UX+UI 101

Elements and priciples of User Experience & User Interface

Qualifications

Responsibilities:

- Create user-centered designs by considering market analysis, customer feedback, site metrics, usability findings, and following the user-centered design process
- Use business requirements and market research to assist in developing scenarios, use cases, and high-level requirements
- Design the UI architecture, interface, and interaction flow of applications and experiences
- Develop conceptual diagrams, wireframes, visual mockups, click-throughs, and prototypes
- Develop and maintain detailed user-interface specifications and design patterns
- Present design work to the user experience team, product team, and Amazon.com executives for review and feedback
- 3 to 5 years of experience as a user experience designer, interaction designer, information architect, or similar role

Responsibilities

- Take broad, conceptual ideas and turn them into something useful and valuable for our billion+ users
- Design flows and experiences that are incredibly simple and elegant
- Contribute to high-level strategic decisions with the rest of the product and executive teams
- Give and solicit feedback from other designers in order to continually raise our bar for quality
- Partner with PMs, engineers, researchers and content strategists to oversee the user experience of a product from conception until launch (and then some)

Requirements

- Experience developing consumer and/or commercial web application interfaces
- Proven track record and a passion for designing compelling user experiences
- Solid intuition and understanding of design principles and tools used in interaction design
- Experience in creating interface prototype methods and portfolio full of examples
- Understanding of front-end languages like HTML, CSS, and JavaScript (a plus)
- Online portfolio (not a PDF or Dropbox file)

Etsy

About the Job

As a Senior Product Designer at Etsy, you'll be expected to tackle our most difficult user experience problems. We'll look to you to be a leader on your team, elevating your fellow designers' work with thoughtful critique, both online and in-person, and in groups and one-on-one. You will be expected to think holistically and encourage your teams and fellow designers to think beyond what they're building.

KAYAK HOTELS FLIGHTS CARS PACKAGES TRIPS 1

Create a price alert

Stops

- [x] nonstop $820
- [x] 1 stop $521
- [x] 2+ stops $898

Times

Take-off **New York (NYC)**
Tue 12:30a - Wed 12:00a

Take-off **Tel Aviv (TLV)**
Mon 12:30a - 11:00p

Show landing times

Airports

- [ ] Depart/Return same

New York

- [x] EWR: Newark $878
- [x] JFK: John F Kenn… $521
- [x] LGA: LaGuardia

NYC ↔ TLV
45 of 45 flights

Mar 15 → Mar 21
Tuesday → Monday

Economy
cabin

1
traveler

Change

Sort by: **price (low to high)**

Round-trip | Segment

See Deal

Select

Discover the French way of traveling

Enjoy the comfort, quality and efficiency of Air France at attractive fares

AIRFRANCE.COM

airfrance.com Ad

$521
KAYAK

Select

Aeroflot

3:25p	JFK	→	**2:25p** TLV	17h 00m	1 stop (SVO)
1:00a	TLV	→	**6:25p** JFK	23h 25m	1 stop (SVO)

Economy

Aeroflot operates flight 101, 508, 505, 102.

$522
KAYAK

Select

Aeroflot

3:25p	JFK	→	**11:45a** TLV	14h 20m	1 stop (SVO)
1:00a	TLV	→	**1:35p** JFK	18h 35m	1 stop (SVO)

Economy

Aeroflot operates flight 101, 502, 505, 100.

kayak.com/packages

Related Searches: glass mixing bowls with lids.

Sponsored ⓘ

Useful 3 Piece Set Plastic Nesting Mixing Bowls with Air Tight Lids

by Useful.

$22.97 ~~$79.97~~ Prime

Get it by **Wednesday, Jan 20**

4.5 out of 5 stars ▾ 8

Product Features

A proper set of *mixing bowls* is an essential for any kitchen.

Sponsored ⓘ

Stainless Steel Mixing Bowls Set With Lids

by The Nordic Design

$35.00 ~~$42.95~~ Prime

Get it by **Wednesday, Jan 20**

5 out of 5 stars ▾ 30

Product Features

... stylish kitchen *bowls* in different ... fitting *lids* makes sure ...

Pyrex Smart Essentials 8-Piece Mixing Bowl Set Aug 16, 2014

by Pyrex

$16.97 ~~$37.47~~ Prime

Get it by **Wednesday, Jan 20**

More Buying Choices

$15.99 new (96 offers)

$4.70 used (8 offers)

5 out of 5 stars ▾ 2,855

#1 Best Seller in Bakeware Sets

Product Features

... 1/2 Quart, 2-1/2 Quart, 4-Quart *Mixing Bowls with* Matching Colored *Lids* ...

Home & Kitchen: See all 1,280 items

Cuisinart CTG-00-SMB Stainless Steel Mixing Bowls with Lids, Set of 3 Mar 24, 2011

