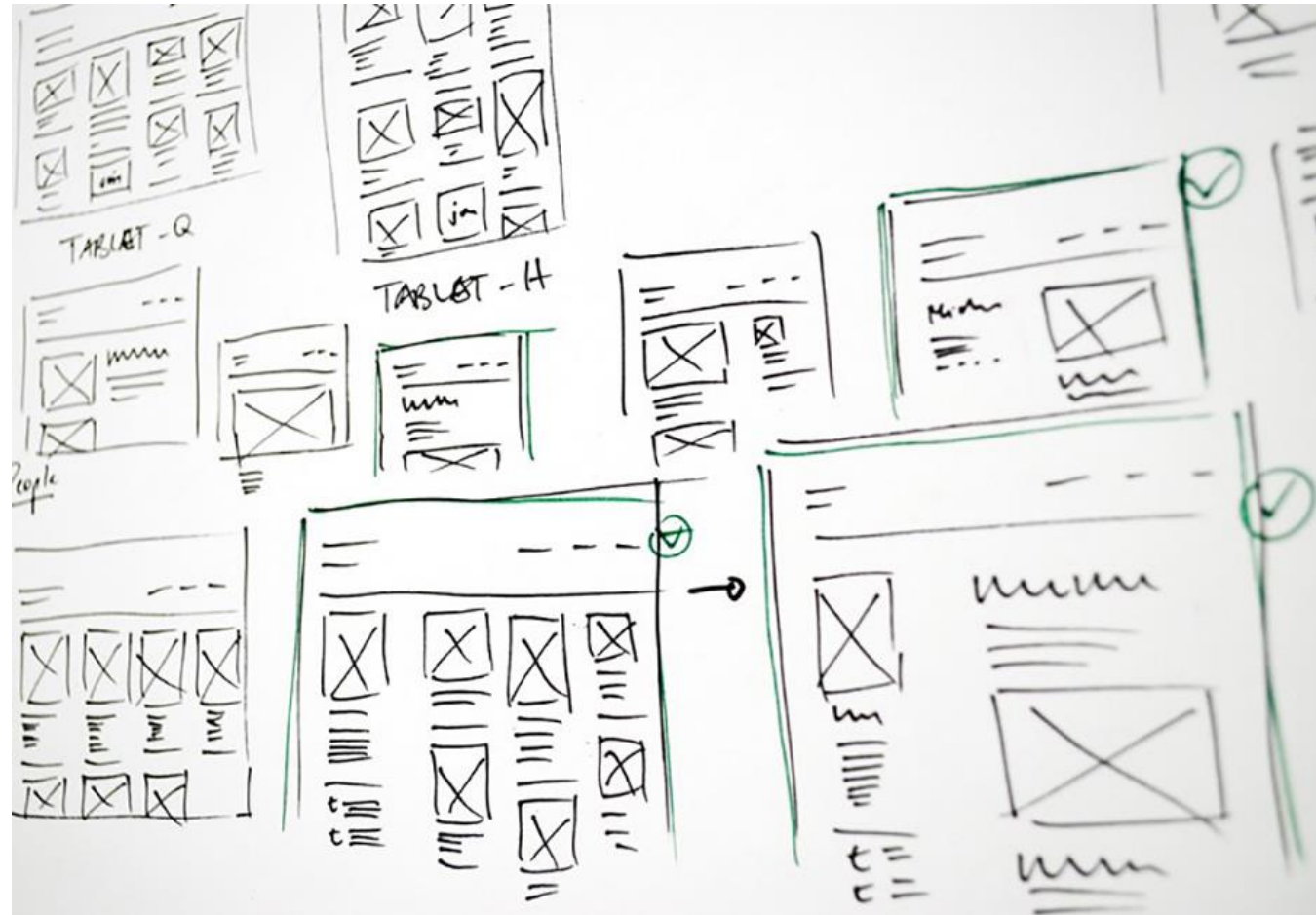
De sign



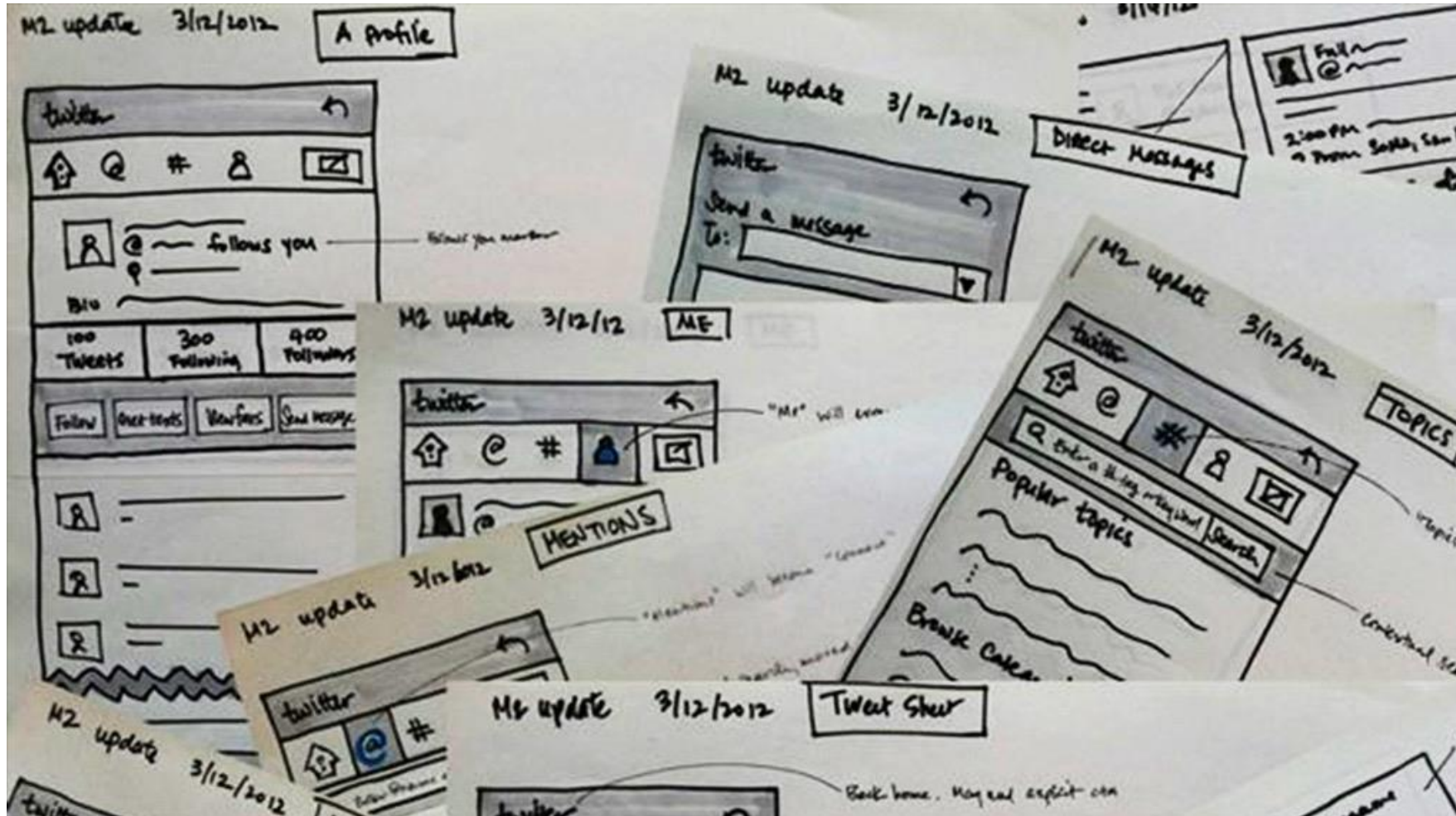
Waterfall Method



Wireframes



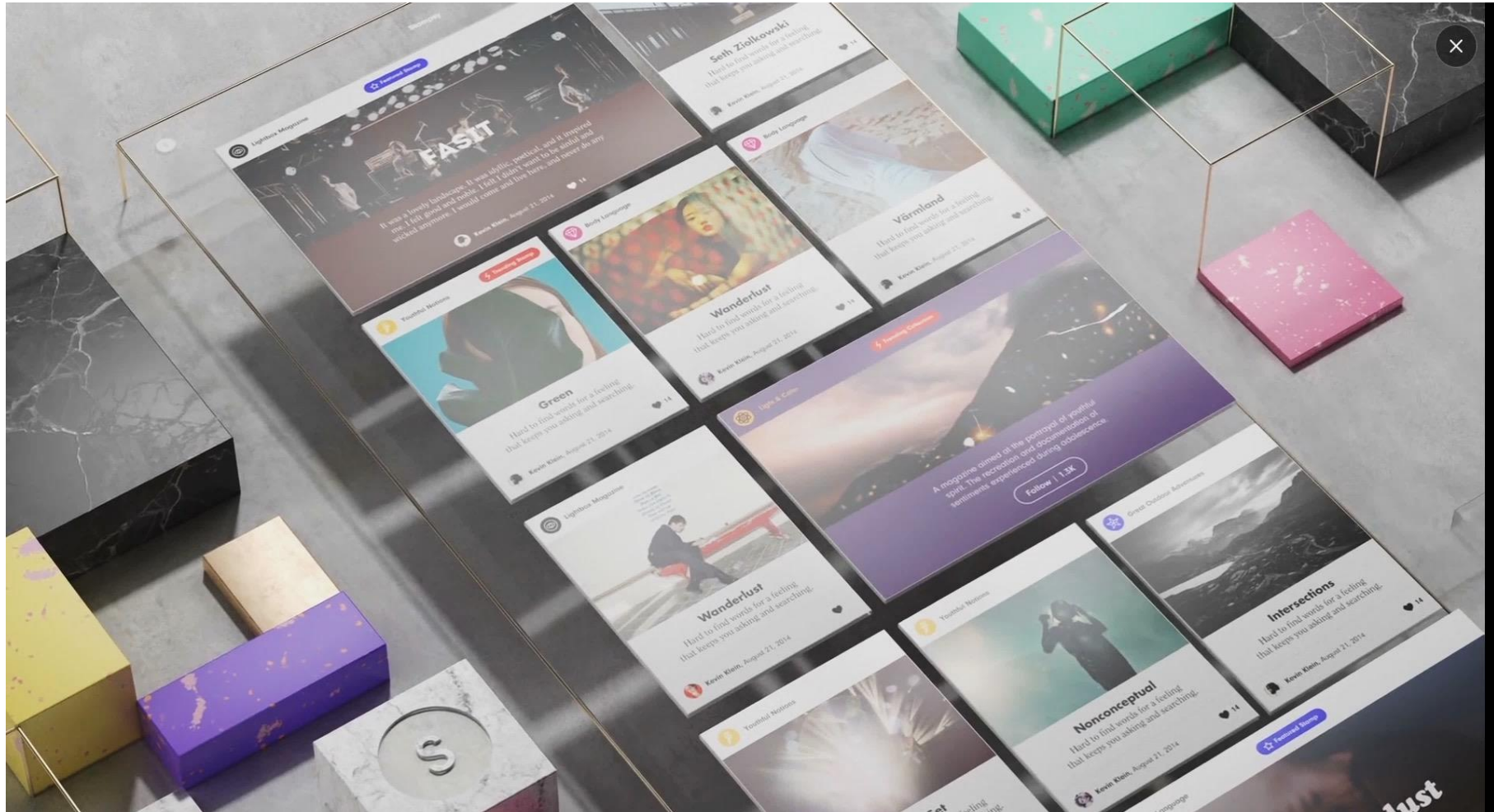
