

State of Software Design

Universal Mind

Meet the Team



RJ Owen

Director of
User Experience



Tyler Merry

UX Technologist



Eric Starling

Lead UX Specialist

A group of diverse people are smiling and laughing in an office setting. In the foreground, a man with curly hair on the left and a bald man in a plaid shirt in the center are looking towards the camera. To the right, a woman with long dark hair is seen from behind, wearing a light-colored hoodie. The background shows office cubicles and a sign that reads "powered by ACF".

We are Universal Mind.

We are Universal Mind

12 + Years of Experience

75% Return Customer Base

150+ Employees

In a world of expanding technologies and expectations, we built a company that provides the ability to not only design, but to execute.

We are independently owned, allowing us to attract the top people who fuel a flexible process designed to produce the highest quality results regardless of project size.



17th Annual Webby Awards Winner
Best Experiment and Innovation



16th Annual Webby Awards for Music
Official Honoree



4 Of Our Own Apps Launched
including Spatial Key

Our Team

We pride ourselves on a 91% employee retention rate.

Universal Mind's team members are located across largely in North America and Canada. We hire the best of the best regardless of geographic location.

Many of our people were once employed by top companies, such as Adobe, IBM Global Services, Accenture, Cambridge Technology Partners, KPMG/Cynergy, Effective UI, IsoBar and Digitas. They come to Universal Mind and stay with us because we provide a work environment that most of our competitors don't.

We present our people with the best opportunities, treat them with respect, and keep the organization transparent at all levels. It's just how we do business.

Universal Mind

Types of Companies

- ▶ Traditional companies do or make something they sell to consumers.
- ▶ Consultants have expertise, and sell their time to people who need help.



What do you want to do?

