2019 UX DESIGN CONFERENCE
TECHNICAL TALKS

Creating the Unforgettable User Journey – Jason Brewer, Senior UX Architect at Rent-A-Center

Jason Brewer is an Experienced design leader with over 20 years of interface design experience. He has delivered optimal user experiences in a wide range of industries such as non-profit, retail, financial, manufacturing/industrial and automotive.

User Journey Mapping is a very common UX tool. The process of creating a User Journey Map is a critical step in aligning the team with the users. It is the point at which you begin to make the user's journey real for the team. What are the users doing, thinking and saying at each step of their journey? How do we "make the research real" so that it aids the team in creating an outstanding user experience?

Computing Curriculum for Designers - Reflections on the Bauhaus – Karen Doore, UT Dallas Computer Science Senior Lecturer

Karen Doore has a diverse background that blends her passion for creative design, combined with the innovative use of technology and a passion for teaching. She holds a BS degree in Material Science and Engineering, an MS Degree in Computer Science, and is currently a Doctoral candidate in Computer Science. Her research is focused on designing a computing curriculum for students in Art and Technology disciplines.

As the 2nd industrial revolution drove the Bauhaus curriculum, curriculum for today's 'Experience Designers' must also focus on fundamental principles of design, now inspired by the 4th industrial revolution. Advances in communication and connectivity require that designers can model and implement designed interactions which give meaning to information-concepts through user experiences.

Designing for Enterprise UX using reusable modules – Aditya Kelkar, UX Consultant for the City of Dallas

Aditya's experience ranges from Product start-ups to large IT Organizations. He has expertise in domains like financial enterprise, government and software products. Apart from his day job, he also follows his passion as an artist showcasing his works in acrylic and digital art.

A large number of enterprises are going through the UX modernization cycle currently. A modular approach in building an enterprise solution can save repetition of design and development effort and helps in faster delivery.

During the design phase, UX teams can visualize and design modular solutions using reusable modules. This modular approach needs initial effort, which involves breaking down the solution in the following:

1. Full-stack modules (Delivering a single user story)
2. UI modules
3. Navigation framework

Money Talks: A Look at the Conversational Design Process Behind Olivia.AI – Srikant Chari, UX Researcher at BMC Software, UX Research Consultant at Daito Design, and former TEDx Organizer

Srikant Chari works as a UX researcher at BMC Software. He is also Conversational Designer, Content Contributor, UX Book Club Host & former TEDx Organizer.

Chatbots have been getting a lot of attention, but ever wondered about how the dialogue gets designed? Join Srikant Chari as he goes over his early work as a Conversational Designer at Olivia.AI and what he has learned from the process.

Usability Testing – Actionable Data in One Day – Daniel St. Clair, Senior UX Designer at Cinemark

Daniel St. Clair is a designer, strategist and diligent advocate for usability, transparency, and honesty in design. With over 20 years of design experience across varied media, platforms, technologies and design trends, he champions a user-centered commitment to simplicity, utility, and ease of use. Daniel is UX Master Certified by the Nielsen Norman Group and currently works as Senior UX Designer for Cinemark Theatres.

Unusable products are broken products. Usability testing helps you not only identify problem areas but more importantly understand why users are struggling, failing or abandoning tasks. In this talk, Daniel St. Clair will walk you through the ins and outs of usability testing. Learn how to leverage quick usability studies for actionable insights to improve how real users interact with your product.

Ending Talk: Make the Invisible Visible: Getting More from Your Stakeholder Maps – Brian Sullivan, Director of Design Strategy at Sabre and Organizer of DFW UX Meetup

Brian Sullivan is a Design Strategist, Researcher, Award-Winning Designer, College Professor, Author, Speaker & Big Design Conference, Founder. He is an energetic leader with expertise in marketing strategy, user research, product positioning, UX design messaging, design, and product development. He is the author of The Design Studio Method, the founder of the Big Design Conference & the creator of the UX Certification program at SMU.

Stakeholders can make or break any project. While some people need to be informed, other stakeholders need to be carefully managed with many touch points. Building alignment and establishing trust requires you to better understand what motivates another person. Any person can quickly draw a stakeholder map to visualize the day-to-day players within a company. Imagine if you could go more in-depth with your stakeholder maps.

In this talk, Brian Sullivan will show you how to uncover missing roles, ways to see what each stakeholder values the most, and how to communicate with each person more effectively. By building a more usable stakeholder map, you can have better conversations, review roles and responsibilities, determine what stakeholders' value, and know how to communicate with each person more effectively.

You can make the invisible visible. You can get alignment from stakeholders and make your projects more successful.

CREATIVE TALKS

Keynote Address: Design of the Past, Present & Future – Cassini Nazir, Director of Design for the ArtSciLab and a Professor in the Arts and Technology School at UT Dallas

Cassini Nazir is a designer of conversations, curriculum, and interfaces. He is a Clinical Associate Professor in the School of Arts, Technology, and Emerging Communication at UT Dallas where he teaches classes in interaction design. Nazir is also Director of the ATEC Usability Lab, which fosters collaborative research with community partners and offers experiential learning to students. He was previously Director of Design and Research for the ArtSciLab, a transdisciplinary research lab helping the arts, science, and technology communities by pursuing initiatives of societal urgency and cultural timeliness. He holds bachelor's degrees in English Literature and Economics as well as an MFA in Arts and Technology.

