

# UX Club at UTD

## 2022-2023 REPORT

# Table of Contents

1. Letter from President
2. Executive Summary
3. Fall Semester
4. Spring Semester
5. Design Challenge Banquet
6. UXperience Conference:  
Pixels to Possibilities
7. Testimonials
8. Future Vision
9. Meet the Team

# Letter from President

**Dear Members and Supporters,**

As the President of the User Experience (UX) Club at the University of Texas at Dallas, I am pleased to present our annual report for the 2022–2023 academic year. This report highlights our accomplishments, initiatives, and our collective impact as a community.

The UX Club was founded to provide students with a platform to break into the field of UX and foster their passion for user-centered design. Throughout the year, we have hosted diverse events, including workshops, panels, and our highly anticipated UXperience Conference and Design challenge, to facilitate learning, growth, and support among our members. Our conference and design challenge were the biggest event of their sorts for our campus!

Our success is a testament to the dedication of our members, officers, and industry professionals. Through this support, we were able to take our organization to the next level and continue to provide the support and recognition for the field of UX.

I sincerely thank our members and supporters for their contributions, which have enabled us to fulfill our mission and provide invaluable resources to our community.

Please explore our annual report to discover our collective achievements and the transformative impact we have made as the UX Club.

Sincerely,  
**Abhitej Arora**



# Executive Summary

In 2014, The User Experience Club began its journey to spread knowledge and awareness of the UX industry here at UT Dallas. We noticed the absence of a prominent UX program on campus and wanted to provide an introduction to this rapidly-growing career field. Even through the pandemic, our presence, both on campus and throughout the DFW has continued to grow thanks to excellent leadership and a keen understanding of our members' needs. Our club continues to deliver resources, pathways, and opportunities to our members each year through various events such as our annual Design Conference, industry networking sessions, UX workshops, and much more.

At the UX Club, we help students start their journey and assist them in entering the industry well-equipped with the tools they need to succeed.



**60+** Students per Event



**45%** increase in Social Media Followers



**35+** new members

# Fall Semester



## Fall 2022 Kickoff

An introduction to the club's mission and an exciting chance for students and officers to connect, socialize, and engage in interactive games and quizzes.

## Introduction to UX

A workshop providing insights into the basics of UX and learning about the design process used in the industry, led by Mercedes Johnson.



## Chatbots with Cheenu

A workshop in collaboration with UTD AIS provided an inside look at how UX principles play a crucial role in conversational AI.

# Fall Semester

## Design Challenge 101

An introduction of the Design Challenge: a four-week competition where students worked together or individually to solve a problem that UTD students faced



bottle rocket

## Introduction to Figma

A workshop where students learned the basics of Figma and how to design a working prototype by creating a customized character.

## Design Challenge Banquet

A celebration of the work submitted by students for the design challenge, along with awards and prizes for those who were among the winners



bottle rocket

paycom



# Spring Semester



## Spring 2023 Kickoff

An introduction to the upcoming semester, fostering a sense of community and marking the launch of the new initiative: the Membership Program.

## Industry Insight Panel

A UX panel featuring alums, industry professionals, and professors who provided insight into the career field, industry, and getting started in UX.



BROADCOM paycom  
intuit AT CapitalOne



JPMORGAN  
CHASE & CO.

## Case Study Workshop

A workshop led by Miranda Hurtado teaching students how to get started on and build case studies so they can stand apart in their portfolios.

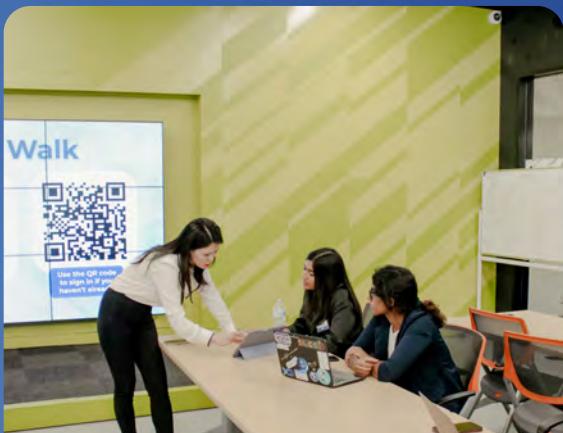
# Spring Semester

## UXperience Conference

A full-day conference sponsored by Intuit with keynote speakers, lightning talks, and speed networking.



intuit.



American Airlines 

## Portfolio Gallery

A gallery where various industry professionals from American Airlines provided valuable feedback on students' portfolios.

## End of Year Celebration

An evening of games, club updates, and socialization to end the year and set up for the following year.



# Design Challenge

Sponsored by



## ABOUT OUR DESIGN CHALLENGE

We organized and hosted the largest design challenge at UTD. In this four-week competition, students collaborated in teams or worked individually to create an original solution to the prompt. At the end of the competition, an evening was dedicated to celebrate the work submitted by participants. The top teams presented their projects, received valuable feedback, and awaited the announcement of the winners. This occasion also provided students with networking opportunities with professors, recruiters, and industry professionals.

## PROMPT

Design a mobile application that teaches UTD students easy, budget-friendly, and delicious recipes.



Hosted 3 Workshops  
and created a Design Guide Booklet



150+ individual registrations & 50+ team submissions



Top teams presented,  
received feedback, and  
winners were recognized

# UXperience Conference

## Pixels to Possibilities

Sponsored by **INTUIT**

### ABOUT OUR CONFERENCE

The UXperience Conference started in 2019, intending to unite people passionate about designing for a better world. Our conference features a day full of keynote speeches, lightning talks, interactive activities, and speed networking to unite individuals passionate about UX. Through unique perspectives brought by trendsetters in the UX industry, students were able to learn more about design in the real world.