Welcome,
Scott

Upcoming Calendar Events

Ultimate Frisbee
James A. Dillon Park

11:03 am

How we work

Universal Mind

Solution Framework



Learning, Research & Workshops

Customer Journeys

Organizational Connections

Emergent Solutions



Scope Alignment

User Experience Assessment

Technology Vision

Delivery & Approach Planning



User Experience Design Sprints

Technical Design & Architecture

User Story Creation

Vision Prototype & Usability Testing



Application Development

UX Support & Asset Creation

Embedded QA Testing

Team Scrum Meetings

Task & Velocity Tracking



Production Release Validation

Knowledge Transfer

Formal QA Testing & Support

Post Production Support

Kickoff Workshop



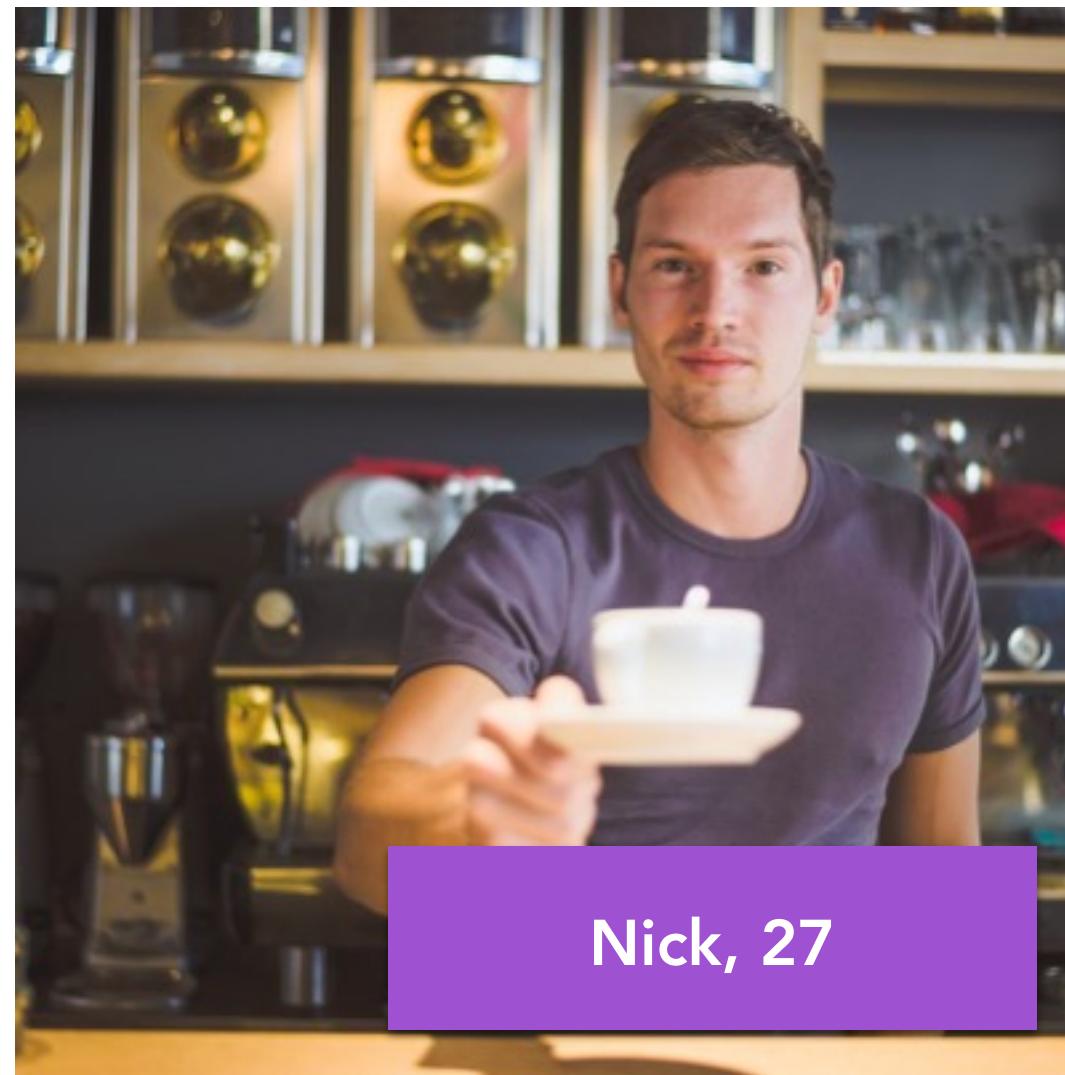
Customer Interviews



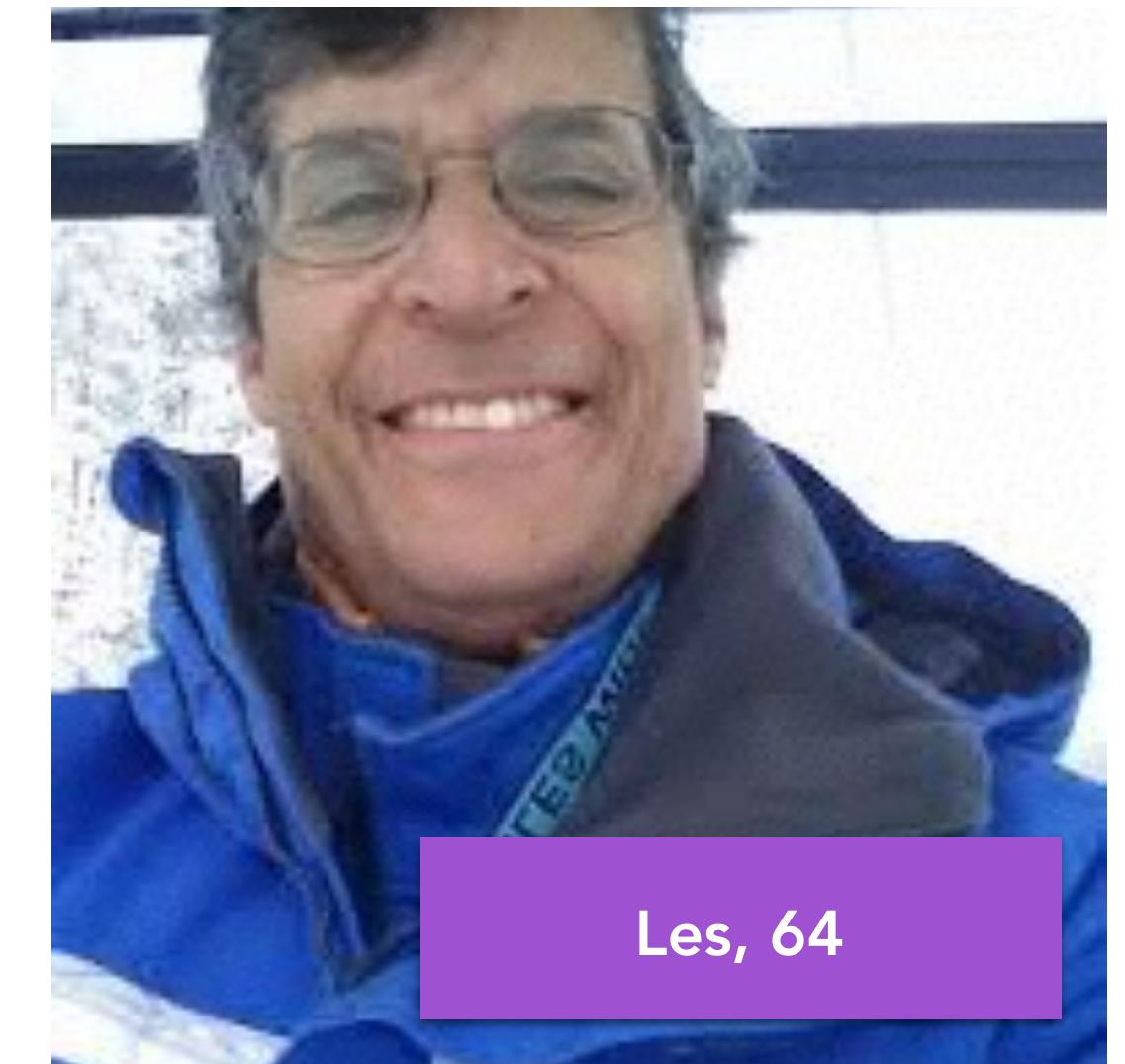
Karen, 26



Stephanie, 34



Nick, 27



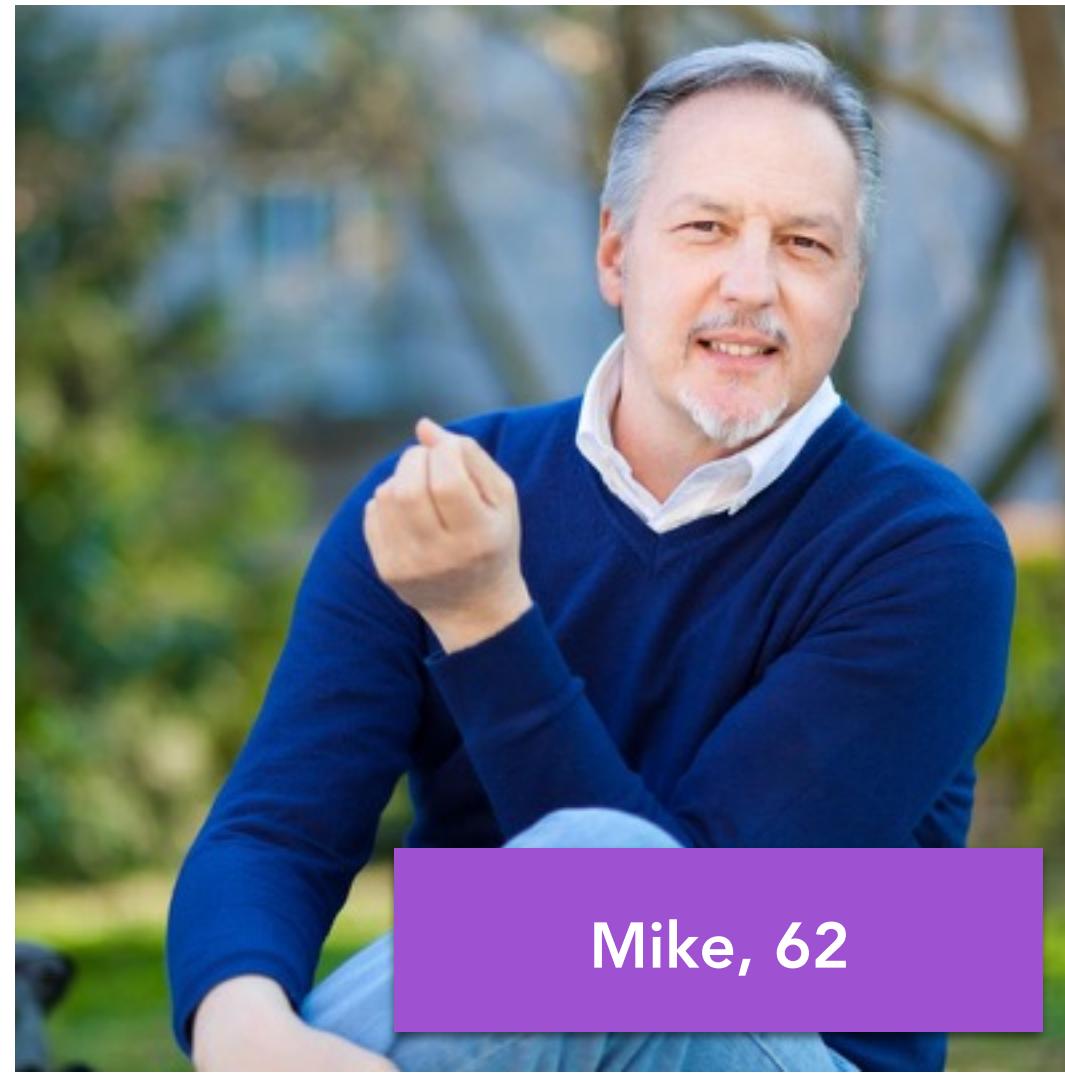
Les, 64



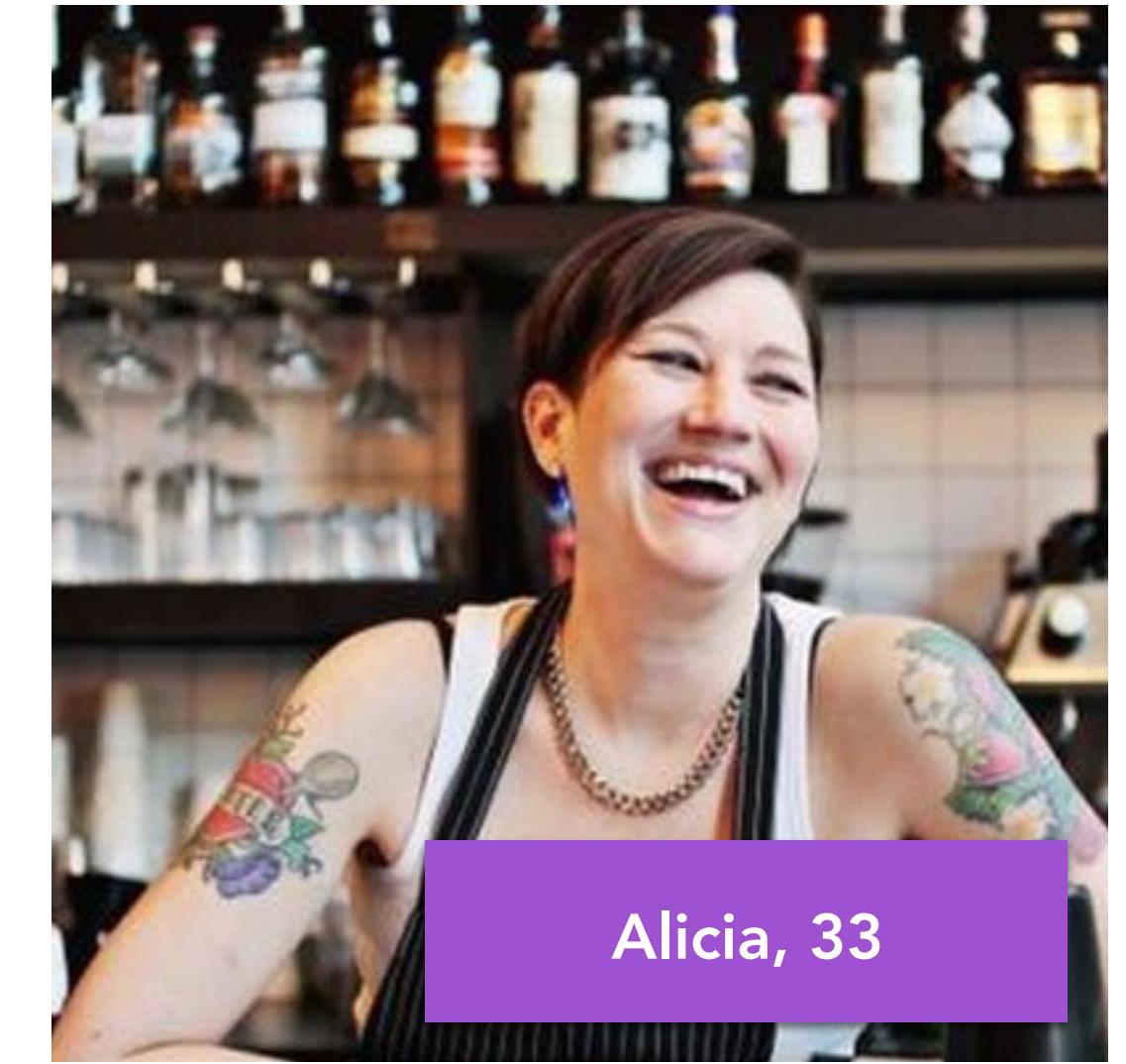
Stephanie, 55



Dan, 45



Mike, 62



Alicia, 33

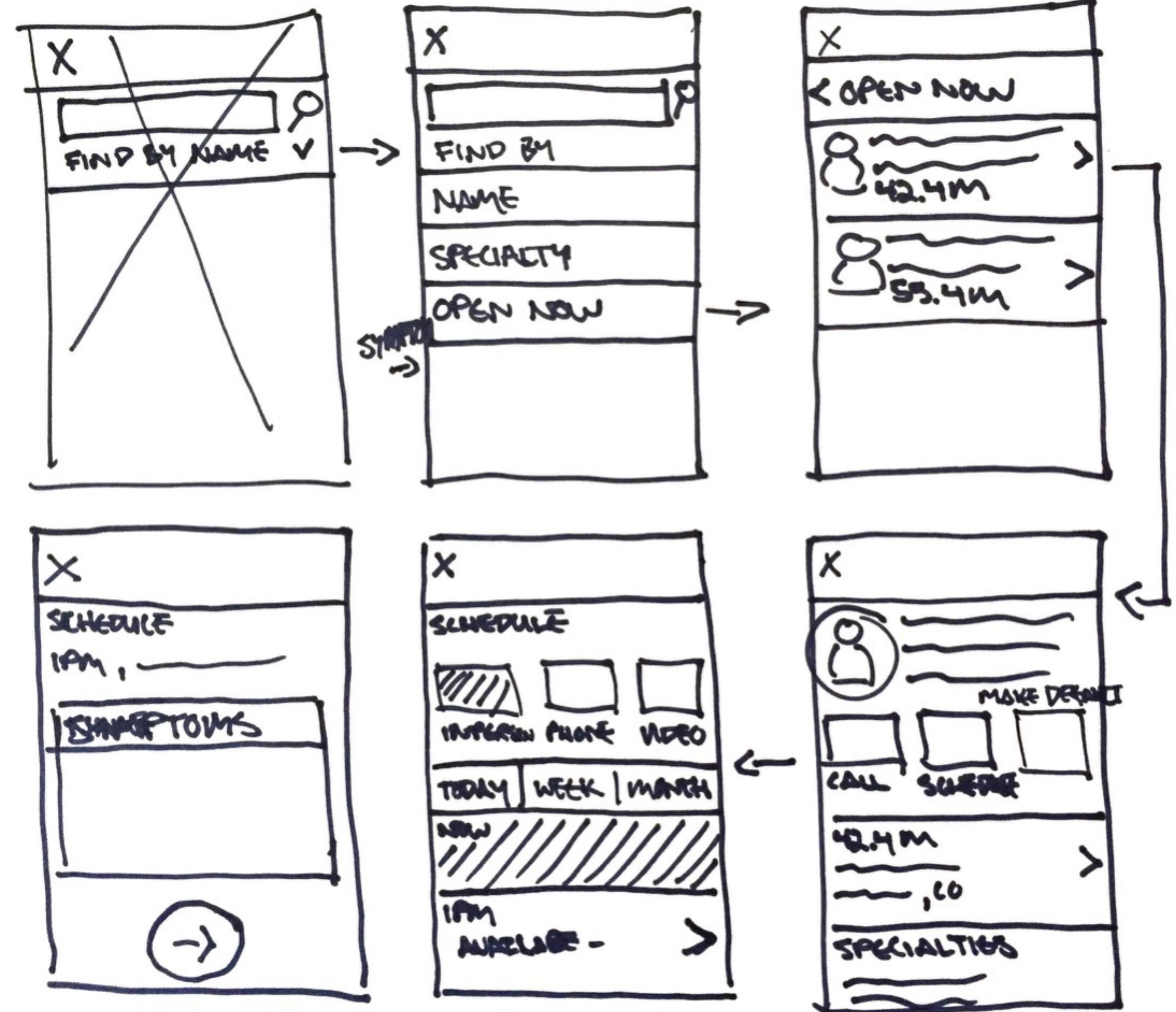
Competitive Analysis



Brainstorming



Sketching



Wireframes (software “blue prints”)

1

The dashboard features a large, bold "MOUNTAIN CO." logo at the top left. Below it is a prominent "Peak Points" section showing "3,025". A "4 Alerts" badge with a bell icon is positioned to the left of a "Switchback Salads" card, which