Wireframes



Prototype



Interface



Effective Interface Design



SKETCH



WIREFRAME



PROTOTYPE



A/B TEST



UI DESIGN

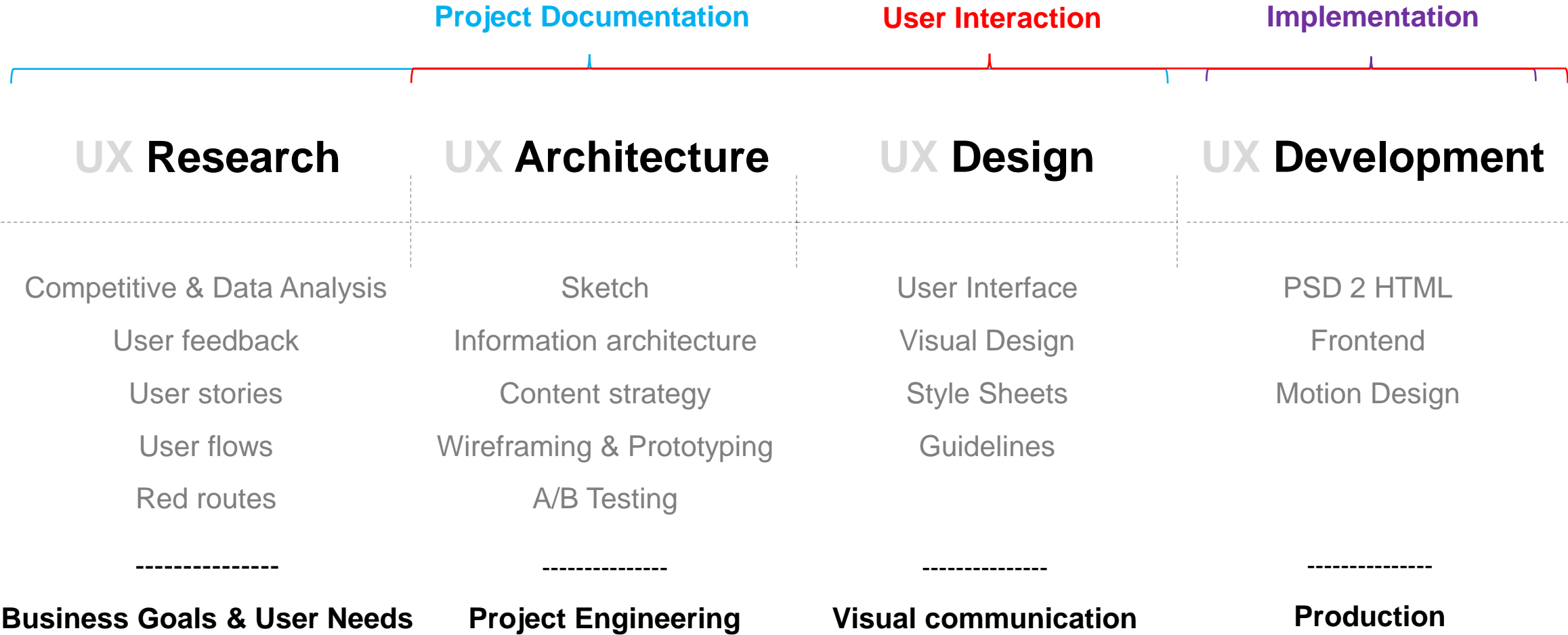