by Cuisinart

$33.36 ~~$64.00~~ Prime

Get it by **Wednesday, Jan 20**

4.5 out of 5 stars ▾ 418

Product Features

928 President Street, Brooklyn, NY 112

Tisch School Of The Arts, 721 Broadwa

Leave now

OPTIONS

10:14 AM–10:45 AM — 31 min

2 3 > N

10:20 AM from Grand Army Plaza

9 min every 12 min

DETAILS

10:16 AM–10:45 AM — 29 min

Q > N

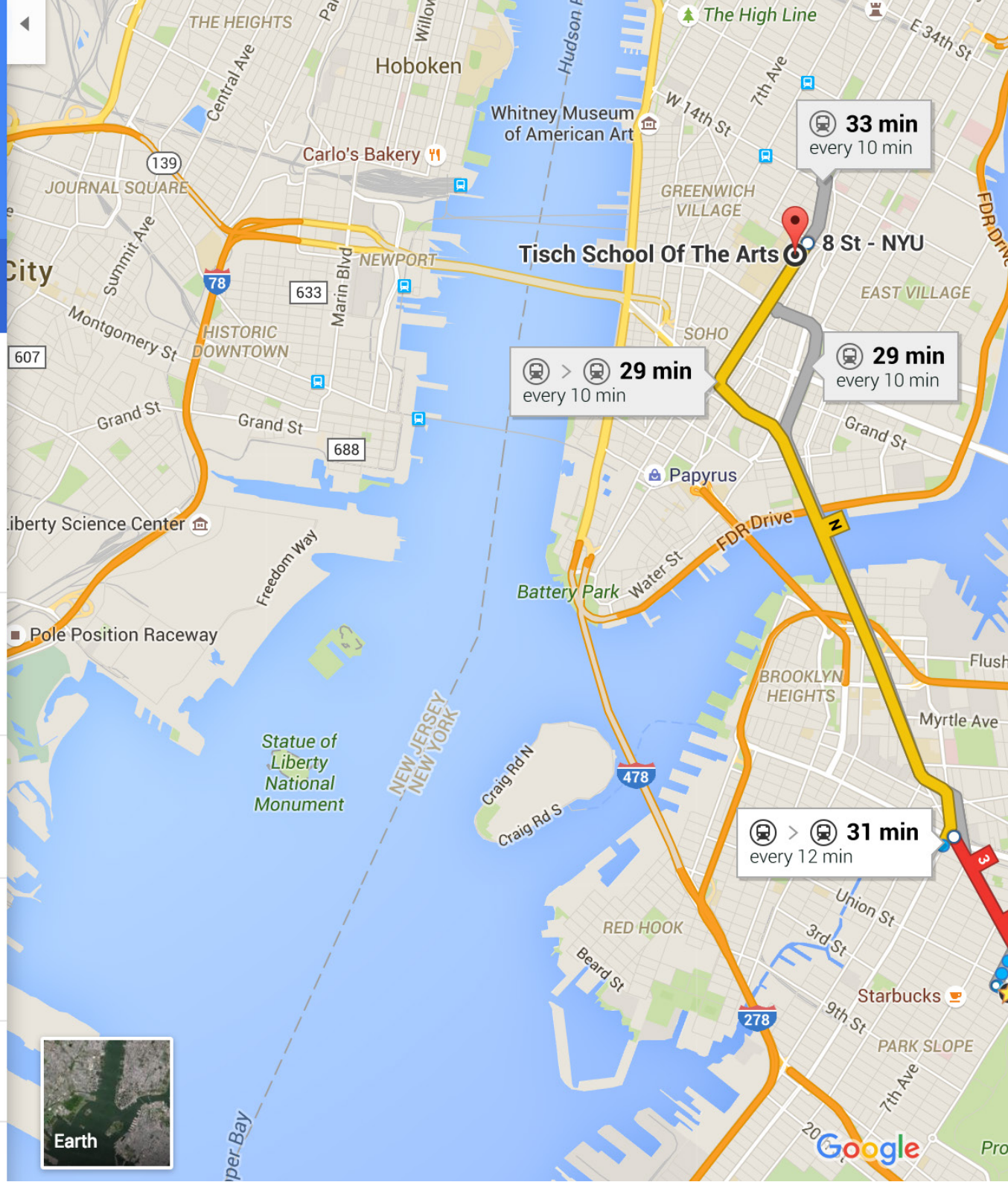
10:19 AM–10:48 AM — 29 min

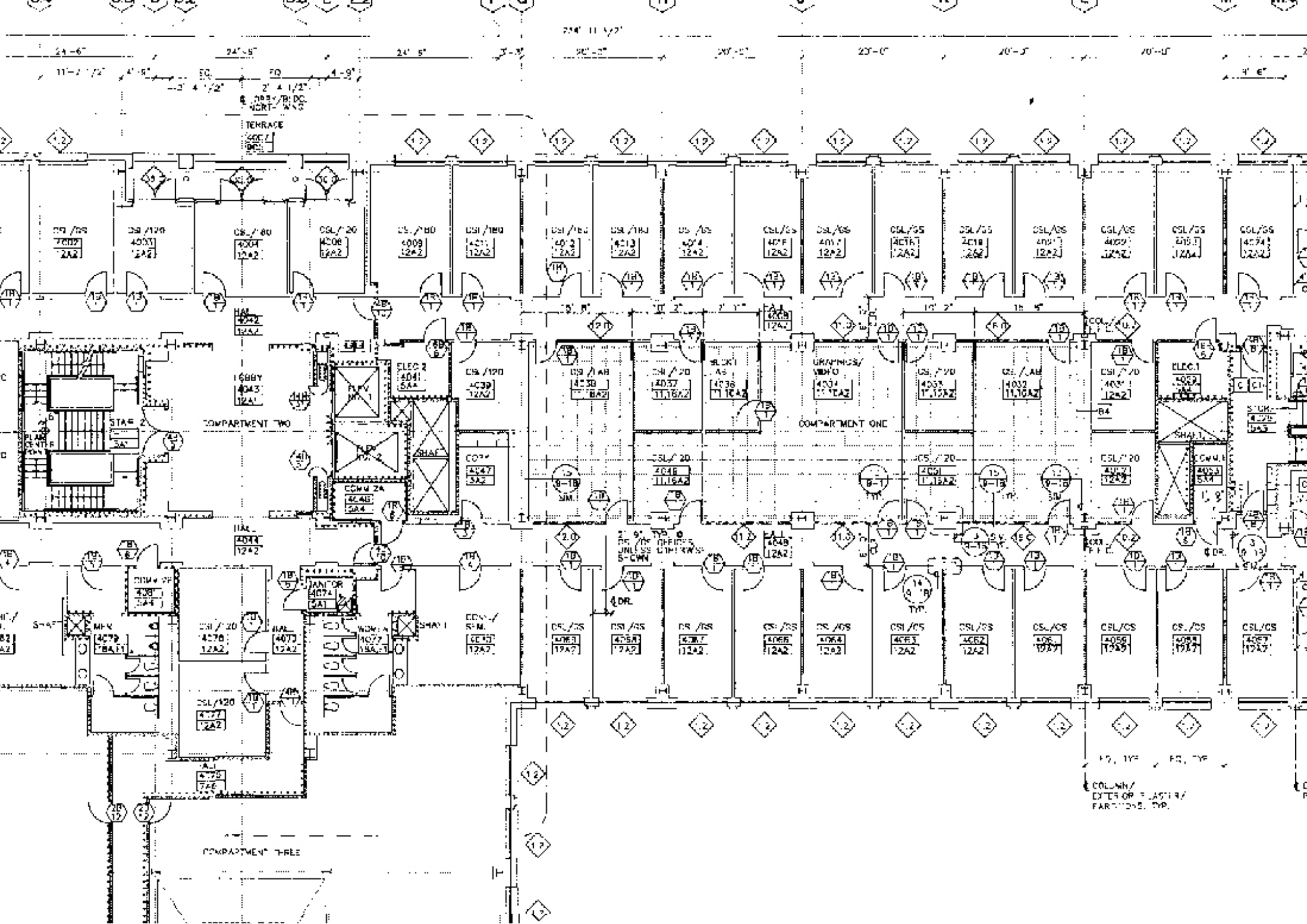
B

10:16 AM–10:49 AM — 33 min

Q

SCHEDULE EXPLORER




TERRACE
COMPARTMENT TWO
COMPARTMENT ONE
COMPARTMENT THREE
LOBBY
STAIR 2
ELEC 2
ELEC 1
SHAFT
COMM 2A
COMM 2B
JANITOR
MEN
WOMEN
GRAPHICS/
VIDEO
COLUMN/
EXTERIOR PLASTER/
PARTITIONS, TYP.

