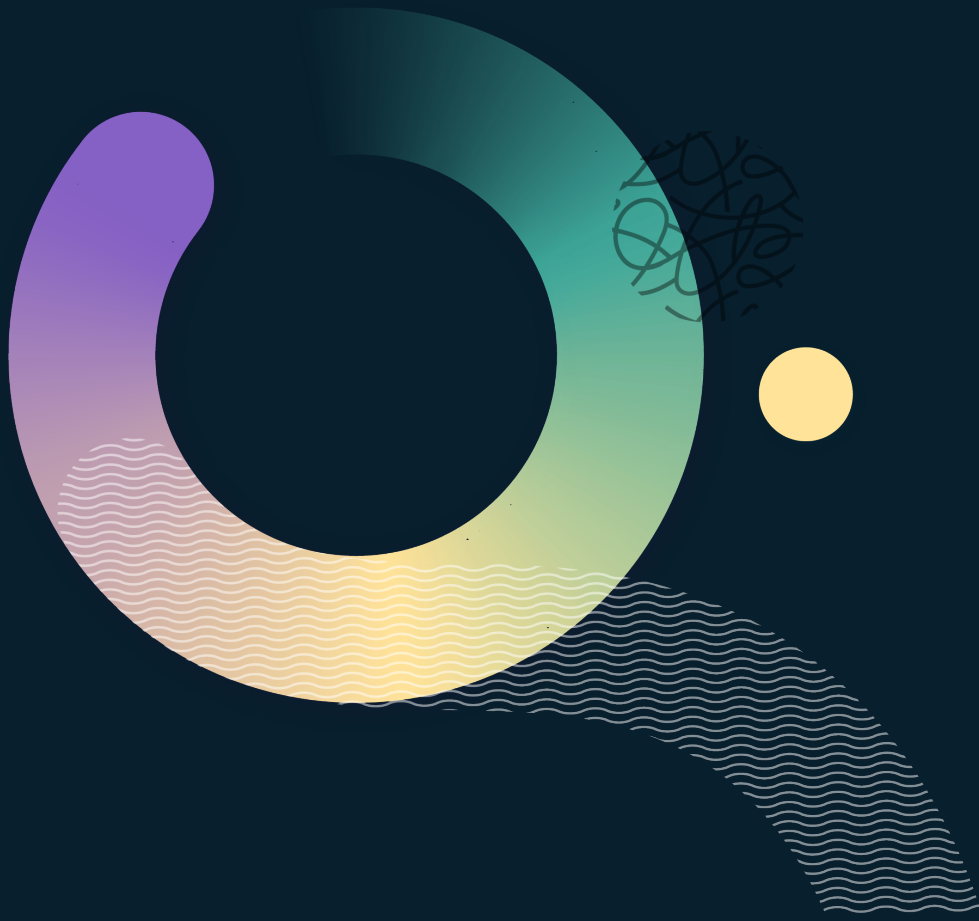


The background features a dark blue field with several large, overlapping, wavy bands in orange, purple, and teal. There are also several circles: a large teal one in the upper left, a smaller light teal one in the center, and a large teal one in the lower right. A blue wavy pattern is visible on the left side.

