



@jaimeejaimiee

Z O M G !

(oh my clients!)



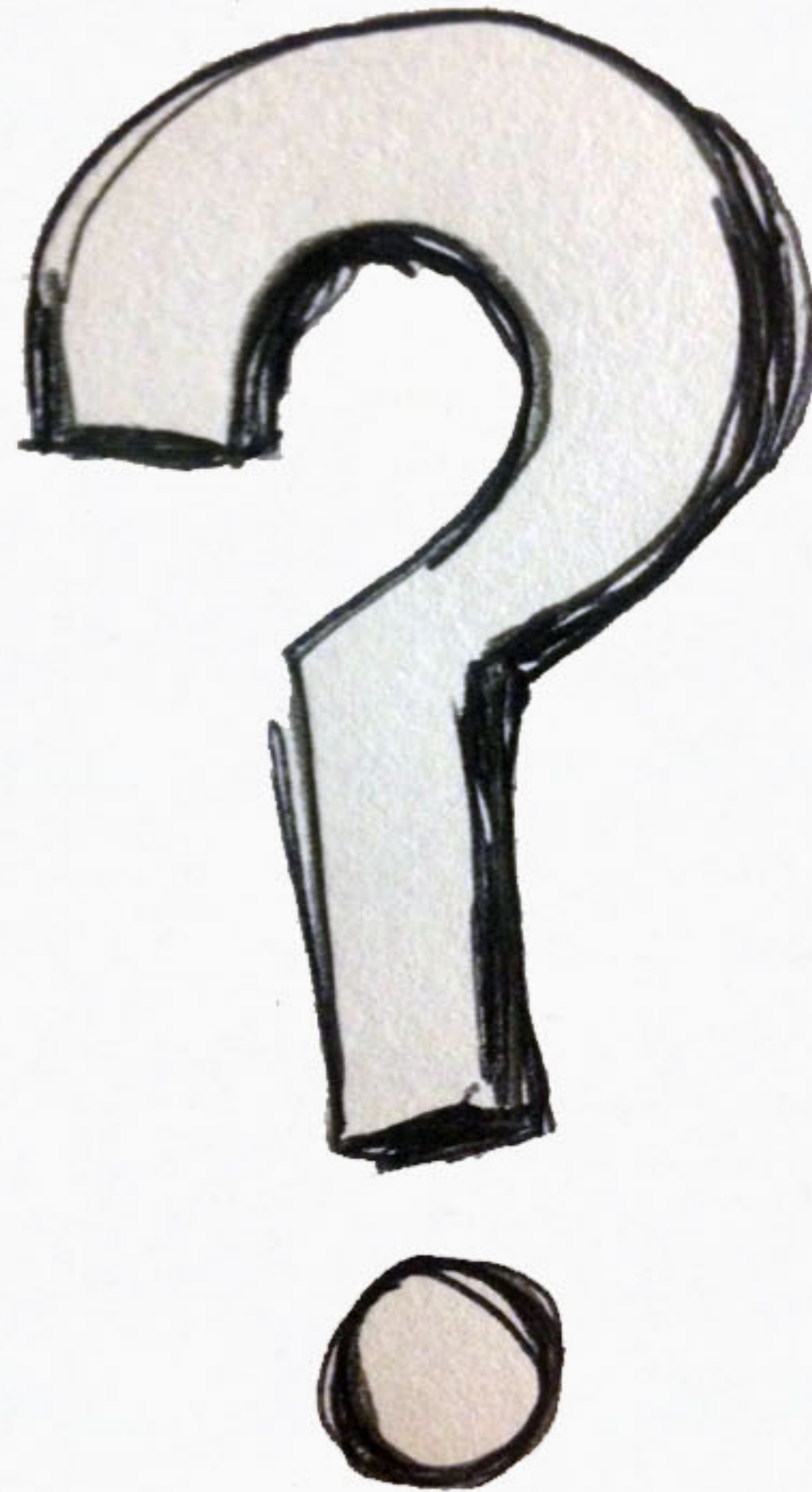
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jaimee newberry
dir. of user experience
black pixel



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Acronym -(adj; n.)