includes a "Buy One, Get One on Tuesdays" offer and a "USE THIS COUPON AND EARN 300 POINTS" button. At the bottom, there are four navigation icons: "Health Tracker" (heart), "Symptom Finder" (cross in circle), "Find a Doctor" (doctor silhouette), and "Your Plan" (checklist).

2

The Symptom Finder screen shows a message: "Not feeling so hot? Use our symptom finder to help you decide what to do." Below this is a search bar containing the text "I have a cut". The screen then lists three medical conditions with cost estimates: "Stitches" (\$50 - \$150), "Infection" (\$100 - \$250), and a camera icon with the text "Not sure? Upload a photo and a doctor will reach out to you shortly.".

1

Dashboard

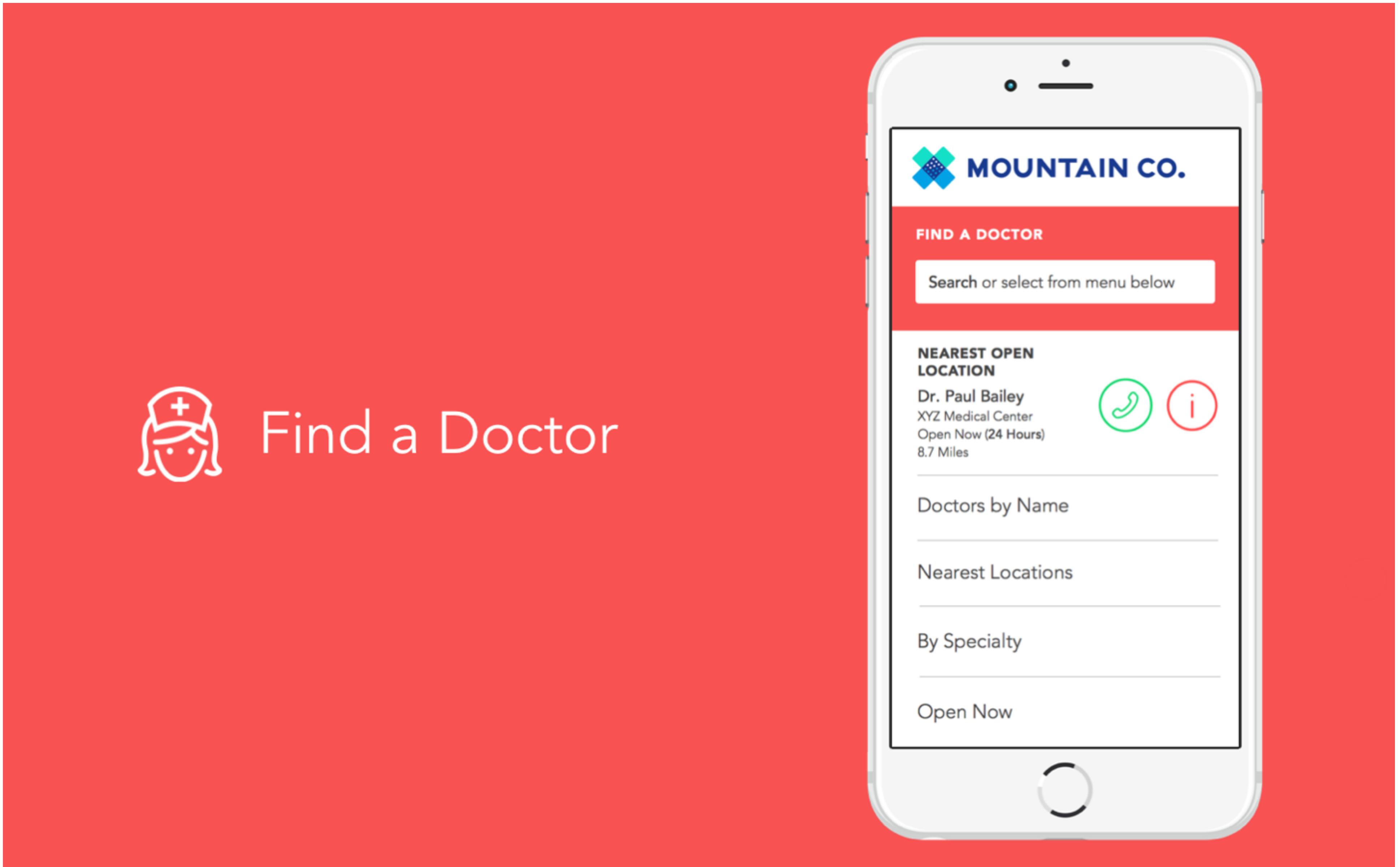
The Dashboard is an overview of everything the app has to offer. The “peak points” is a concept that encourages preventative care by earning points on daily steps and using coupons or offers from the local community.

2

Symptom Finder

The Symptom Finder allows for a quick search and offers suggestions on where you can go to seek treatment and an estimate of what it might cost. You can also upload a photo who will respond within minutes via phone.

Visual designs

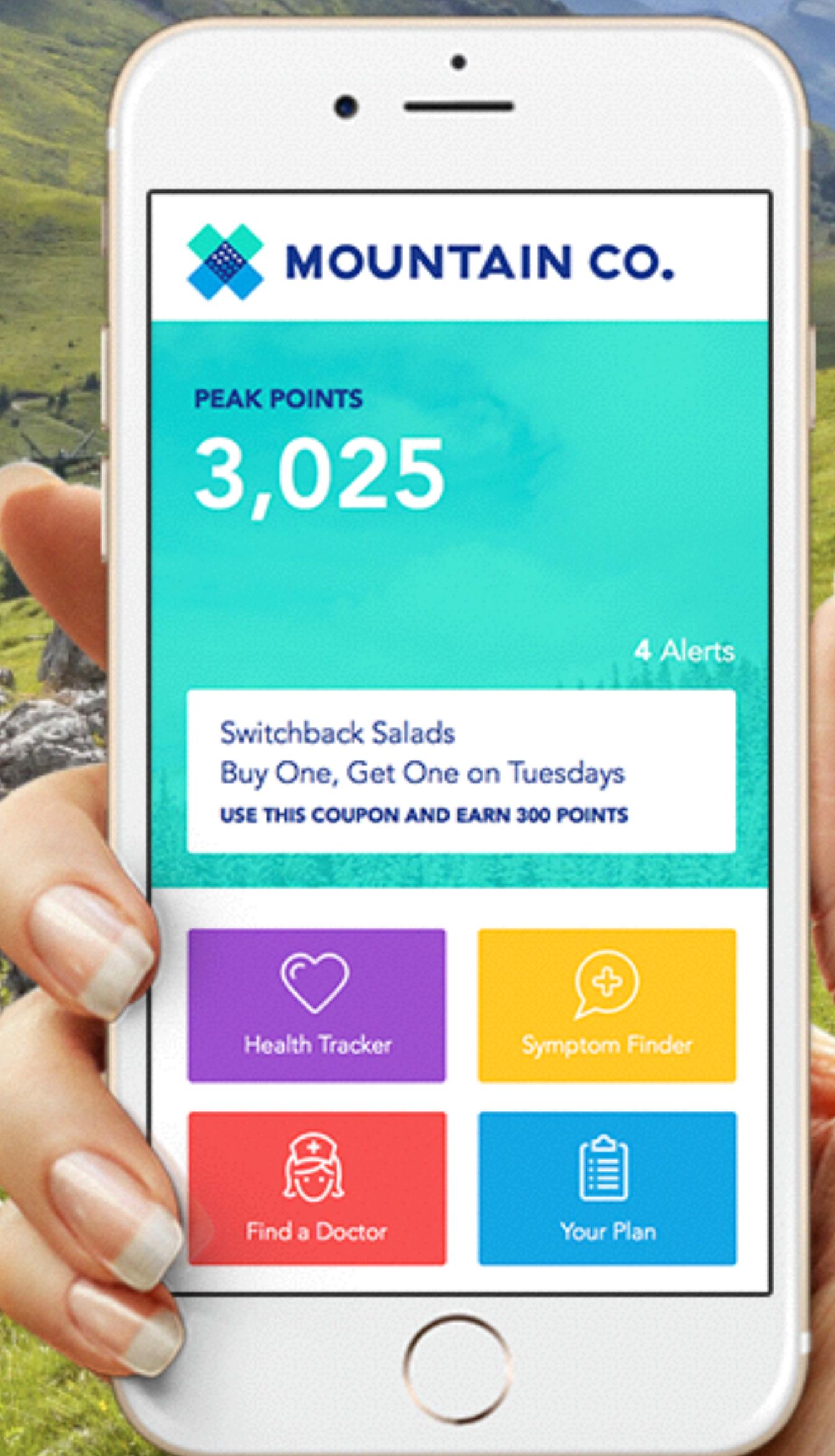


Programming & QA & Deployment



Kurilka.com

Delivery



CREATIVE MORNINGS

DENVER

TM



You Survived!