We travel 50 years in the past to 500 years into the future, examining the long arc of design and explore what user experience is fundamentally about.

Human by Design – Debi Ndindjock, UX Design Lead at IBM Watson Health

Debi Ndindjock is a designer with a strange affinity for enterprise software. She currently leads a design team at IBM Watson Health that uses artificial intelligence (AI) to provide evidence-based clinical information. Thoughts on the intersection of humans and machines occupy her mind.

What is the place of humans in an AI, Blockchain, self-driving, chatbot world? As stewards of great technology, we have the responsibility to address the needs, abilities, and wellbeing of the people we serve and do it in a way that best applies our innate skills. Essentially, designing as humans for humans.

Accessibility Army of One – Seda Sookias Maurer, Sabre Accessibility Program Manager

Seda Maurer is a skilled strategist who creates workable plans and solutions for User Experience, including establishing organization-wide policies and guidelines to achieve accessibility compliance. Seda is an advocate of User-Centric and Universal Design and UX process for the success of all products.

It takes a great deal of effort, education, coordination, integration, and communications to establish and achieve Accessibility Compliance in an organization. Unless an external team is brought in to help, generally a single brave soul is given the responsibility of accomplishing this monumental task! If you are passionate about Accessibility and want to realize this goal for your organization, join Seda Maurer who has been in this position more than once and will share with you all that you need to know to become an Army of One as well!

Designing for Future Technology – Adaeze Okwesa, IoT Focused UX Researcher HARMAN International

Adaeze is a user experience researcher interested in the IoT market and future technology. Adaeze is focused on understanding how current technology impacts human behavior and what it means to create meaning by prototyping hypotheses to gather insight into future solutions. In her spare time, Adaeze hosts the Dallas UX Mentors, a monthly meet-up and educational workshop for incoming graduates and industry professionals looking to transition to the UX field. She also creates Youtube videos about her experiences in the UX industry in an effort to help interested students transition more seamlessly from the university to a professional atmosphere.

Synthesizing abstract findings gathered from user research about a current technology design problem is tough. However, even more difficult is gathering insights from a design problem that revolves around technology that has not yet been built or its form and function not fully understood. Nonetheless, designers must evolve to be able to tackle these problems as our world grows increasingly interconnected and complex, but what are some of the ways to do so?

In this talk, we will discover and discuss a research method that is used to understand the very nature of these abstract future design problems in order to gain insights into emerging trends of human behavior. The outcome of this research methodology is not only a glimpse into how people might behave as they adopt new technology, but can also be used as a tool to gain trust and approval from stakeholders. This method is not only an essential tool for researchers but should be known by anyone looking to help build our future world.

The Mission Driven Design Career – Jayneil Dalal, Senior UX Designer at AT&T

Jayneil Dalal is the Human LinkedIn and leads design transformation efforts at AT&T in Dallas, TX. His mission statement is to "Invest in humans, careers, and companies that are transforming the world positively using Design Technology." He speaks and writes regularly for international conferences/publications such as MidwestUX, IA Summit, Big Design Conference, UXDesign.cc, UX Planet to share my research on conversational design.

Career professionals these days are randomly accepting jobs wherever they can get in. This leads to unhappiness and creative unfulfillment which is reflected in their work. No wonder 7 out of 10 people are unhappy at their jobs. In this hands-on talk, Jayneil will share his story of using a mission statement to reinvent himself and break into the UX field with no design background. The talk will focus on the art of building meaningful relationships with VCs, VPs, design leaders, etc. starting from cold emails. This is extremely helpful for new grad designers looking to break into the field. In this exercise packed talk, attendees will walk away with these golden nuggets:

1. Craft a mission statement to evaluate career opportunities.
2. Learn how to leverage networking as a means to learn and accelerate your careers.
3. Use frameworks like 'The One Thing,' 'Barbell Strategy of Investing,' etc. to obtain creative satisfaction.

High Fructose Content: Why People Crave It – J. Schuh, Design Strategist at Sabre

J. Schuh leads customers through workshops to help them create products that people really want to use. In addition, he is leading the effort to teach Design Thinking for a major company in the travel and hospitality industry. Schuh recently became a certified Design Thinking facilitator through IDEO.

High fructose content is faster and cheaper to produce than other forms of content. In our fast=paced world, we no longer crave hard-hitting news and the deep thoughts of literature. Instead, we want high fructose content packed with all the intense sweetness we crave in media: sound bites, video clips, tweetable repeatables, and other pre-packaged forms of tasty, sugary content.

High fructose content goes along the same neural receptor pathways of other addictive substances. In many respects, high fructose content alters the transmission of certain brain chemicals, including endorphins, dopamine, and serotonin. This sugary content triggers the pleasure center of our brains, which leave us wanting more.

In this talk, J. Schuh will discuss the concept of high fructose content, its impact on our mind, and how we crave it. You will find several real-world examples of high fructose content. Plus, ways to combat high fructose content.