**Designing Your Career**  
Suzanne De Silva



**Designing For Influence- Intuit**  
Angie Nery, Somin Heo, Garrett Land, and Brittany Sumarsono



**Pitfalls of Modern Design**  
Michael Griffith



**Pixels to Product**  
Mercedes Johnson



**UX: In The Beginning**  
Mark McKinney

**80+** attendees

**25+** professionals

**8+** engaged hours

# Testimonials



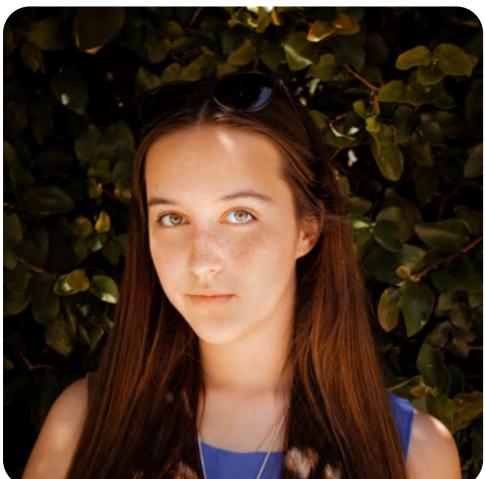
## Roshni Beddhannan General Officer

"As one of the newest officers of the UX club, I have had the opportunity to observe all the amazing events presented by the UX club team behind the scenes. I can see firsthand how much effort it takes to maintain the club's quality and provide new and unique events for all members! I have learned so much by collaborating with my wonderful peers, and I look forward to next year!"



## Norm Cox Faculty Advisor

"For the past three years, it has been my honor and pleasure to be faculty advisor and mentor to the UX Club and its cast of stellar student officers and members. It has been exciting to help push them to set their goals higher than their comfort level and then watch them exceed all expectations. With continued growth, multi-disciplinary appeal, relevant events, and strong industry support, the UX Club has raised the bar for the future UX'ers and for other clubs on campus. I am proud to be associated with such a fine group of students!"



## Kristina Smolyakova Club Member

"Joining the UX Club has not only helped me discover the world of user experience but also encouraged me to socialize with like-minded individuals from backgrounds and majors I wouldn't have come across on my own. Thanks to the club's workshops, conferences, and networking opportunities, I was able to start building a successful career in UX."

# Testimonials



## Linh-Hoa Nguyen UTD Alumni – Capital One

"The UX Club's officers are extremely detail-oriented and clearly masters of service design (i.e., it was raining, and they had extra umbrellas to escort professionals back to their cars). They find incredible business professionals to share their experiences with students on a regular basis. I always love being invited back to their events to check in with these aspiring designers but also to see how much better these club events can be!"



## Suzanne De Silva Head of Product Strategy & Marketing at Samsung America

"The UX Club at UT Dallas provides an excellent forum to engage with emerging talent, immerse in new ideas, and gain a better understanding of what is important to this cohort. I really enjoyed the opportunity to see the group presentations on building an app to address campus nutrition issues. It showcased how well rounded UT Dallas students are and helped position in my mind the kinds of problems they are equipped to solve."



## Hannah Moeliono UNT Design Student

"The UX Club at UTD Dallas is full of amazing leaders, planners, and designers. There is such a strong culture of curiosity that makes learning about design and meeting other designers so fun. As a UNT student, I love to see another local school pave the path for designers in the DFW area."

# Future Vision

The UX Club is committed to serving as a leading resource for UX education and opportunities on campus. Our plans encompass a comprehensive range of initiatives to foster growth and impact. Key objectives include:

1. Expanding the membership program to provide members with additional benefits for their dedication and active part in the club.
2. Engaging with a larger audience of students by encompassing a greater diversity of schools and disciplines.
3. Developing new creative opportunities and events for students to learn and actively engage in the field of UX.

Through the execution of these goals, the UX Club aims to empower students with comprehensive UX education and opportunities and create an inclusive community.

# Meet The Team



**Abhitej Arora**  
President



**Sanjana Venkat**  
Vice President



**Dylan Nguyen**  
Secretary



**Nawaar Abdus-Salam**  
Financial Officer



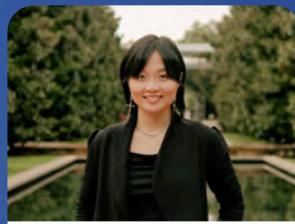
**Leepy KC**  
Student Engagement



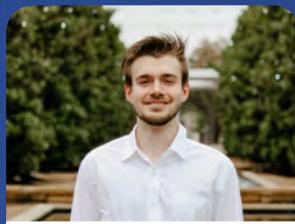
**Pooja Thakor**  
Event Coordinator



**Tanvi Deshpande**  
Event Coordinator



**Angela Wang**  
Social Media Coordinator



**Vincent Joubarne**  
Corporate Relations



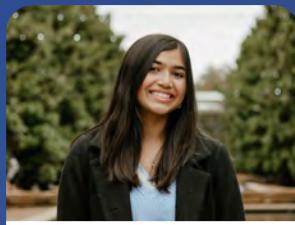
**Manish Mallik**  
Corporate Relations



**Kyle Rubens**  
Designer



**Manasi Vipat**  
Designer



**Maci Thomas**  
Designer



**Manasa Paruchuri**  
Creative Director



**Roshni Beddhannan**  
Logistics Coordinator



**Lily Vu**  
Web Developer



**Shaz Kumar**  
Web Developer