DEVELOPMENT

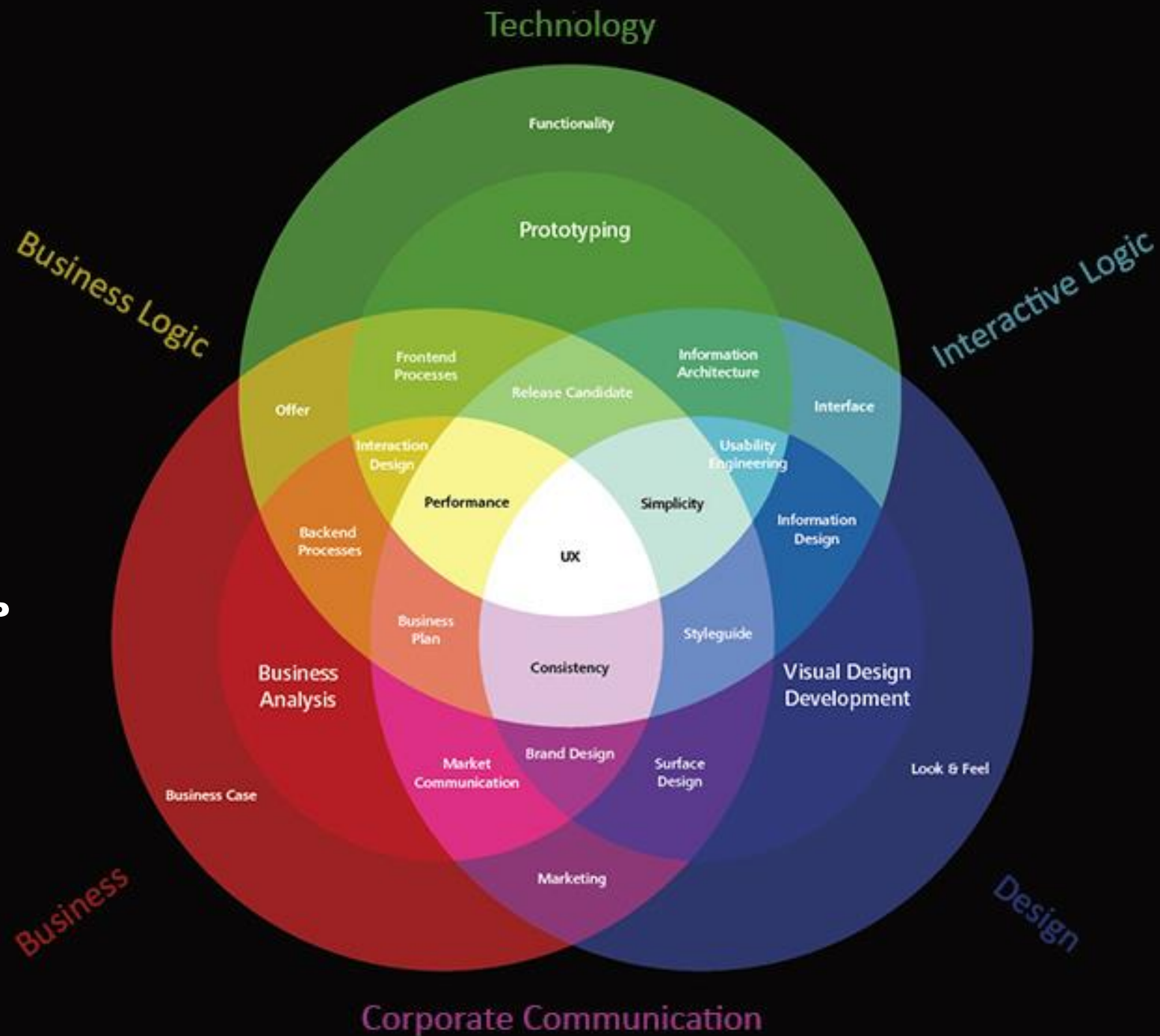
Development



User Experience stages



Кросс-функциональность



Design specializations in IT

- Creative/Art Director
- Product Designer
- Lead Designer
- Interaction Designer / UX & UI Developer
- UI Designer / Visual Designer
- UX Architect
- UX Researcher
- . . .

UX

- ✓ Researcher
- ✓ Architect
- ✓ Designer
- ✓ Developer

You are becoming...

UX Unicorn



Thanks for attention!



fb.com/d.yastremskiy
dmytriy@itea.ua