

HOW TO FIND & ENGAGE DESIGNERS

David Browning - May 2012

WHO AM I?

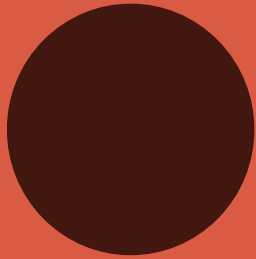
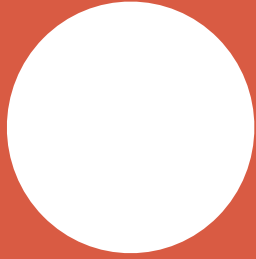
DEVELOPER

DESIGNER

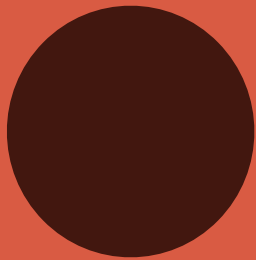
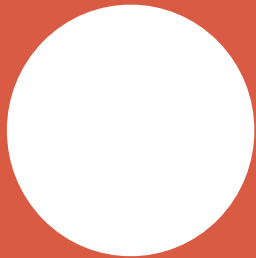
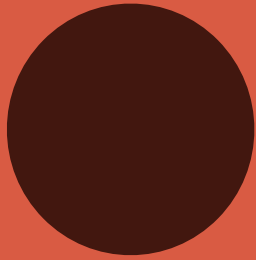
FOUNDER

@DJBROWNING

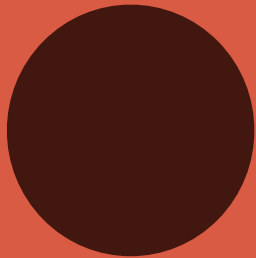
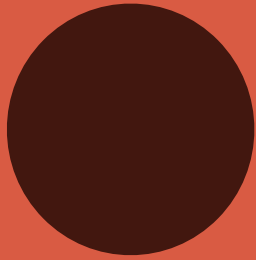
FIRST



**UI IS A SOFTWARE LAYER,
NOT INDEPENDENT FROM IT.**



**BUT CUSTOMERS ONLY SEE THE UI.
TO THEM, IT'S THE ENTIRE APP.**



**START WITH THE INTERFACE.
THINK TEST-DRIVEN DESIGN.**

FIND



DRIBBBLE



BEHANCE



LOCAL

YOU COULD POST A JOB, BUT...

DON'T EXPECT A UNICORN

**DON'T THINK OF THEM AS A
ONE-TIME SERVICE...**

ENGAGE

“Good design can’t be achieved with glossy buttons or masterful wireframes alone.

It’s a merger of all these principles into something that is meaningful and deliberate.”

- startupsthisishowdesignworks.com

USE CASES
WIREFRAMES
MOCKUPS
PROTOTYPES
BUILD & RELEASE

ALWAYS TESTING & VALIDATING

FACE-TO-FACE
SKYPE VIDEO
REMOTE WHITEBOARD

**IT'S NOT JUST ABOUT
MAKING IT PRETTY**

USEFUL
UNDERSTANDABLE
AESTHETIC

+ HAPPINESS

+ EFFICIENCY

+ CREATIVITY

= BETTER PRODUCT

DISCUSSION