

Newbie

newbie-to-rockstar designer's how-to

newbie [ньюби]

новичок, начинающий, нуб

rockstar [рокстар]

рок-звезда, профессионал

NewBie

newbie-to-rockstar designer's how-to

- Design evolution
- Design Rockstar who?
- Learn: Responsive design, Mobile First
- How-to small advices

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Product design bro at MacPaw
designer at Trendkill designers

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Design Evolution

from marketing tool to the business driver

1

COLOR & FORM

The most beautiful curve
is a rising sales graph



Raymond Loewy

1

COLOR & FORM

The most beautiful curve
is a rising sales graph



Raymond Loewy

2

MINIMALISM

People react positively when things
are clear and understandable



Dieter Rams

1

COLOR & FORM

The most beautiful curve
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Raymond Loewy

2

MINIMALISM

People react positively when things
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Dieter Rams

3

DRIVER

It's very easy to be different,
but very difficult to be better



Jony Ive

1

COLOR & FORM

The most beautiful curve
is a rising sales graph



Raymond Loewy

2

MINIMALISM

People react positively when things
are clear and understandable



Dieter Rams

4

STATE OF ART

Design is dead



Philippe Starck

3

DRIVER

It's very easy to be different,
but very difficult to be better



Jony Ive

Design Rockstar

Who?

Best Artists Steal!



Look ma, no hands.

BAUHAUS[®]

BAHUAUS[®]

AHUA BUS[®]

5-years-must skill base:

Expertise	Level (1 -5)
Design theory	4+
Information architecture	5
Web & Mobile architecture	4+
Interface design	5+
Interaction design	4+
Visual design	3-4
Front-end	3-4

Lean, Product design, UXD, Resess etc

5-years-real skill base:

Expertise

Level (1-5)

Design theory

2-

Information architecture

3-

Web & Mobile architecture

3+

Interface design

3+

Interaction design

3+

Visual design

3-5

Front-end

2-4

Boatload of shit, Flat design, Skeumorphism, Paralax

Responsive design

WTF RWD anyone?

Responsive design

is a web design approach aimed at crafting sites to provide an optimal viewing experience—easy reading and navigation with a minimum of resizing, panning, and scrolling—across a wide range of devices

Responsive design

Got world-famous:

When: 2010

Responsive design

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Product: iPad

Responsive design

Got world-famous:

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Where: Native apps

Responsive design

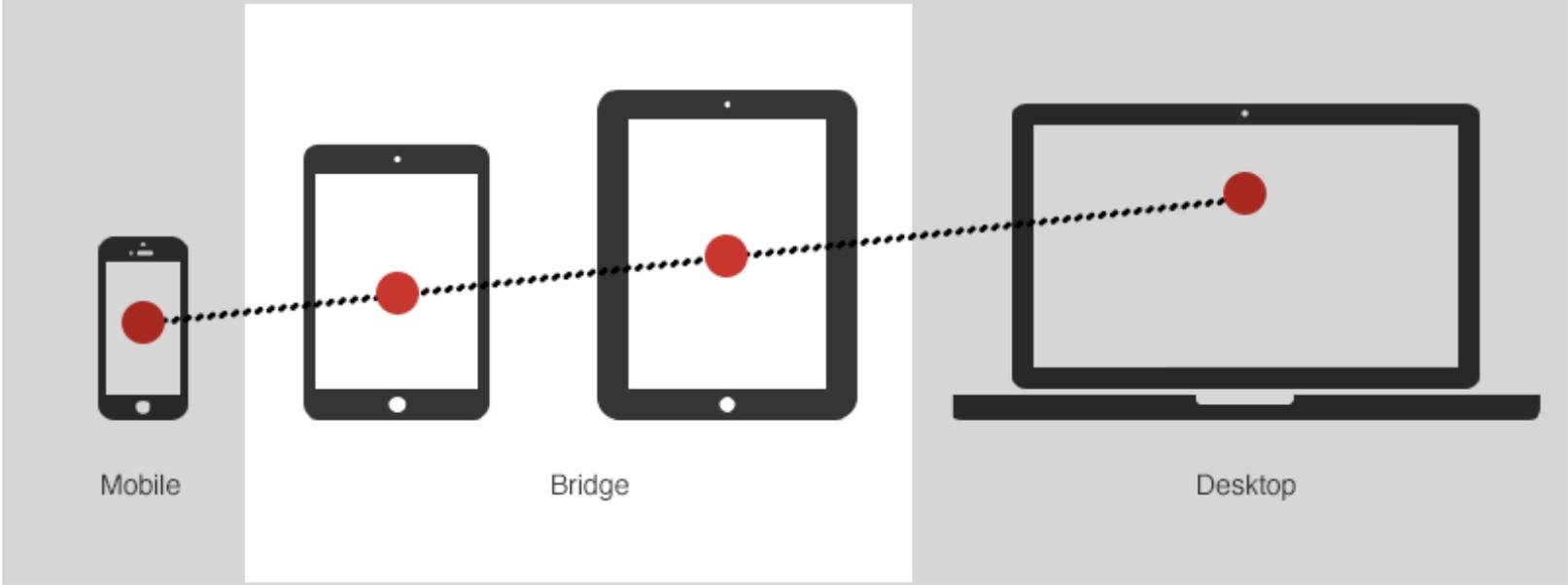
Got world-famous:

When: 2010

Product: iPad

Where: Native apps

Why: Desktop-Mobile bridge







Mobile First
approach

Small ~~Mobile~~ First
~~approach~~
design

Content

~~Small Mobile First~~

~~approach~~

design

MOBILE LAST (DEGRADED, SHOE-HORNED, SHORT-SIGHTED, CRAPPY)



MOBILE FIRST (PROGRESSIVELY ENHANCED, FUTURE-FRIENDLY, AWESOME)



bradfrostweb.com/blog/web/mobile-first-responsive-web-design

Mobile First products:

Product

Company

iPhone, iPad, iPod, iOS

Apple

Android, Chrome OS, iOS traffic

Google

Facebook Home, iOS traffic

Facebook

Kindle Fire, Kindle Apps

Amazon

Windows Phone, Windows 8

Microsoft

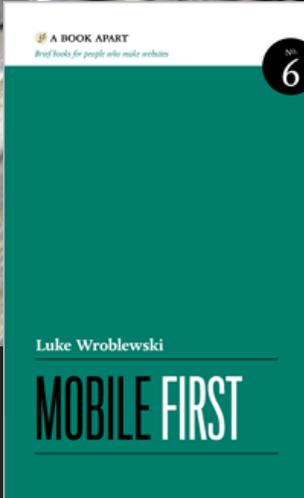
Mobile app

Twitter

Mobile app

Instagram

iOS games, Foursquare, Evernote, Flipboard, Yelp, Vine, Square, Shazam



Luke Wroblewski – Mobile First

Advices for newbies:

Focus on work

Overwork x2

T-shape yourself

Take risks

Uninstall Photoshop

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Advices for middles:

Functionality decomposition. Go beyond patterns

Scale up/down shake-up helps set feature scope

Easiness, not Simplicity. Complexity is OK (1/37 rule)

No orgasm on b/w dynamic proto, no orgasm at all

Feel the software. It lives, it smells, it has the character

Advices for middles:

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* Design process
for them all

Iterative design

is cyclic process
of prototyping, testing, analyzing & refining
a product or process

use iterative

Draft Prototyping

Turn your customer & value hypothesis
to several product concepts

run parallel

User Tests

Get fast & cheap test results
of the hypothesis

end

thnx

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