Product Design

What's it all about



My story

UNCA New Media

Web Design to California to UX

Self-study to mentorship

Study.com to Microsoft

California to Asheville



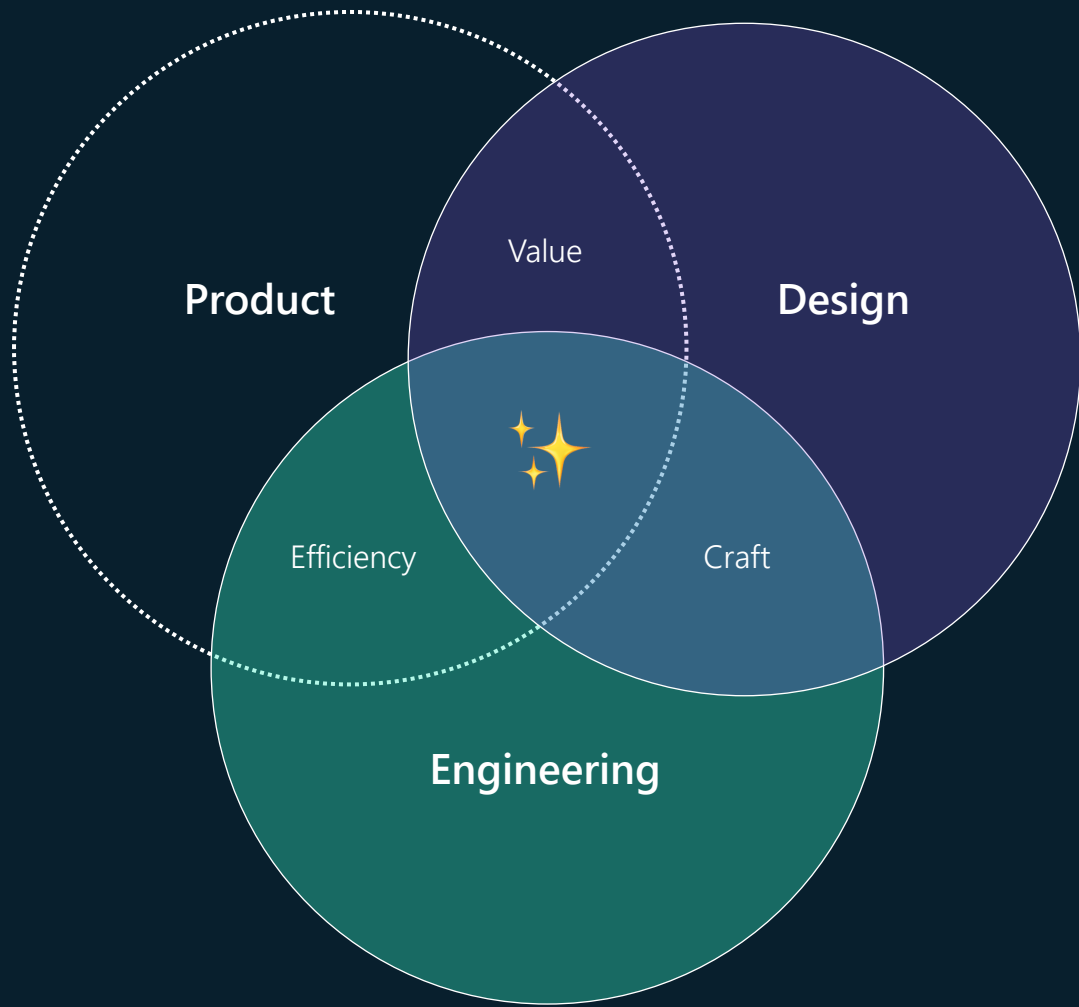
Why should an Engineer care?

Designers and Engineers work closely together to build products.

Working together well ensures success.

Design is cool. Everyone has an opinion.

One day you may choose to be a Designer...



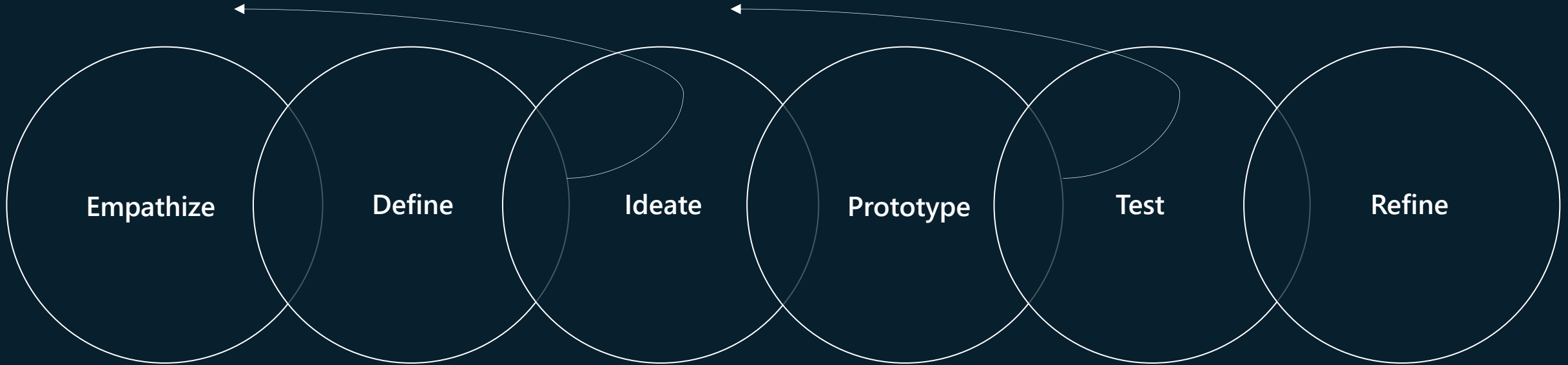
The product triad

Collaborative working model of high functioning product teams.

Shared ownership and accountability builds trust, respect, and skill.

Good communication and collaboration is essential.

Design thinking process



Empathize

Define

Ideate

Prototype

Test

Refine

What does a Product Designer do?