Case Studies

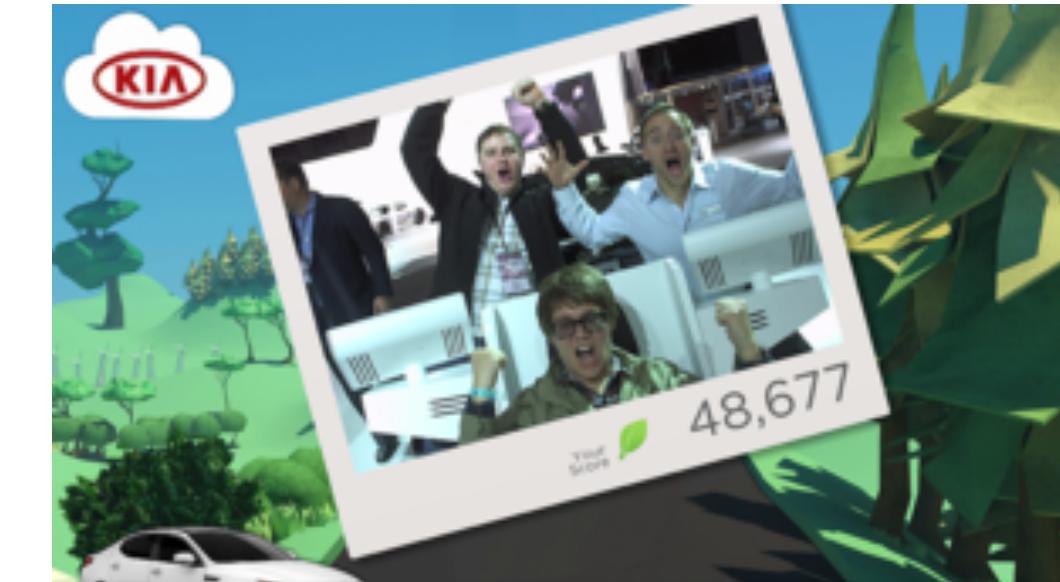
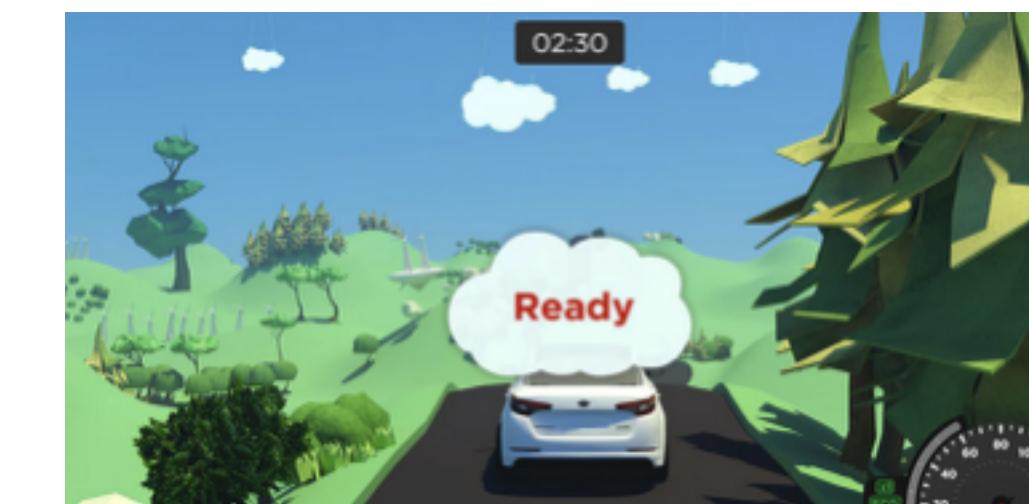
Universal Mind

Complete Genomics

Genomes + Voyager



Automotive Retail Experience



Kia Optima Hybrid



A 12-member team came together utilizing a methodology tailored to gaming projects.



They 1st worked to create a design document.



A non-racing game was built to teach users how to drive economically.



The game went through different versions for testing and feedback.

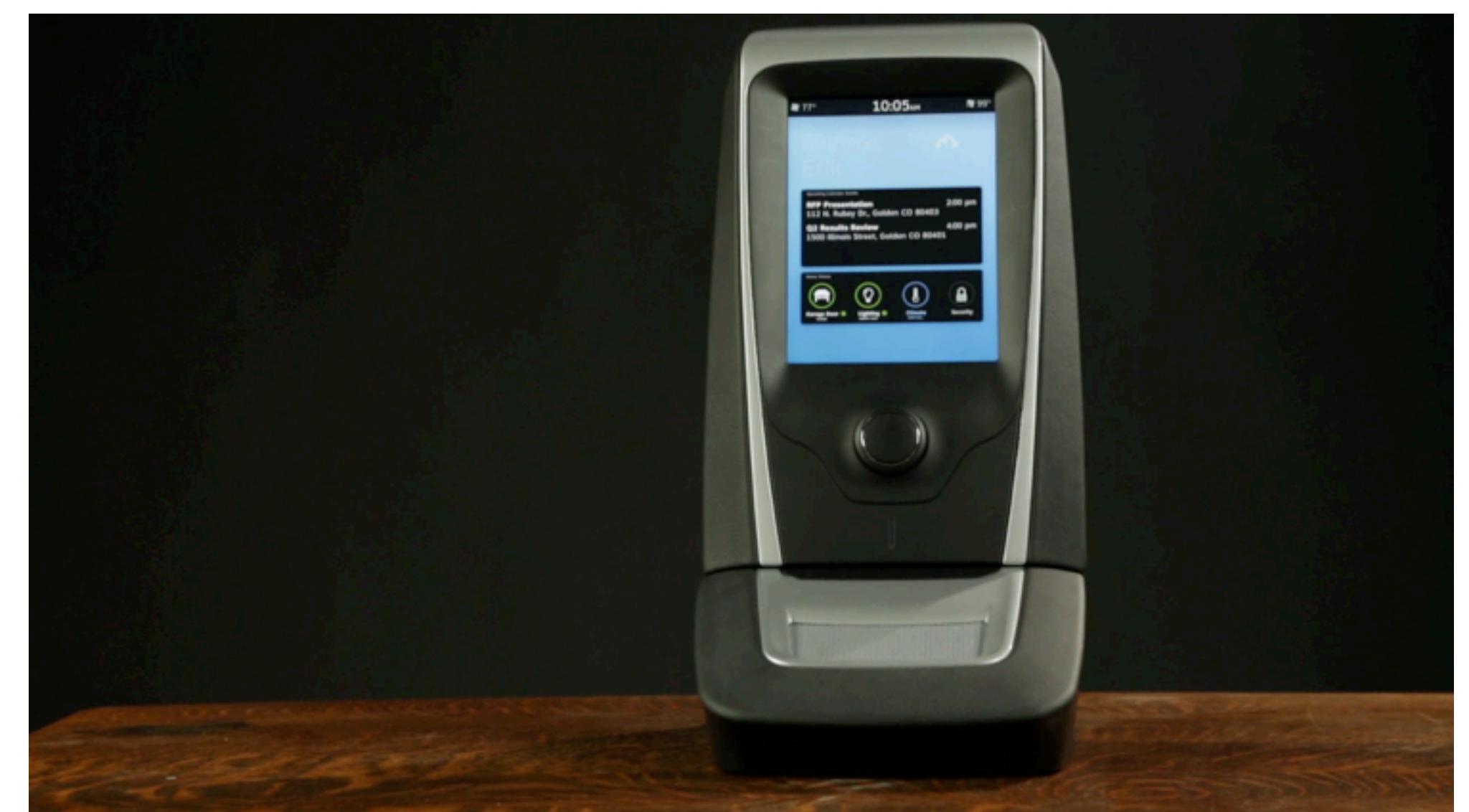
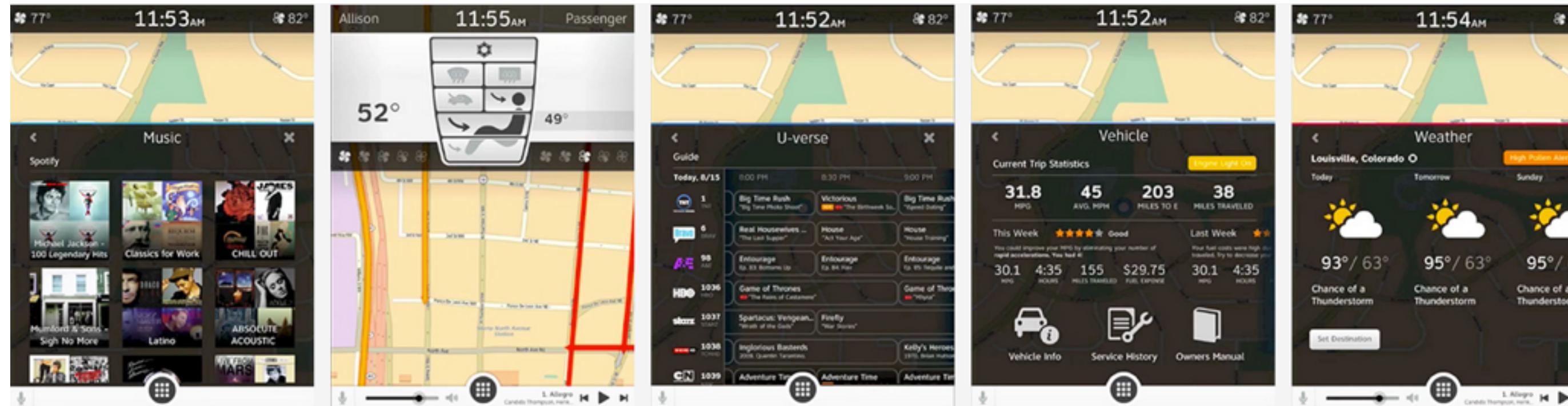
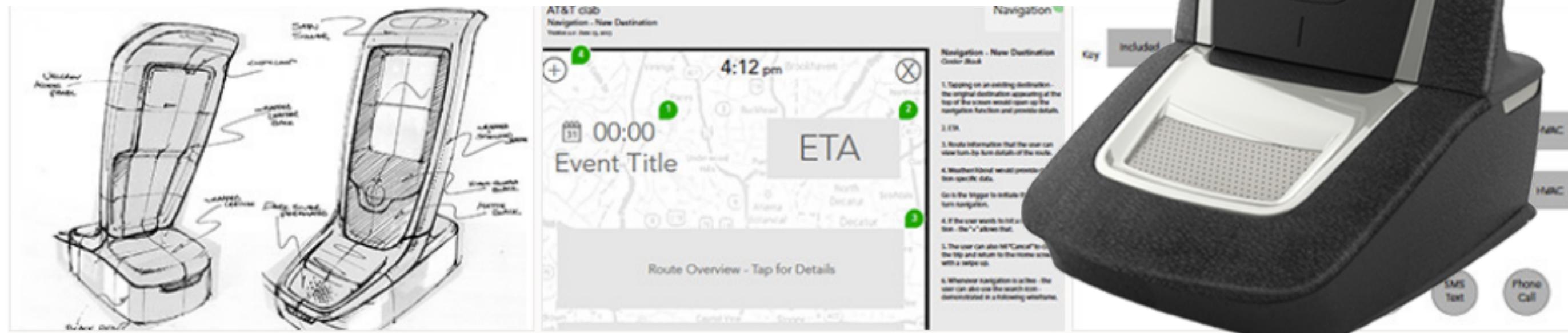