Functionality

Information Archetecture

Content

Design

User Input

Mobile Context

Usability

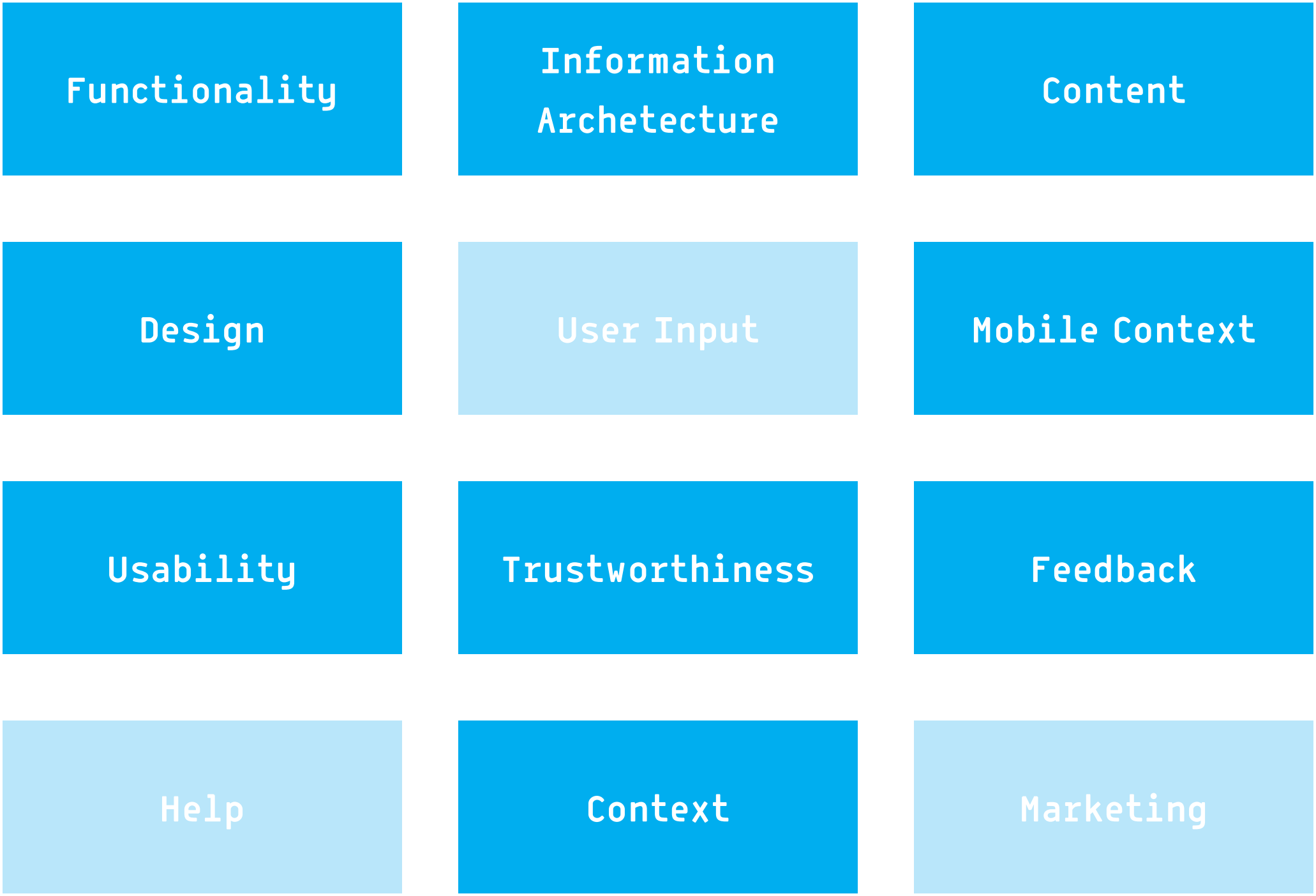
Trustworthiness

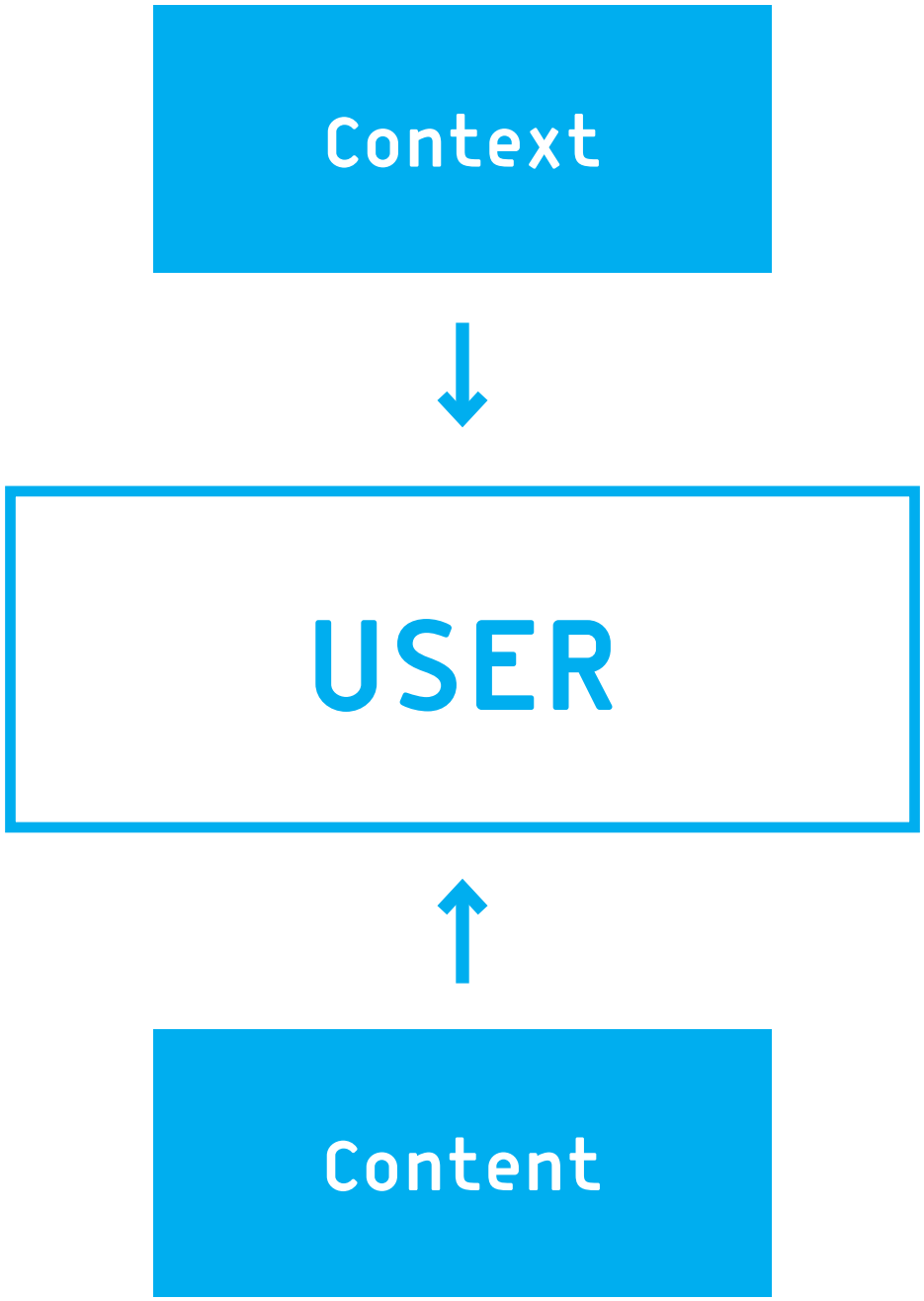
Feedback

Help

Context

Marketing


Functionality
Information Archetecture
Content
Design
User Input
Mobile Context
Usability
Trustworthiness
Feedback
Help
Context
Marketing


Context
USER
Content

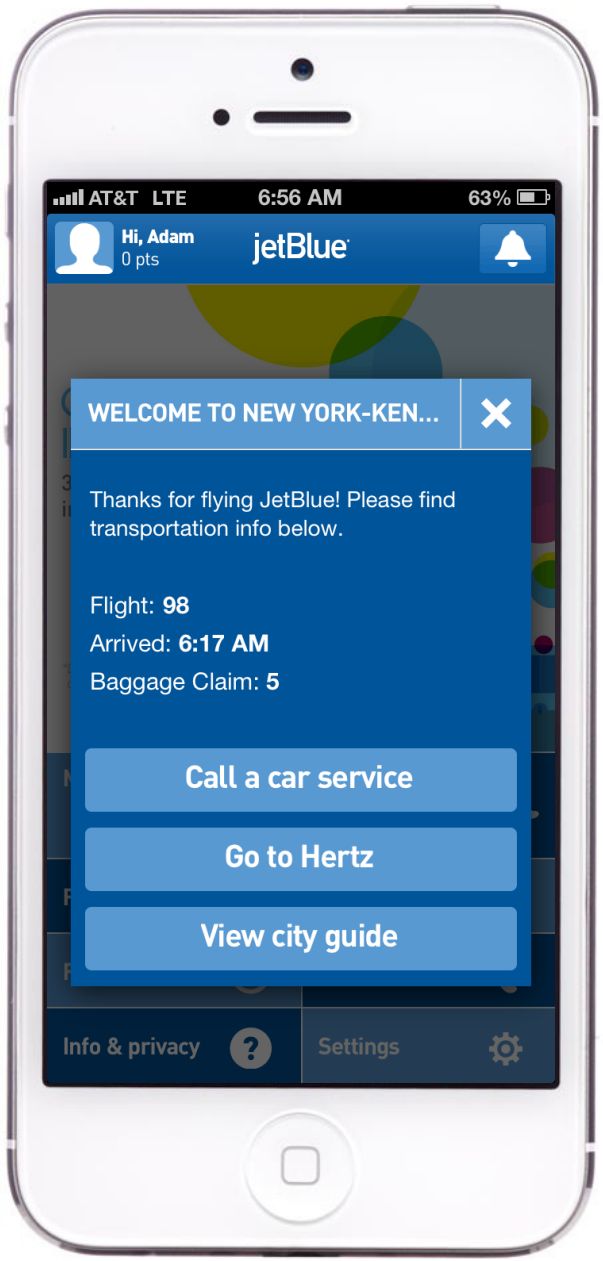
"When given too many options, people are likely to not choose any at all or to make the wrong decision."

-Barry Schwartz

Functionality

Functionality

Prioritize and present core features from other channels that have especial relevance in an environment.

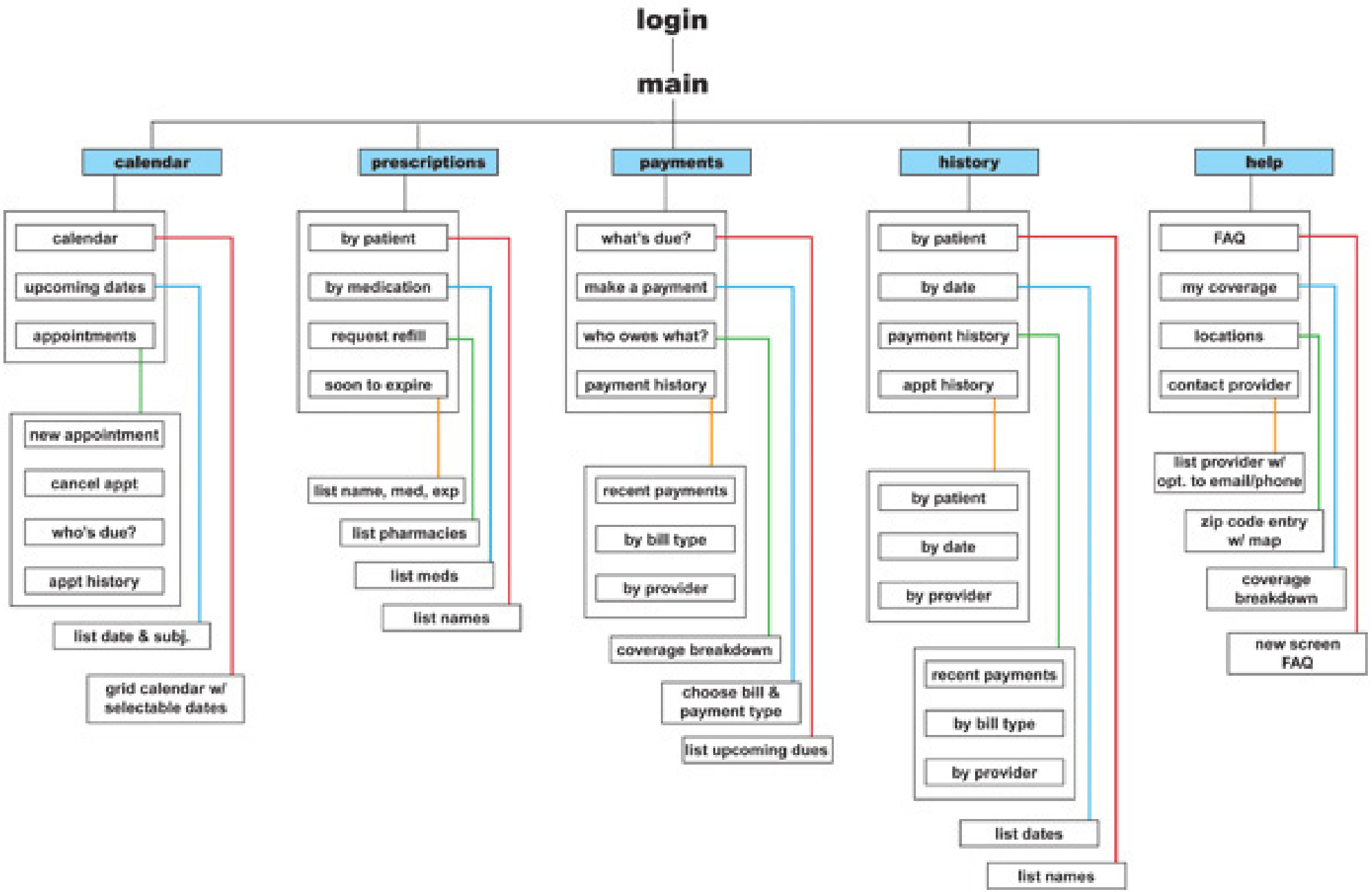

AT&T LTE
6:56 AM
63%
Hi, Adam
0 pts
jetBlue
WELCOME TO NEW YORK-KEN...
Thanks for flying JetBlue! Please find transportation info below.
Flight: 98
Arrived: 6:17 AM
Baggage Claim: 5
Call a car service
Go to Hertz
View city guide
Info & privacy
Settings