1 Understand the problem

Empathize through research
Partner with Product to understand business goals and objectives

Define goals and approach

Lead workshops and brainstorm
Craft principles and metrics of success
Articulate thinking and ask questions

Iterate

Explore solutions and develop concepts
Gather feedback and iterate
Partner with Content UX and Research

Prototype & Test

Create prototypes from concepts
Test with users, gather feedback

2 Sell the work

Partner with product to pitch their idea
Define business and user impact metrics
Convince stakeholders (and Engineering) to fund the work

Refine & Finalize

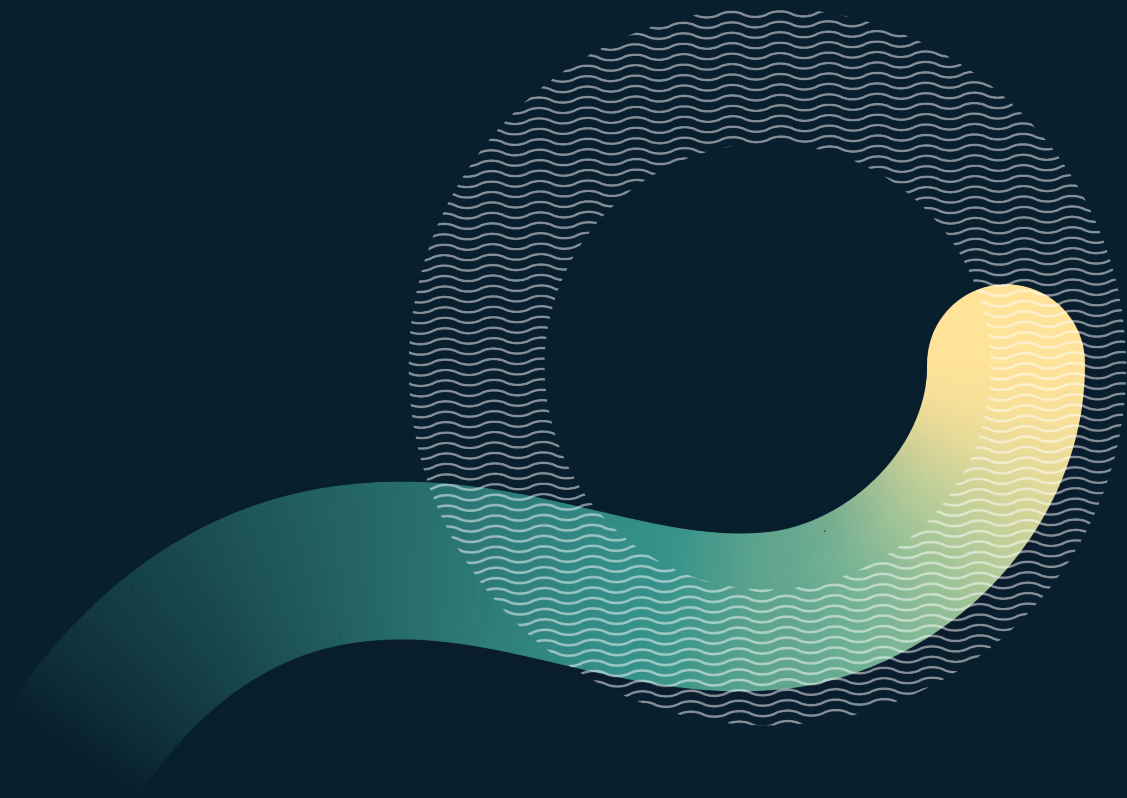
Polish designs, ensure high quality
Document interaction patterns in a spec/deck
Review with Engineering to cost, break into phases

Support implementation

Support Engineering to build the design to spec
Iterate on design if needed
Attend bug bashes, file bugs, push for quality

Learn

Partner with Product and Engineering to learn from data
Consider the next iteration...



If you want to be a Designer...

User Experience or Product Design track

Self study, Mentorship, or Grad school

Portfolio and networking are crucial

Learn to tell your story and stand out

Differentiate by blending skills

Learn to communicate well

Resources

1 Basic tools

- Figma
- Adobe
- Prototyping tool
- Video editing software
- Note taking system/app

2 Skills that add value to UX

- Visual (Illustration, logo, icons, painting, drawing)
- Motion (animation, video, micro animation)
- Writing (editorial, marketing, creative)
- Project management
- Coding
- Soft skills (communication & collaboration)

3 Learn

- [Nielson Norman Group](#)
- [UX Reading list](#)
- [IDEO Design Thinking](#)
- [Interactive Mind](#)
- [Product thinking](#)
- [Design systems intro](#)
- [Fluent Design](#)
- [Huge list of resources](#)

4 UX Roles

- Product Designer or User Experience Designer
- Visual Designer
- Design Researcher
- Content Designer (UX writer)
- Product Manager (Business focus)



Thanks!