Our favorite acronym for
User Experience.



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Example Project Process





If you are involved in
making a thing
that people use,
you are in the business of
User Experience.



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DISCOVERY



UXD



VIS D



DEV



QA



SHIP

Inspire collaboration - Advocate for user

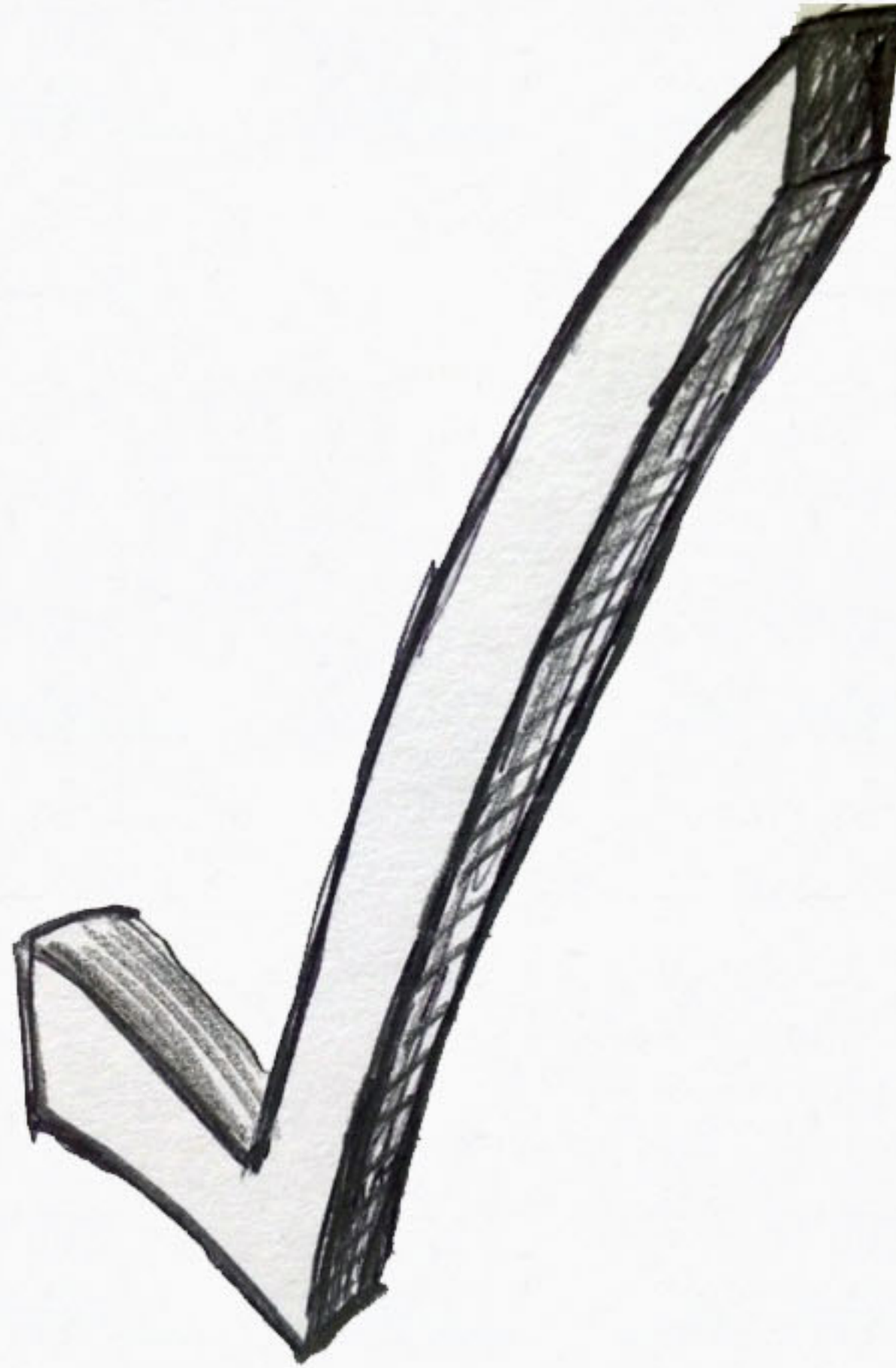


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ZOMG



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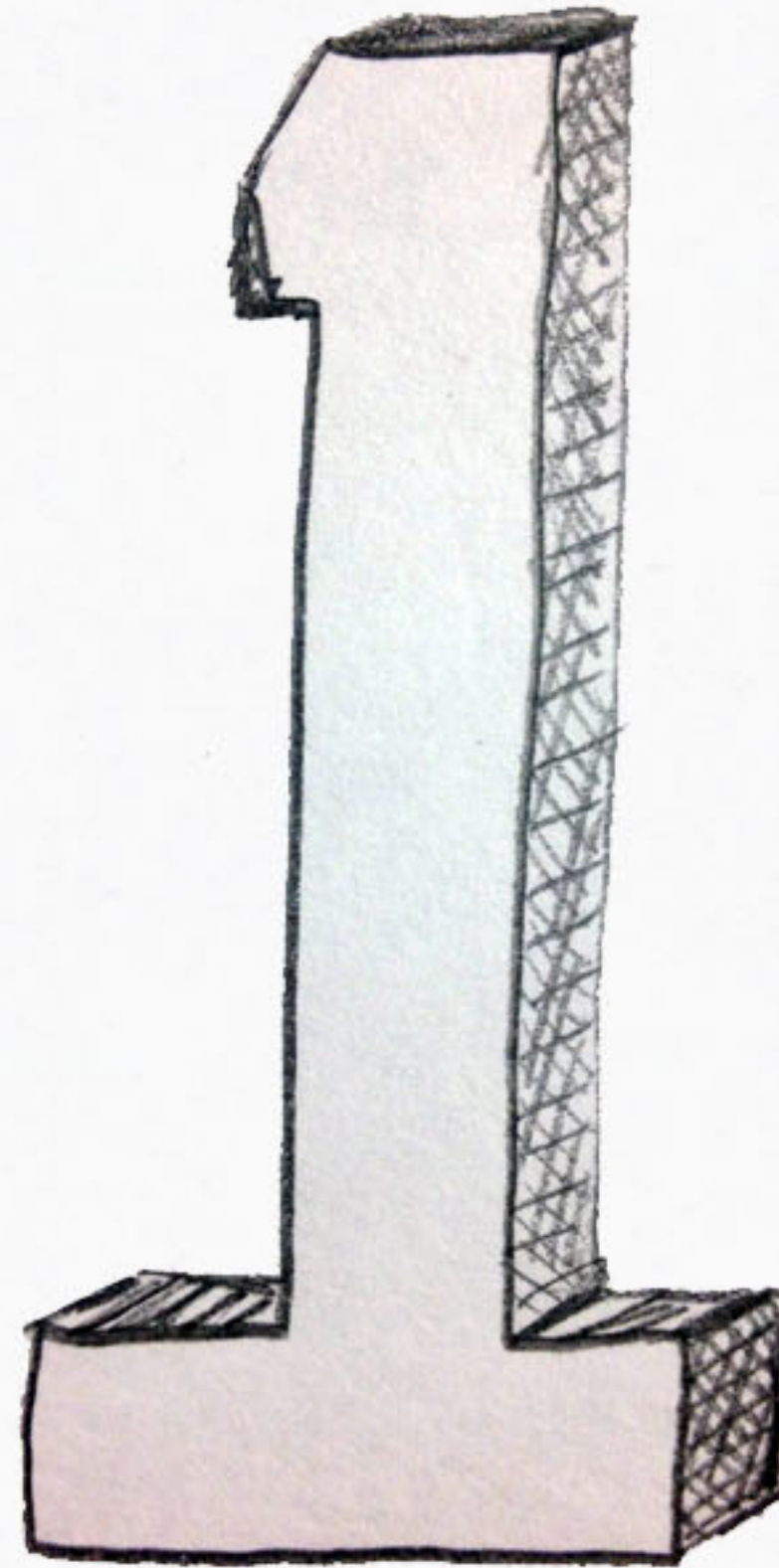
check yourself



checkpoints



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Know myself



"Finding out who your
customers are is only
half the question.