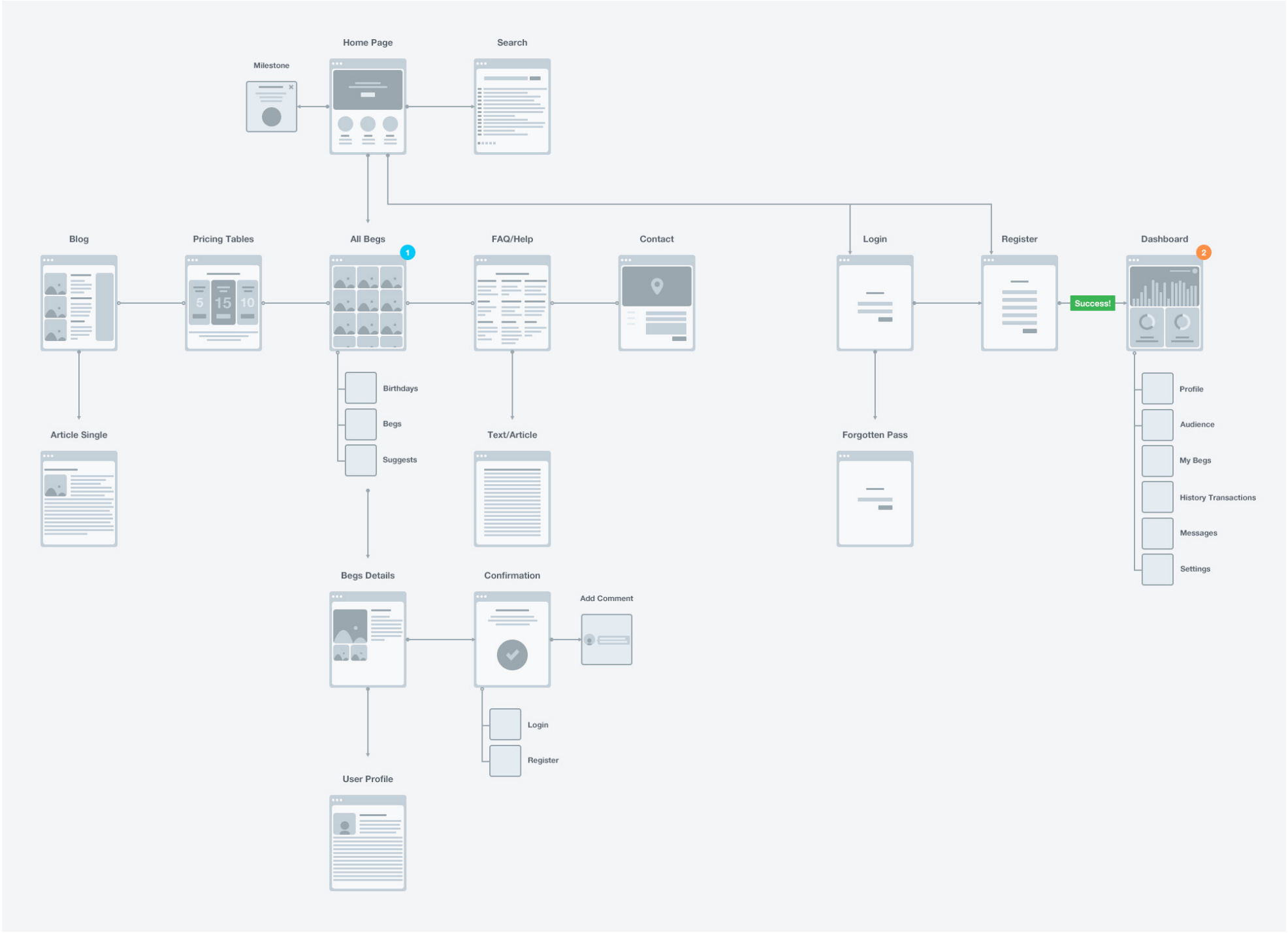
Touch to Shazam
Tags
News
Explore
Pulse

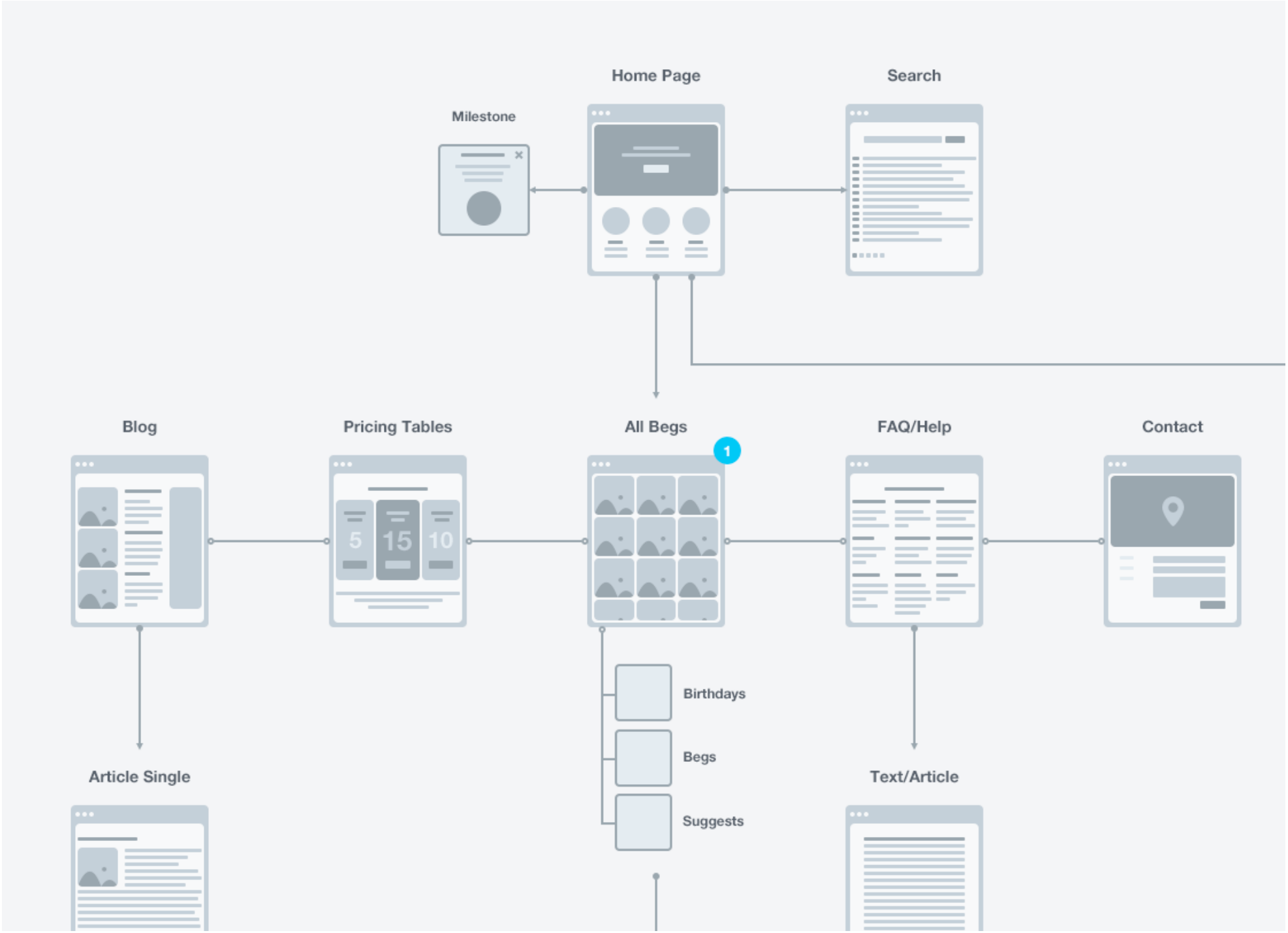
Information Archetecture

Arranging the functionality and content into a logical structure to help users find information and complete tasks.