The team finished with integrating hardware to make the game feel more like a real car.



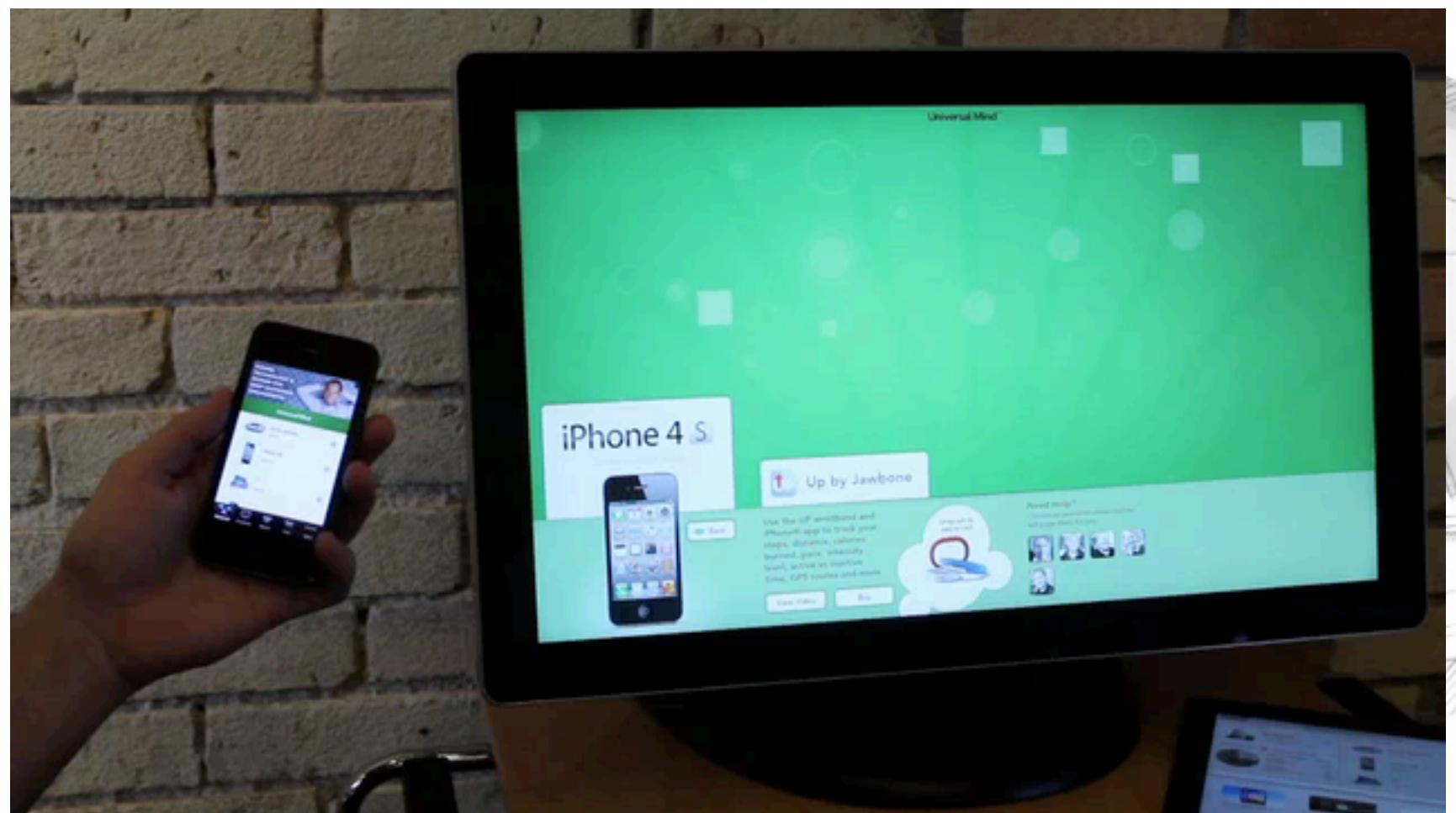
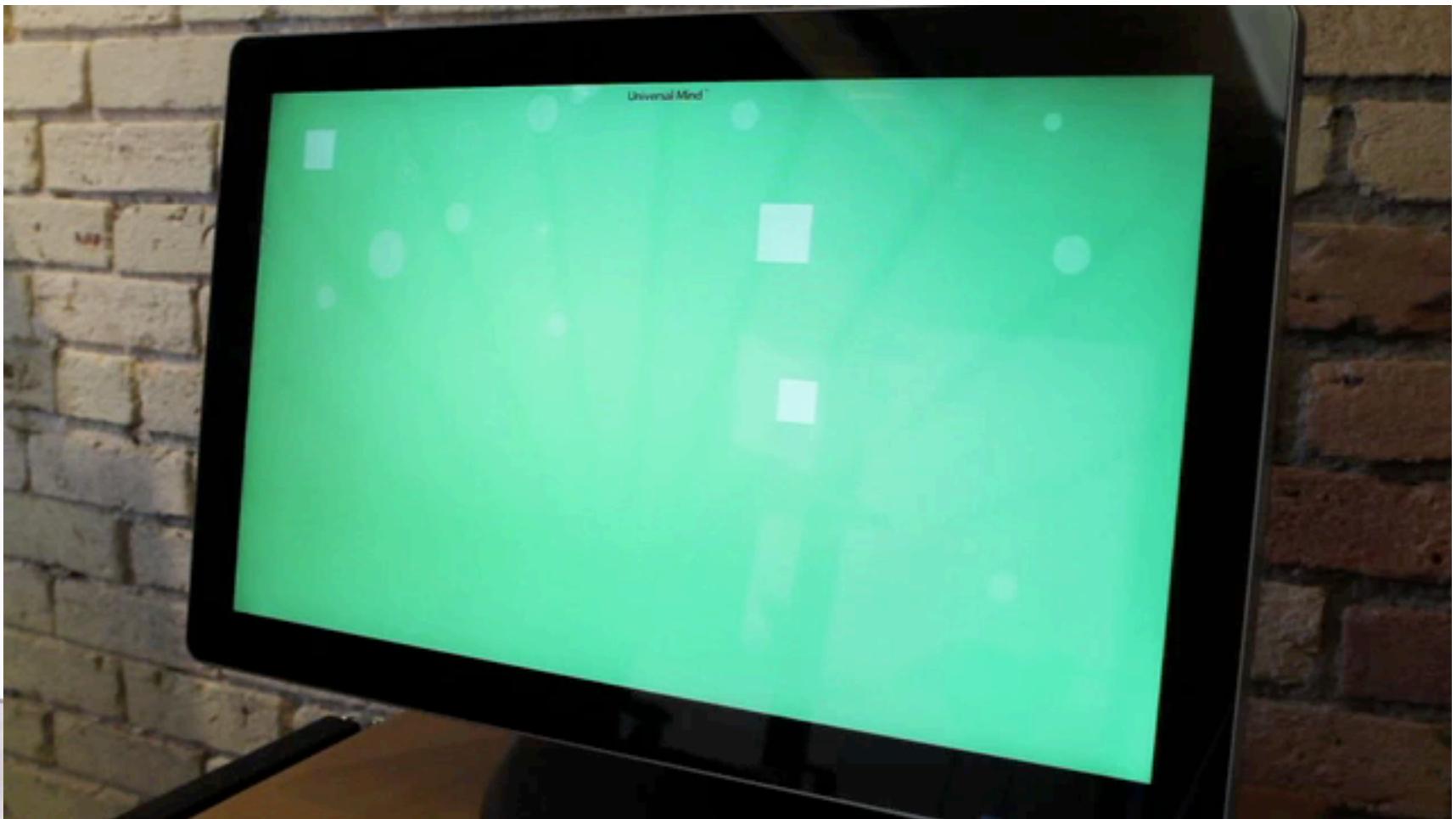
AT&T

Car 2 Go



AT&T Retail Exploration

Michigan Ave.