You also have to understand
who you are."

-Aarron Walter



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Communicate process



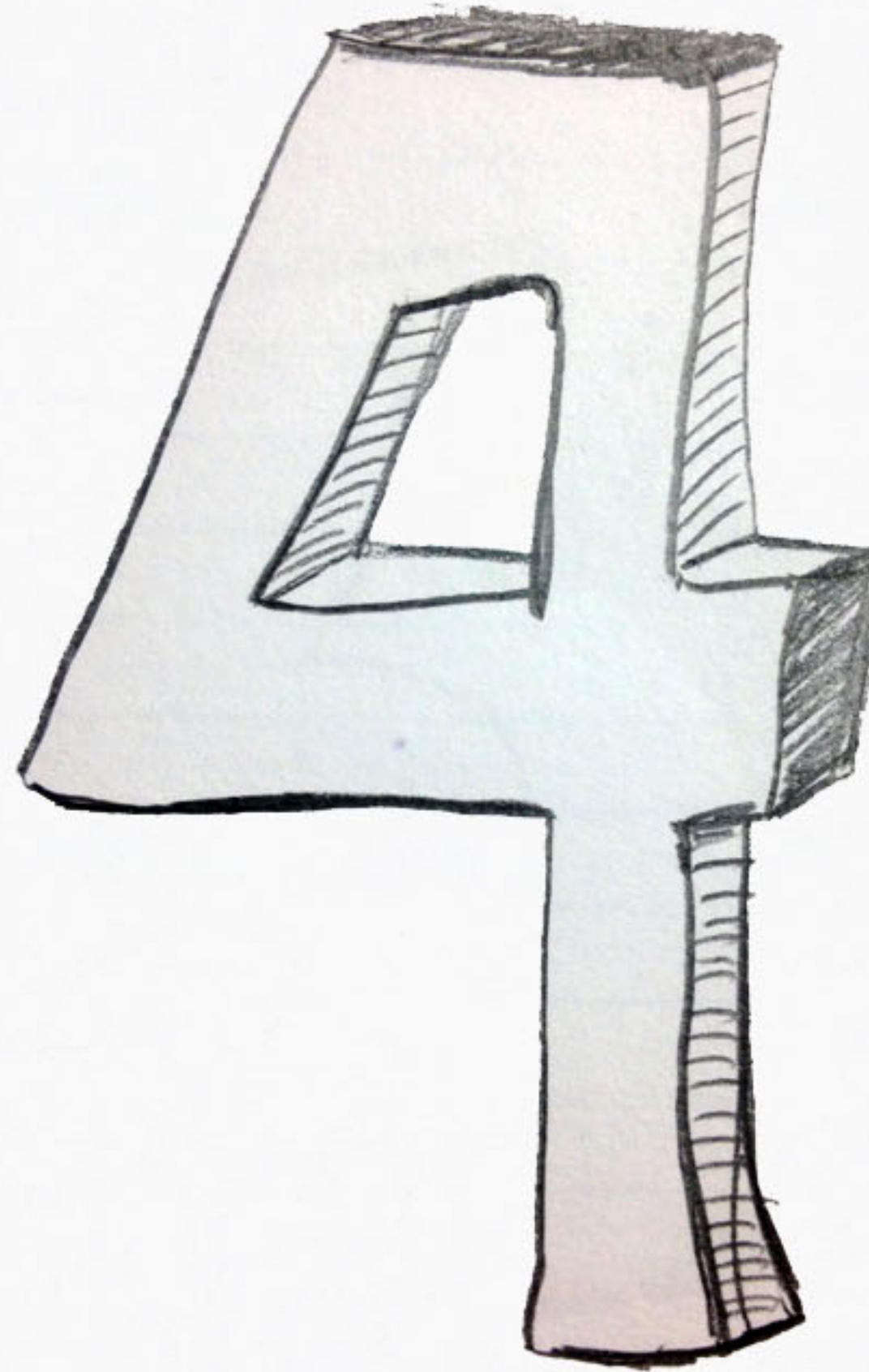
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Don't pigeon-hole