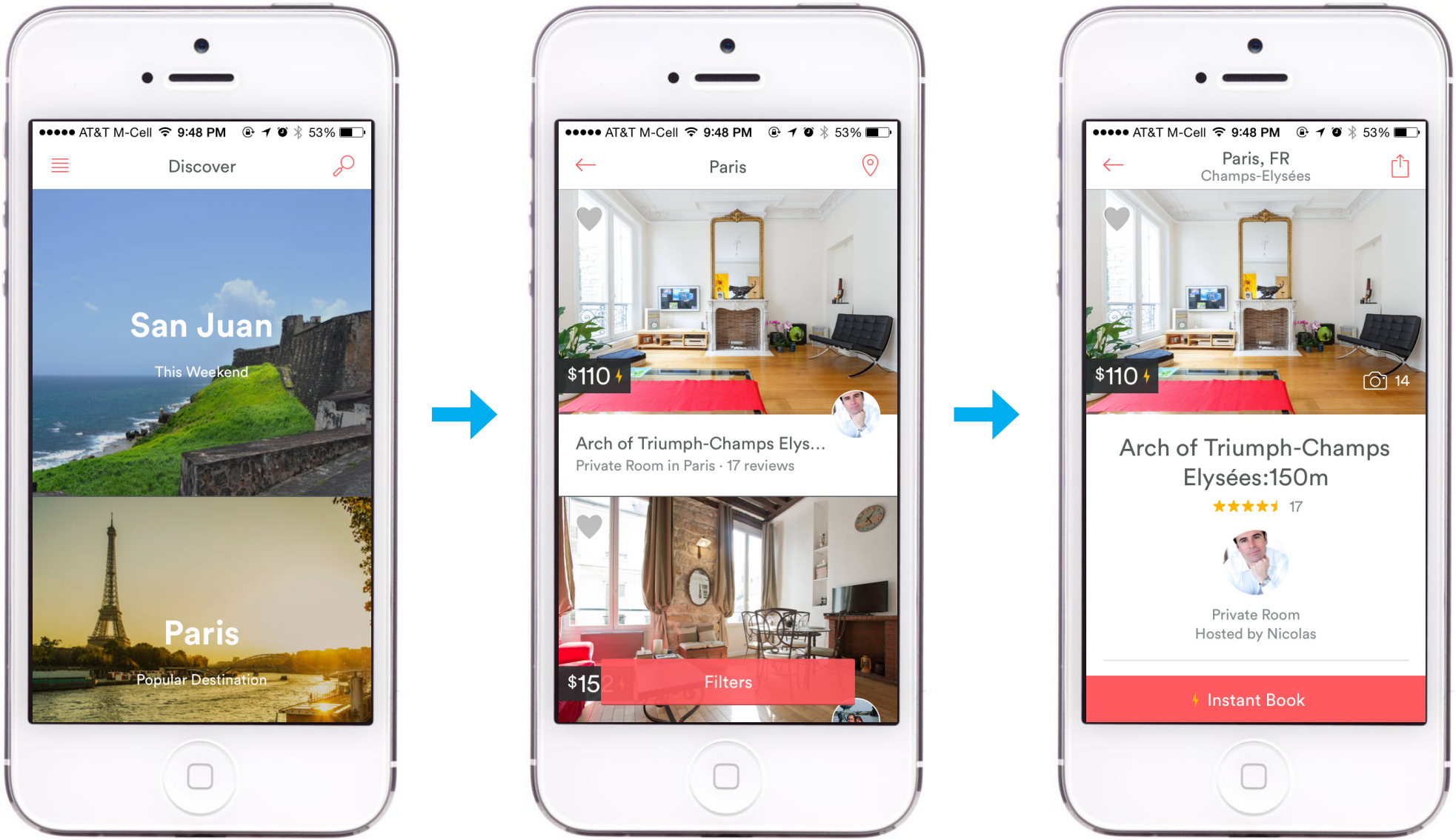
Minimum clicks to reach destination!


login
main
calendar
calendar
upcoming dates
appointments
new appointment
cancel appt
who's due?
appt history
list date & subj.
grid calendar w/ selectable dates
prescriptions
by patient
by medication
request refill
soon to expire
list name, med, exp
list pharmacies
list meds
list names
payments
what's due?
make a payment
who owes what?
payment history
recent payments
by bill type
by provider
coverage breakdown
choose bill & payment type
list upcoming dues
history
by patient
by date
payment history
appt history
by patient
by date
by provider
recent payments
by bill type
by provider
list dates
list names
help
FAQ
my coverage
locations
contact provider
list provider w/ opt. to email/phone
zip code entry w/ map
coverage breakdown
new screen FAQ


Milestone
Home Page
Search
Blog
Pricing Tables
All Begs
1
FAQ/Help
Contact
Login
Register
Success!
Dashboard
2
5
15
10
Birthdays
Begs
Suggests
Article Single
Text/Article
Forgotten Pass
Profile
Audience
My Begs
History Transactions
Messages
Settings
Begs Details
Confirmation
Add Comment
Login
Register
User Profile

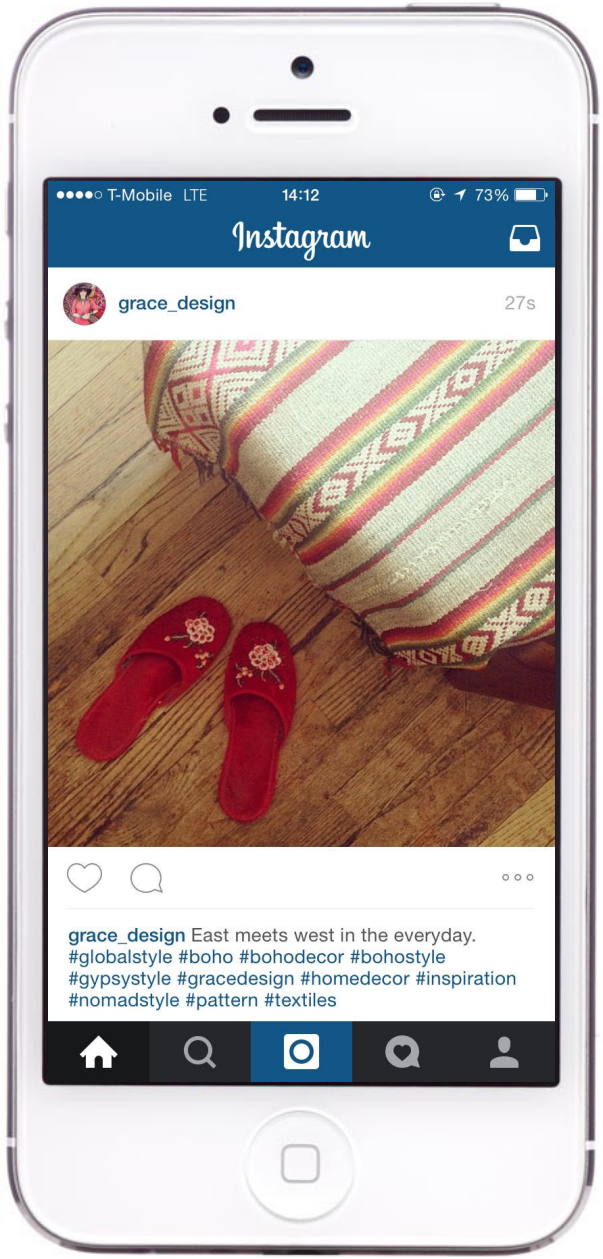

Home Page
Search
Milestone
Blog
Pricing Tables
All Begs
FAQ/Help
Contact
1
5
15
10
Birthdays
Begs
Suggests
Article Single
Text/Article