Industry Trends

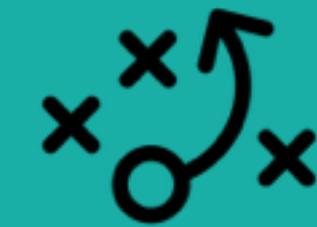
Roles a person can fill in a software team

Universal Mind



Project Management

- ▶ Manage expectations and timelines
- ▶ Education: Background in development, strategy, or design
- ▶ How to compete: Learn as much as you can about development, strategy, and design.
- ▶ Salary: \$60k - \$130k
- ▶ How to start: Be a designer, developer, or strategist; or get a college degree in something like business communications and get PMP certification and agile scrum certification.



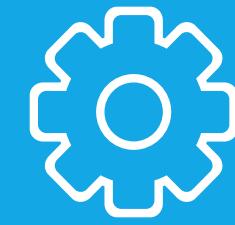
User Experience

- ▶ Research what users want
- ▶ Education: Economics, Psychology, Design
- ▶ How to compete: Learn a lot about everything
- ▶ Salary: \$60k - \$140k
- ▶ How to start: Learn research and web trends,



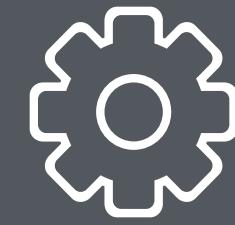
UI Design

- ▶ Design the interface for the website
- ▶ Education: Architecture, Graphic Design, Art
- ▶ How to compete: Learn to code or do research
- ▶ Salary: \$40k - \$130k
- ▶ How to start: Take courses in graphic design, focus on UX and UI design where possible. Practice practice practice.



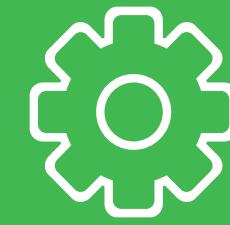
Front-End Development

- ▶ Program in HTML, JavaScript
- ▶ Expectation around some design skills
- ▶ Education: Computer science, design, experience
- ▶ How to compete: Improve design, learn full stack development
- ▶ Salary: \$30k - \$110k
- ▶ How to start: Get a CS degree, or use online resources like Code School to teach yourself. Start or contribute to an open-source project on GitHub.



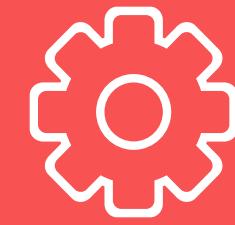
Middleware Development

- ▶ Program in HTML, JavaScript, Java, C++, .NET
- ▶ Education: Computer science, math, architecture
- ▶ How to compete: Specialize in a specific area
- ▶ Salary: \$30k - \$200k
- ▶ How to start: Get a CS degree, or use online resources like Code School to teach yourself. Start or contribute to an open-source project on GitHub.



Data Base Development

- ▶ Build and maintain databases
- ▶ Education: Computer science, math
- ▶ How to compete: Learn full stack development
- ▶ Salary: \$50k - \$150k
- ▶ How to start: Get a CS degree, or use online resources to teach yourself. Start or contribute to an open-source project on GitHub.



QA Testing

- ▶ Write test cases and automated testing
- ▶ Education: Assorted
- ▶ How to compete: Learn automated testing, or dev ops
- ▶ Salary: \$30k - \$100k
- ▶ How to start: Find a company that is willing to let you do the work no one else wants to. Never turn down opportunities

Sales Demand Gen Practice Evangelists

- ▶ Make introductions to companies
- ▶ Meet, investigate, understand; create contracts and get signatures

Marketing Operations Finance

- ▶ Understand our customers and how to talk about Universal Mind
- ▶ Make the organization run financially - monitor sales force