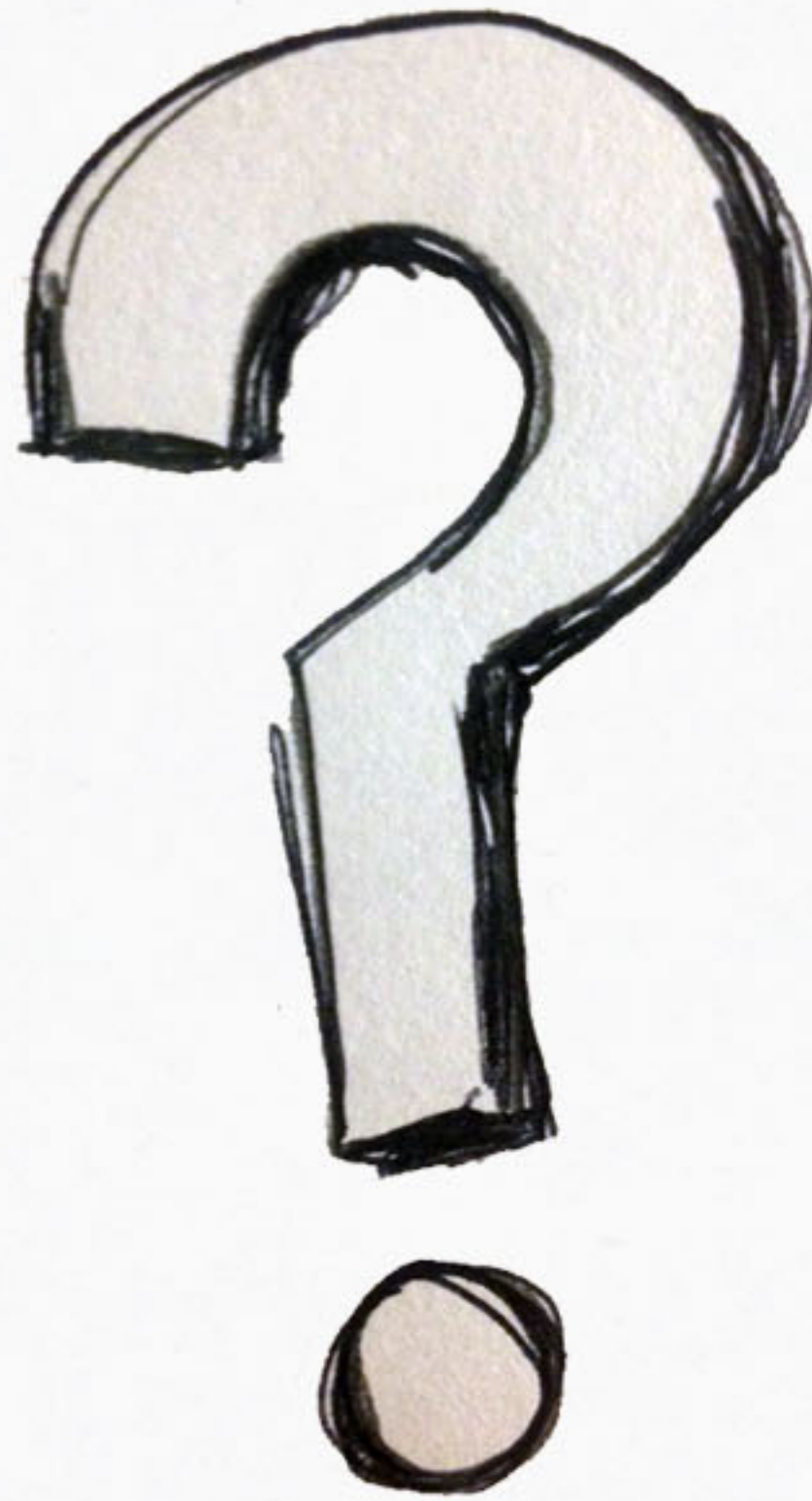
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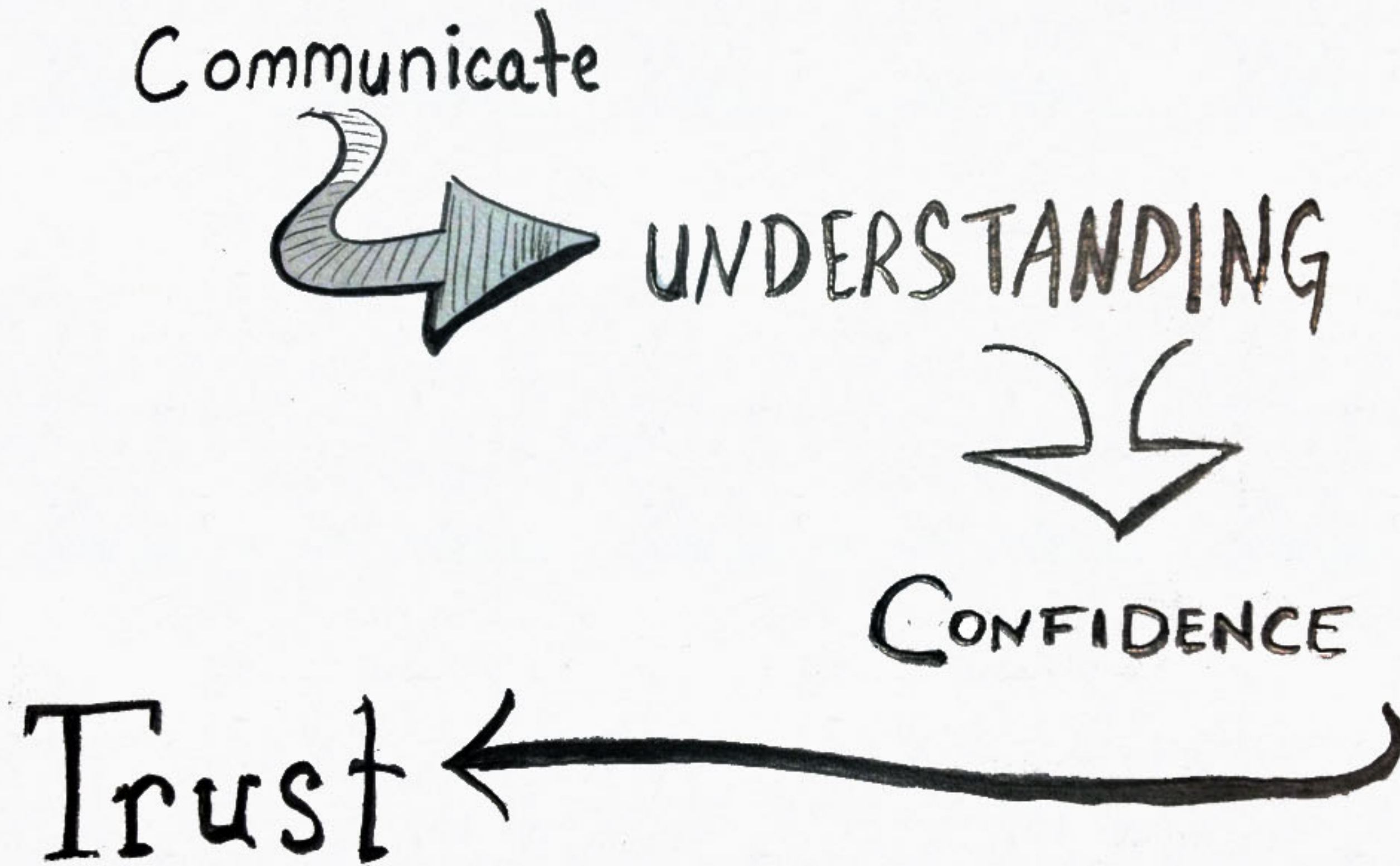
Passionate -vs- Right



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What have I learned?





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Z O M G



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oh!





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Thank
You!