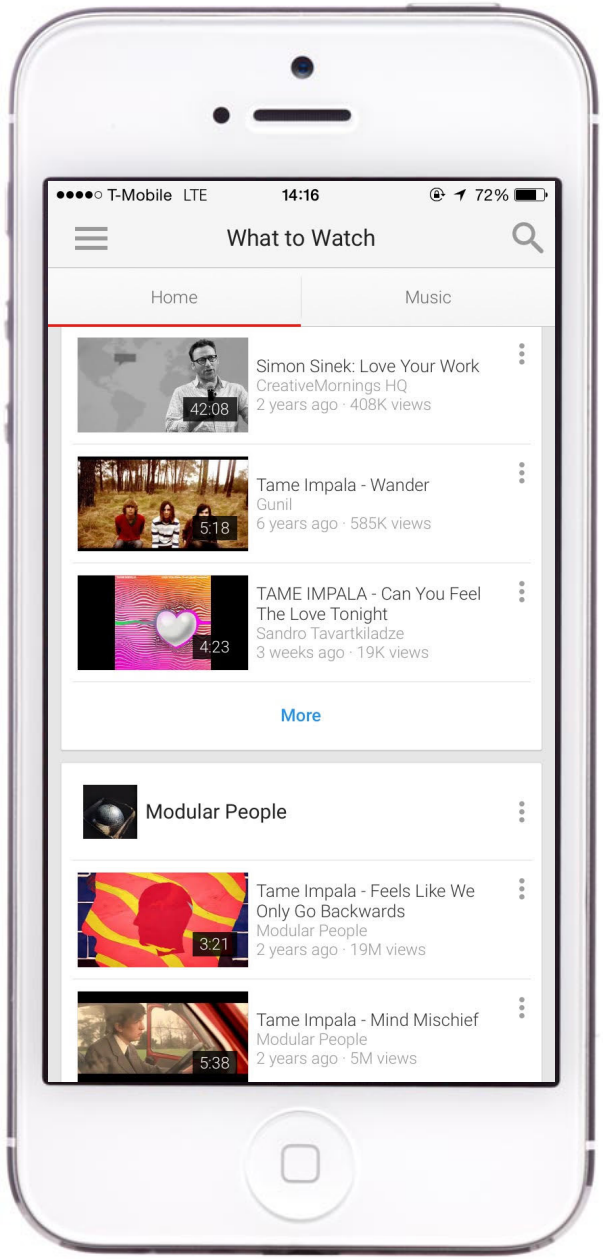
airbnb

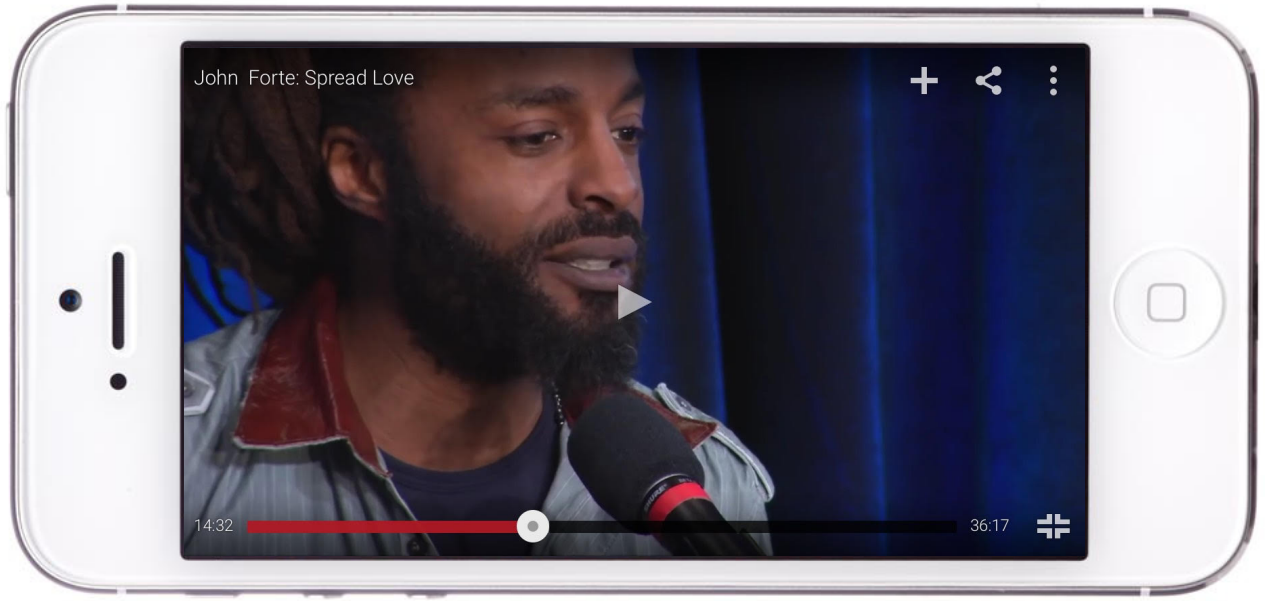

AT&T M-Cell 9:48 PM 53%
Discover
San Juan
This Weekend
Paris
Popular Destination
AT&T M-Cell 9:48 PM 53%
Paris
$110
Arch of Triumph-Champs Elys...
Private Room in Paris · 17 reviews
$15
Filters
AT&T M-Cell 9:48 PM 53%
Paris, FR
Champs-Elysées
$110
14
Arch of Triumph-Champs Elysées:150m
17
Private Room
Hosted by Nicolas
Instant Book

Content

The various types of material in different formats, such as text, images and video, that provide information to the user.


T-Mobile LTE
14:12
73%
Instagram
grace_design
27s
grace_design East meets west in the everyday.
#globalstyle #boho #bohodecor #bohostyle
#gypsystyle #gracedesign #homedecor #inspiration
#nomadstyle #pattern #textiles


T-Mobile LTE
14:16
72%
What to Watch
Home
Music
Simon Sinek: Love Your Work
CreativeMornings HQ
2 years ago · 408K views
42:08
Tame Impala - Wander
Gunil
6 years ago · 585K views
5:18
TAME IMPALA - Can You Feel The Love Tonight
Sandro Tavartkiladze
3 weeks ago · 19K views
4:23
More
Modular People
Tame Impala - Feels Like We Only Go Backwards
Modular People
2 years ago · 19M views
3:21
Tame Impala - Mind Mischief
Modular People
2 years ago · 5M views
5:38

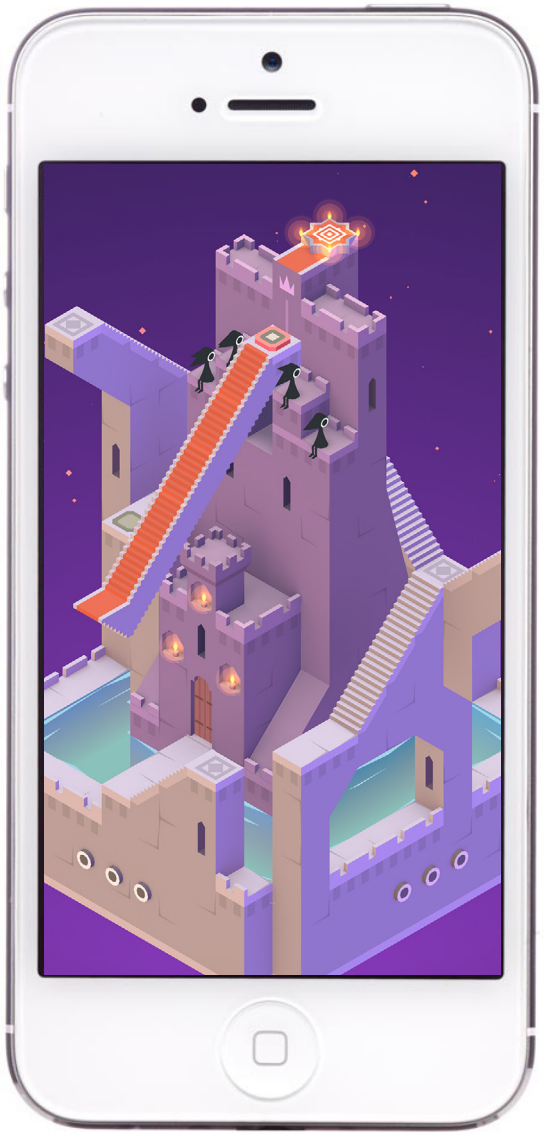
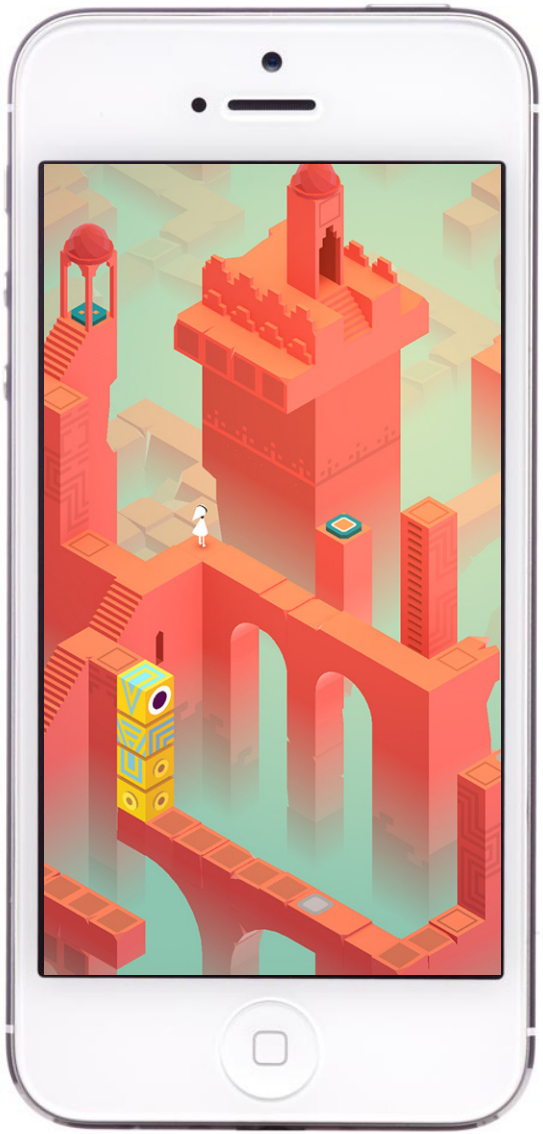
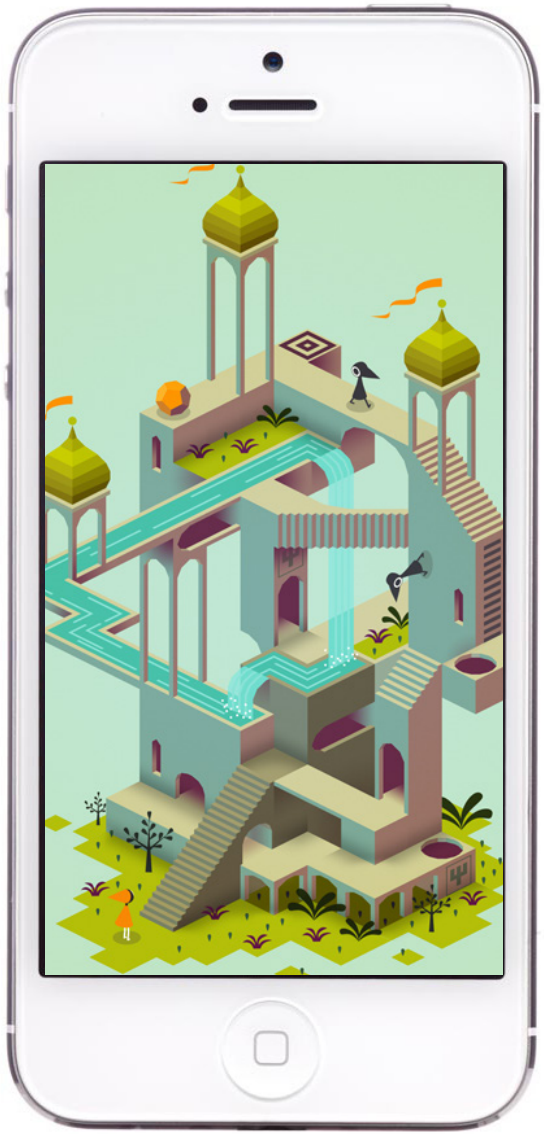