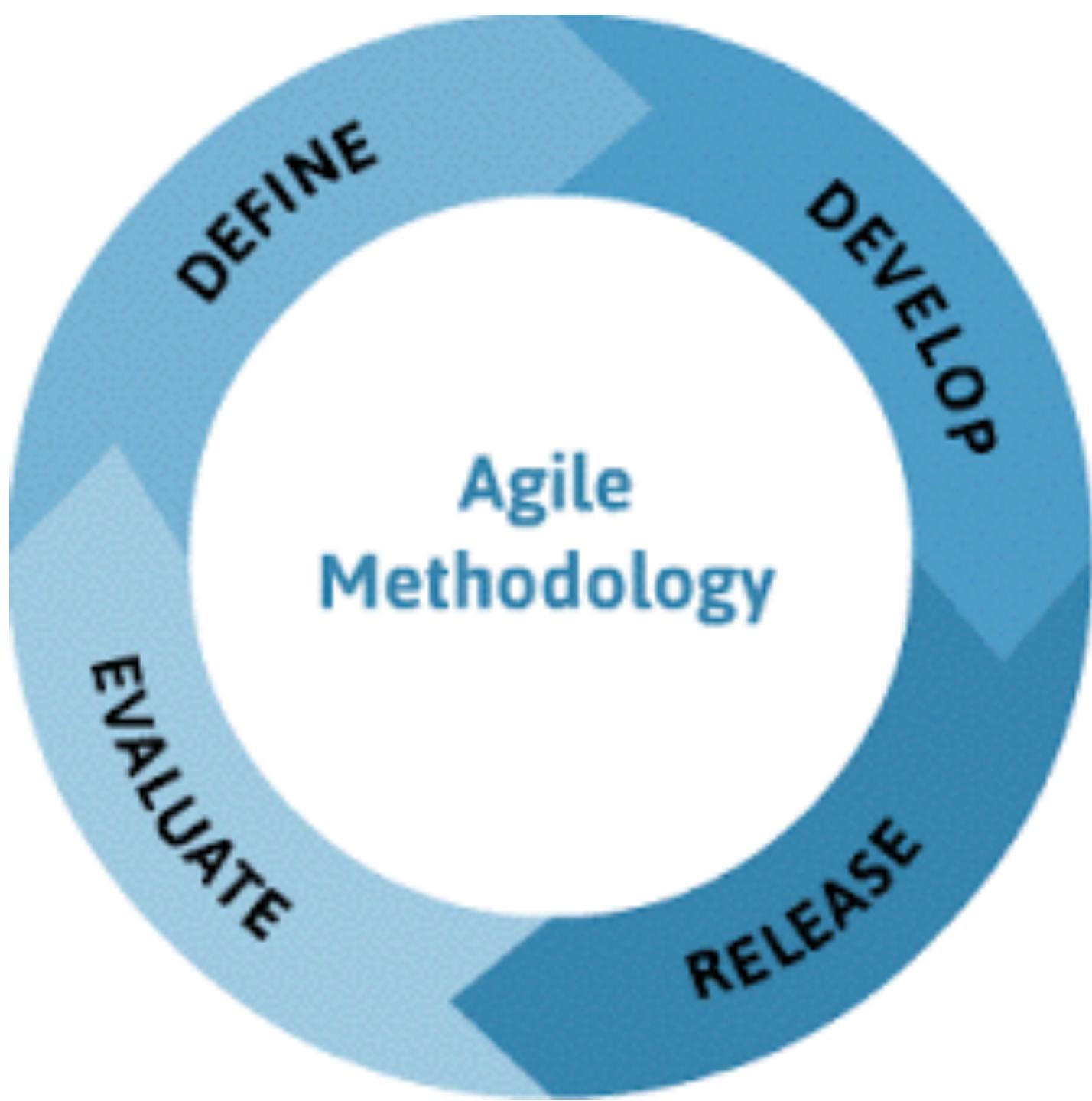
Project Management Tools

Upcoming Calendar Events

Ultimate Frisbee
James A. Dillon Park

11:03 am

Agile Methodology



Documentation

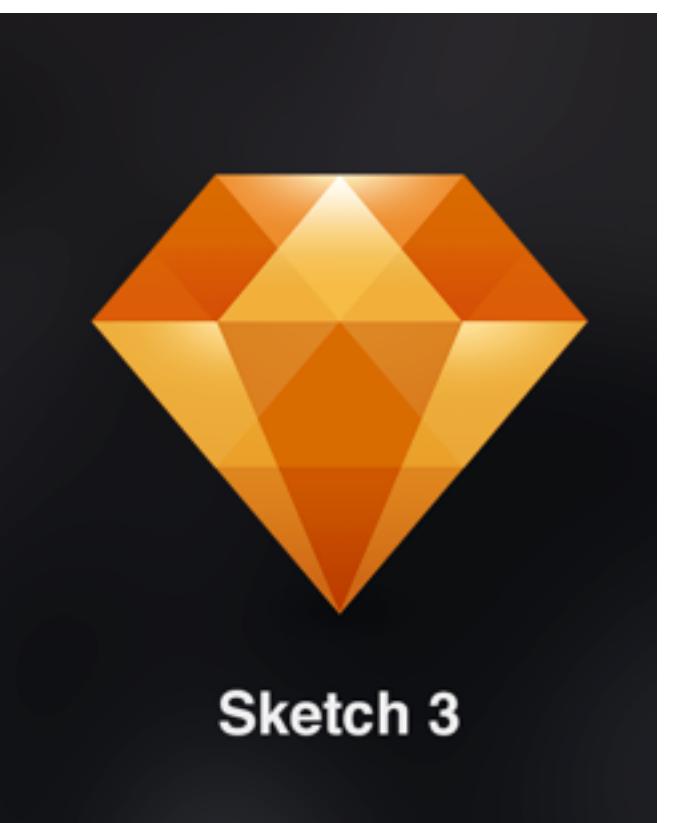
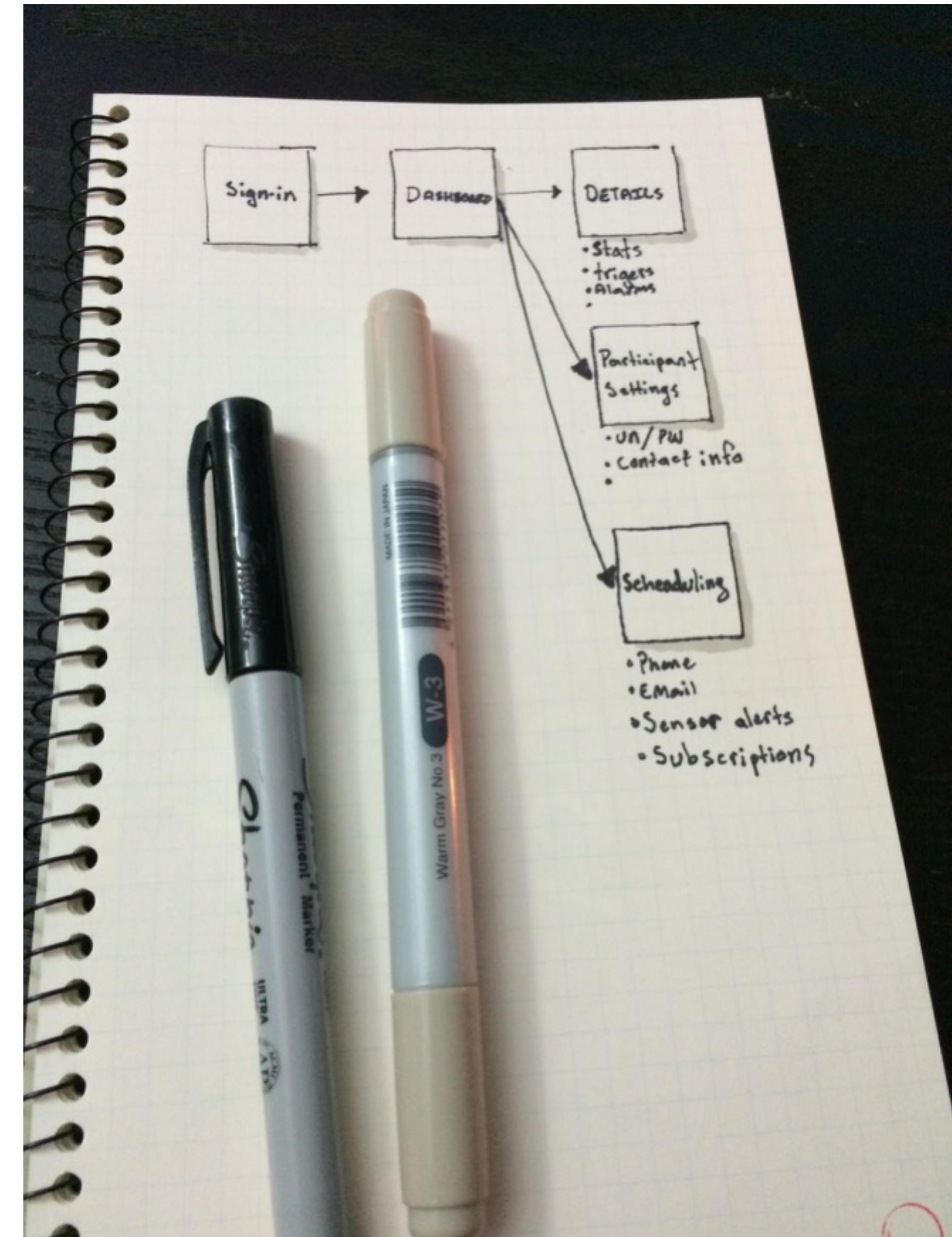


UX Tools



UX Tools

- Interviews
- Hand Sketches
- Workflows
- Wireframes
- Visual Design Tools
 - Photoshop
 - Sketch
- Prototyping tools
 - Finto



Dev Tools



Full Stack Tools

- Tech Stacks
 - Java (Scala)
 - .Net (C#)
 - Ruby (Rails)
 - Python (Django)
 - LAMP
- Version control (Git, Mercurial, SVN)
- Build Tools
 - Continuous Integration (Jenkins, Buildbot, Travis CI)
 - Testing

Front-end Tools

- Angular (created by google - 1.* and 2.0)
- React (created by Facebook)
 - React Native
- Backbone
- Ember
- jQuery



Capstone Projects

Format



Portfolio rules

- Remove Barriers to Entry
 - Short domain names
 - Central location for all content
- Never MAKE people download something
 - Resume -> LinkedIn
 - Code -> Github
 - Design -> Custom portfolio or Bechance

MENU	×
Home	i
My design process	ii
Code	iii
Design	iv
Linkedin	v
About Me	vi

Example from tymerry.com

Types of Portfolios

• Artistic
• Business
• Personal
• Academic

Personal portfolio

- Things you work on that you are proud of
- Not always linked to your career, or your best work

Design

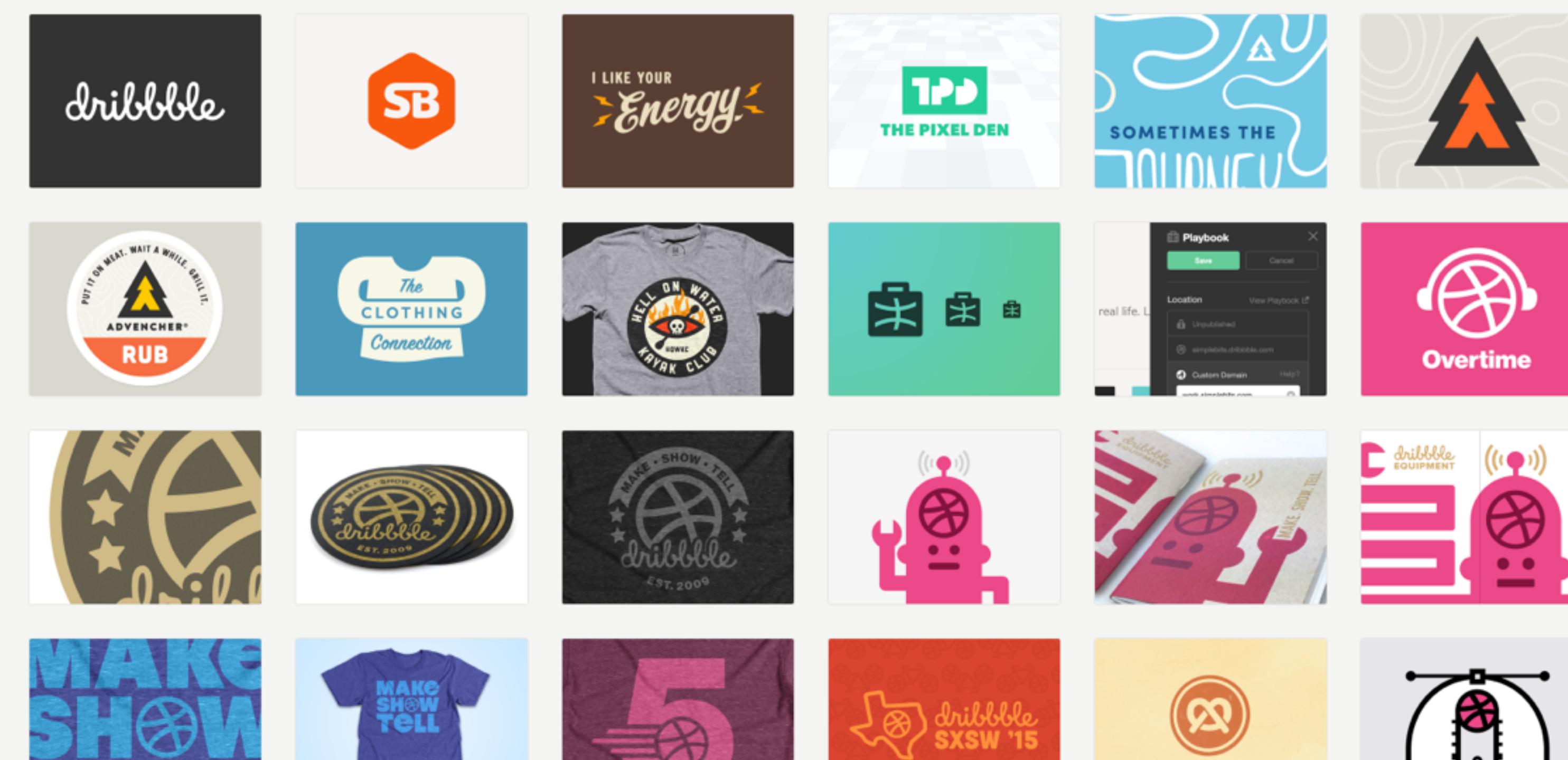
<http://work.simplebits.com/>



DAN CEDERHOLM

Co-Founder of @dribbble. Designer, author, and speaker at SimpleBits. Dad in real life. Likes ampersands and banjos.