John Forte: Spread Love
14:32
36:17

●●●●○ T-Mobile LTE
14:21
70%
The New York Times
LIBRARY AND ARCHIVE OF CANADA
Canada Says Indigenous Pupils Faced Cultural Genocide
GMT-4 | A report will document widespread 11:43 physical, cultural and sexual abuse at government-sponsored residential schools that Indian, Inuit and .other children were forced to attend
Shootings Rise in New York, Reviving Issue for de Blasio
For the first time since the 1990s, gun violence has risen for two years in a row.
Instagram Announces Plans to Expand Advertising
GMT-4 | The mobile photo sharing 1:00 service is opening its feed to all advertisers and

Design

To plan and make decisions about (something that is being built or created) : to create the plans, drawings, etc., that show how (something) will be made or function

MONUMENT
VALLEY
EXPLORE

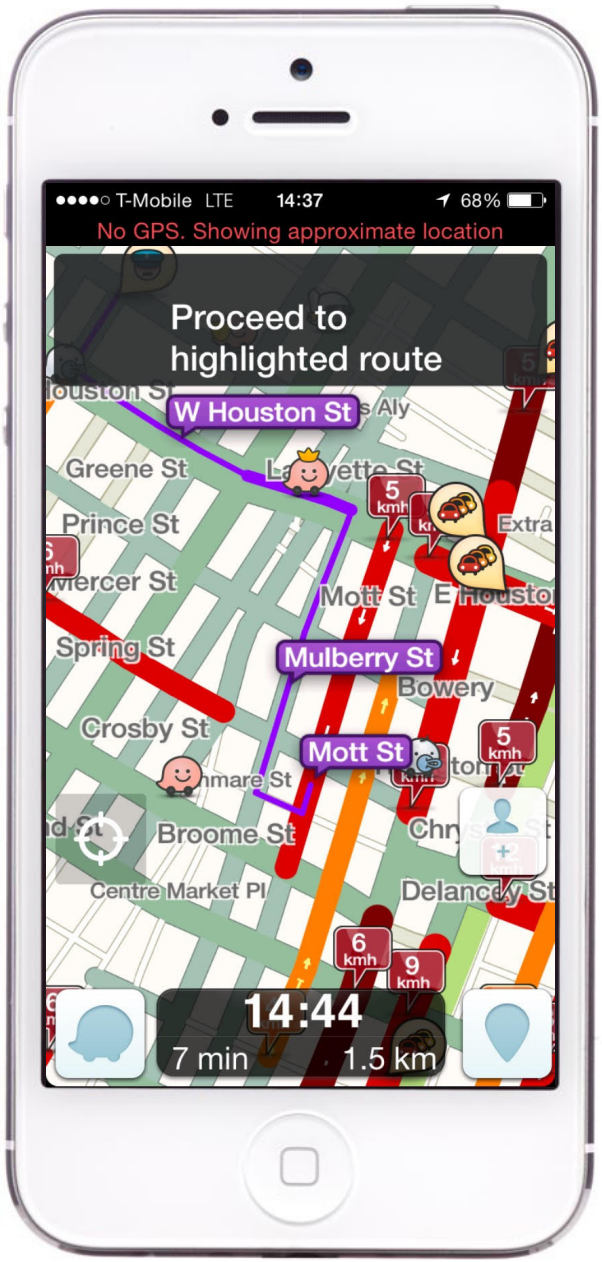
Skype Brand Book

Foursquare Brand Book

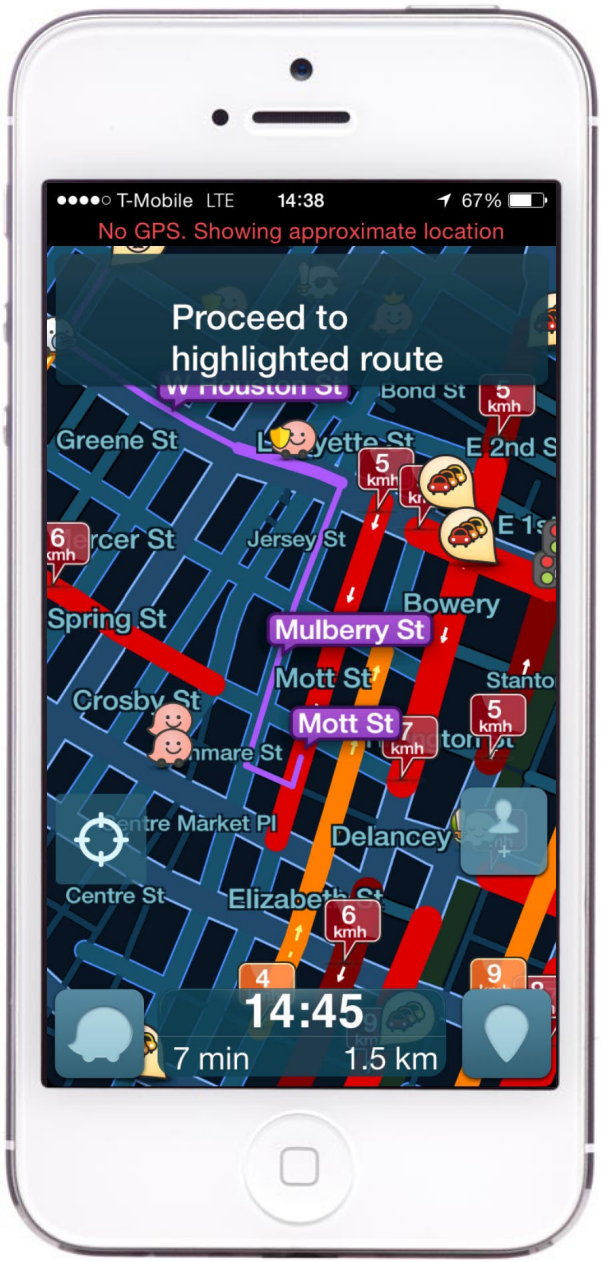
Mobile Context

To use device features and capabilities to anticipate and support the user's context of use.