[Email](#) [Twitter](#) [Instagram](#) [Vimeo](#) [Dribbble](#) [Behance](#)

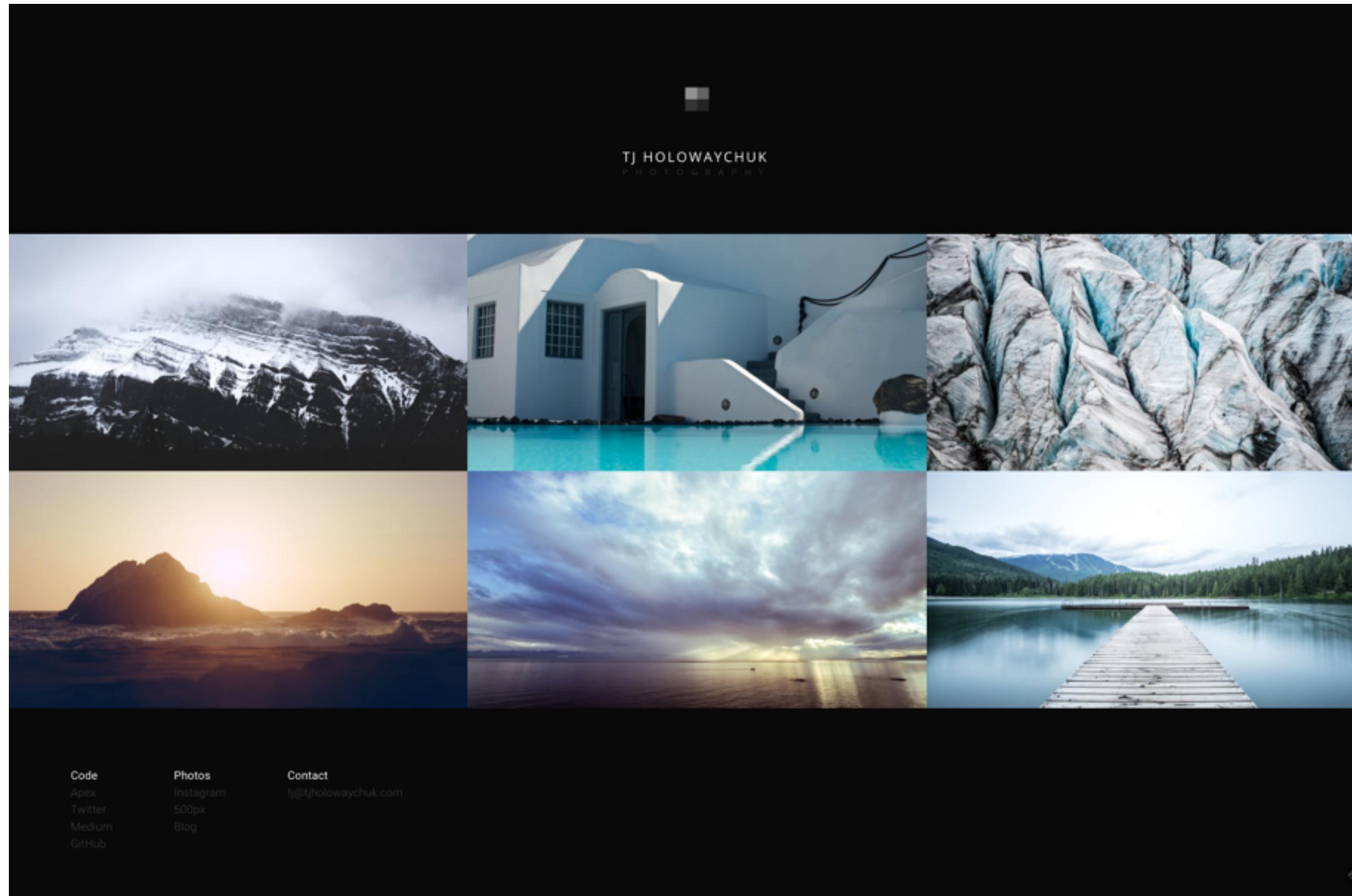


drive-download-20160....zip

Show All

Development

<http://tjholowaychuk.com/>



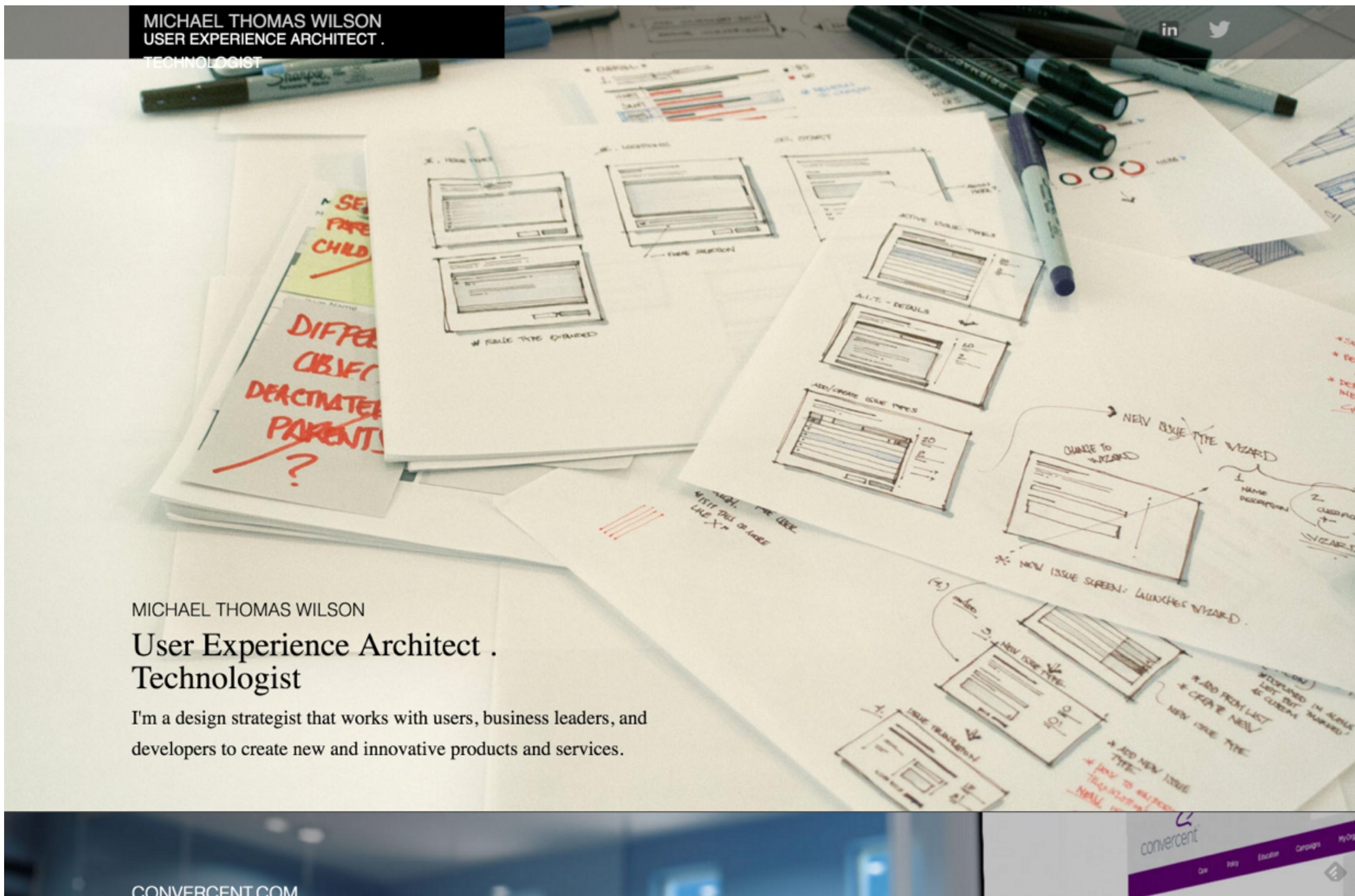
A screenshot of the Apex Ping uptime monitoring interface. The top navigation bar includes "APEX PING", "FEATURES", "PRICING", "SUPPORT", "DOCS", "LOG IN", and "SIGN UP". The main heading is "Uptime monitoring" with the subtext "Never let your customers down". On the right, there is a detailed view for a check named "GitHub". It shows a chart of response times over the past day, with a mean response time of 756ms. Key metrics listed are Uptime (100%), Downtime (0m), Mean (0.88), Mean Response (756ms), Header 200 (2.3k), Body Size (7.2k), and Requests (0).

Career Portfolio

- Focused on the space you want to be in.
- Examples:
 - (UX) <http://michaelthomaswilson.com/>
 - (web) <http://www.mattashwood.com/>

UX

<http://michaelthomaswilson.co>



Web

<http://mattashwood.com>



Zamboni Ice Resurfacers

After working with Zamboni in the past on other projects, it was great to have the opportunity to work on their new web presence. Taking the website from concept to completion, I built a responsive solution that complements their many print materials.

Tags Design, HTML5, Wordpress, Media Queries

URL www.zamboni.com

A screenshot of the Zamboni Ice Resurfacers website. The top navigation bar includes the ZAMBONI logo, a search bar, and links for The Machines, For Owners, About, News & Media, and Contact. The main content area features a large image of a yellow and red Zamboni machine on an ice rink. A blue callout box on the left side of the image reads: "Zamboni's Model 550AC electric and Model 552 electric machines set the standard for emission-free resurfacing." Below the image, a section titled "Over 60 years ago, Frank Zamboni set out to create the world's first ice resurfacing machine." contains text about the company's history and innovation. The footer includes links for HOME, THE MACHINES, FOR OWNERS, and ABOUT, along with contact information for the United States and Canada, and links for Copyright, Privacy Policy, and Trademark Usage.

Job Focused

- Custom built/organized portfolios specific to a single job
- Can be delivered via PDF or Zip file (only time)
- Should be delivered with link to your more general portfolio

Thank you.

Universal Mind