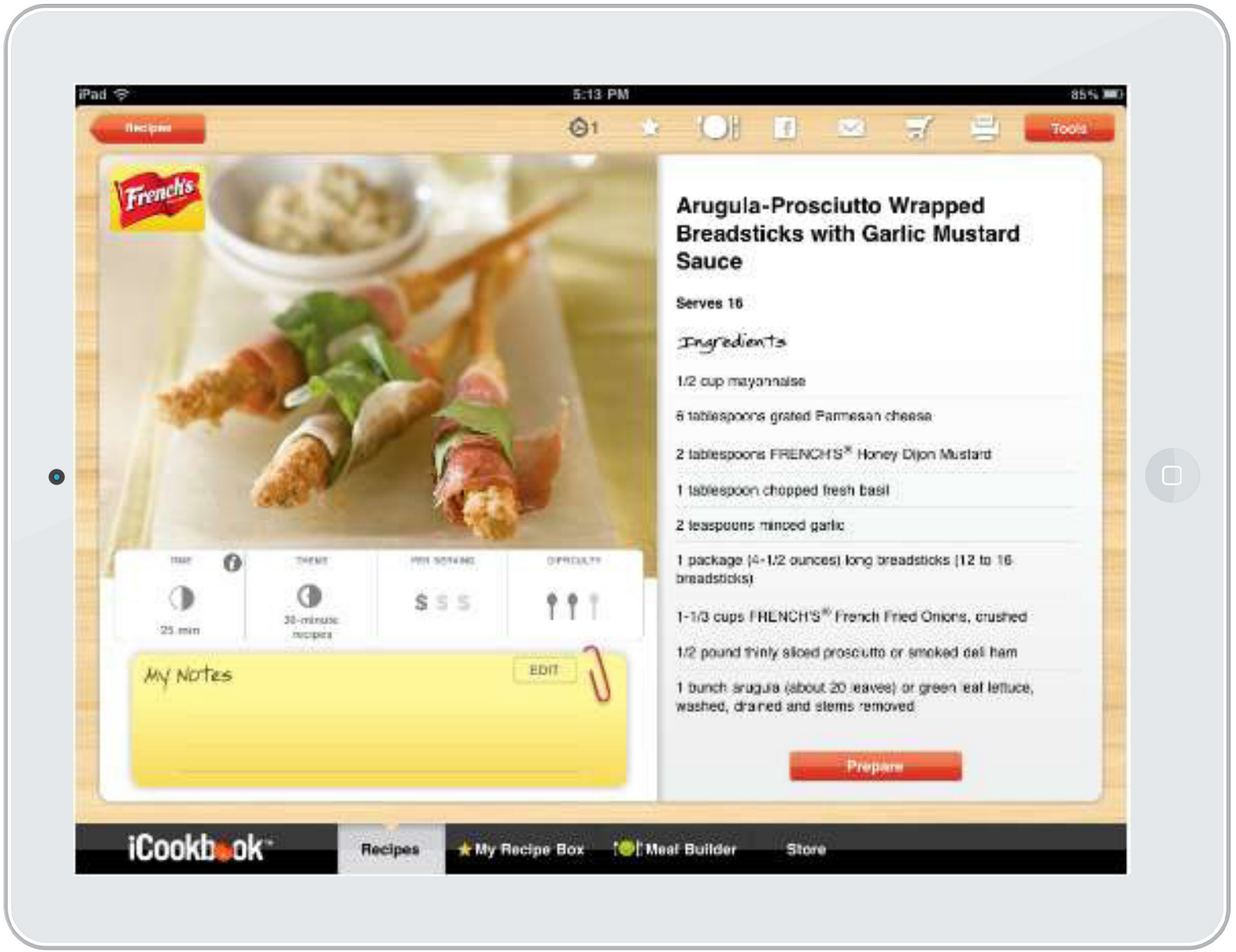
Daytime GPS



Night GPS

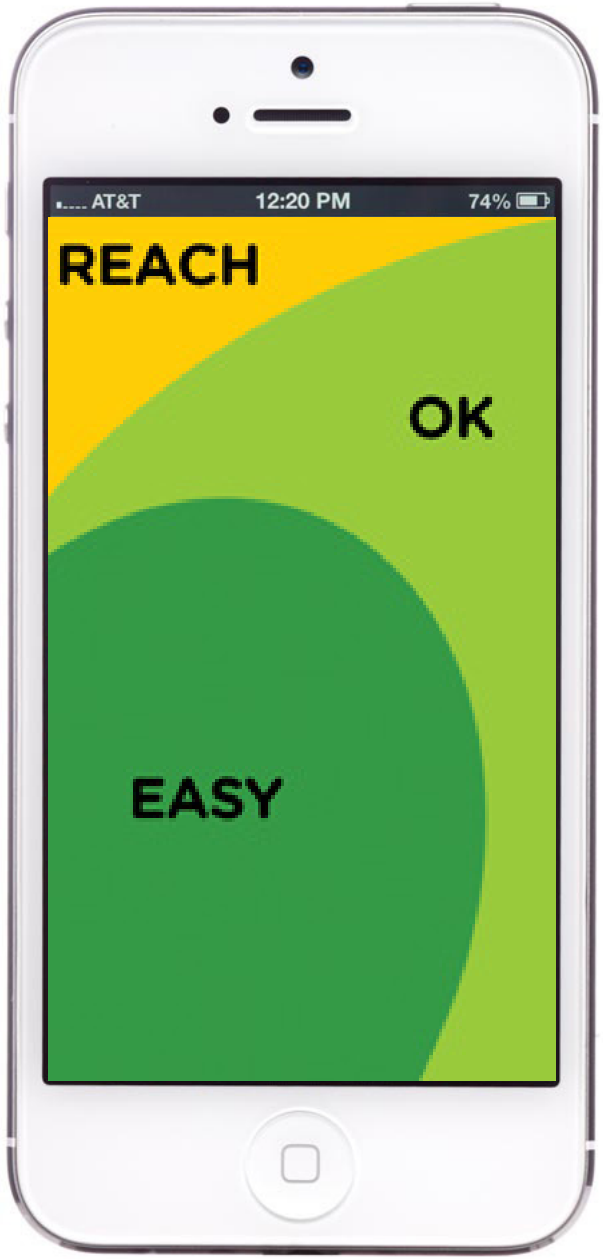


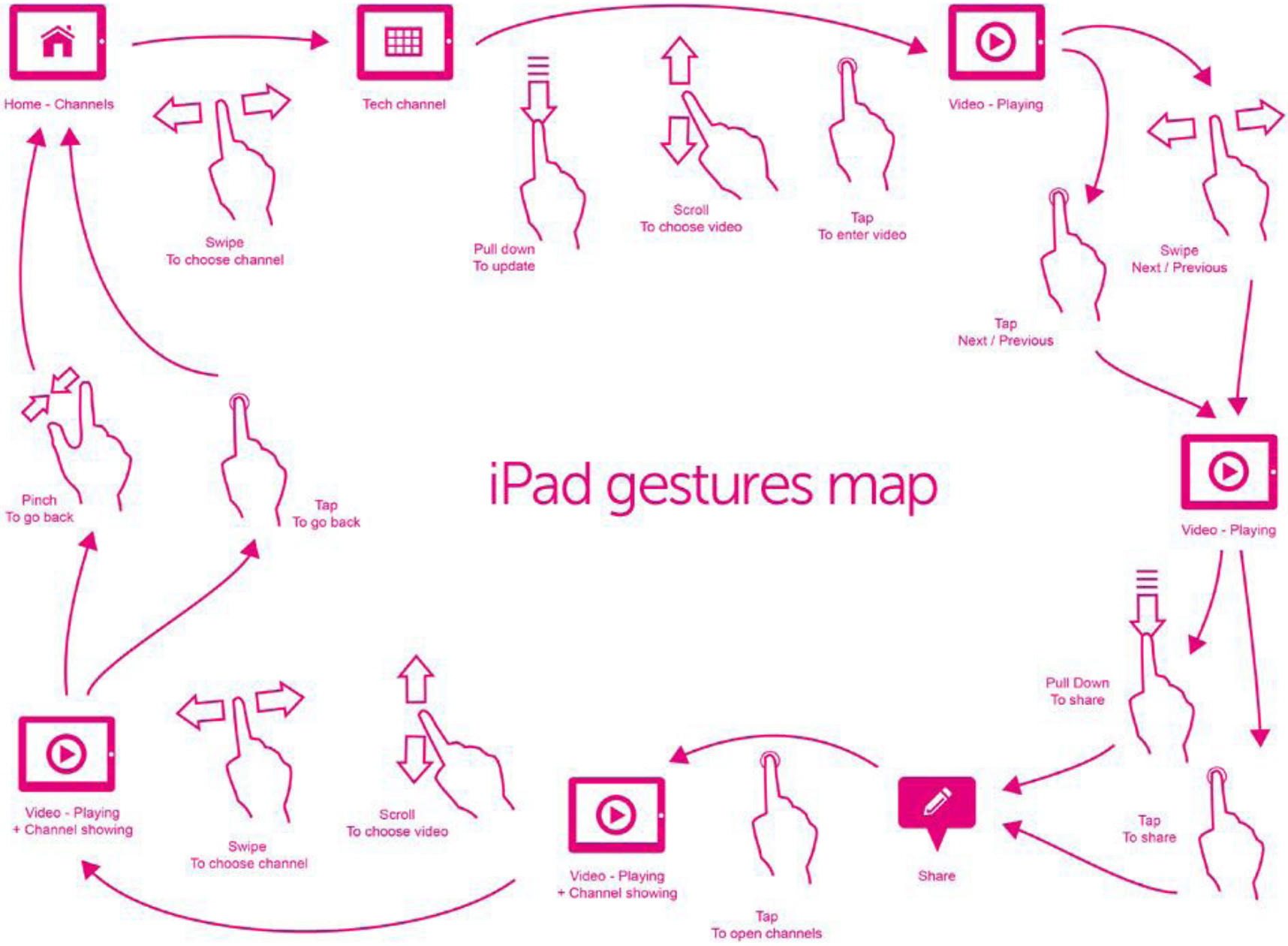
Voice-command cookbook



Usability

How well the information architecture, design, content and other elements work together to enable users to accomplish their goals.

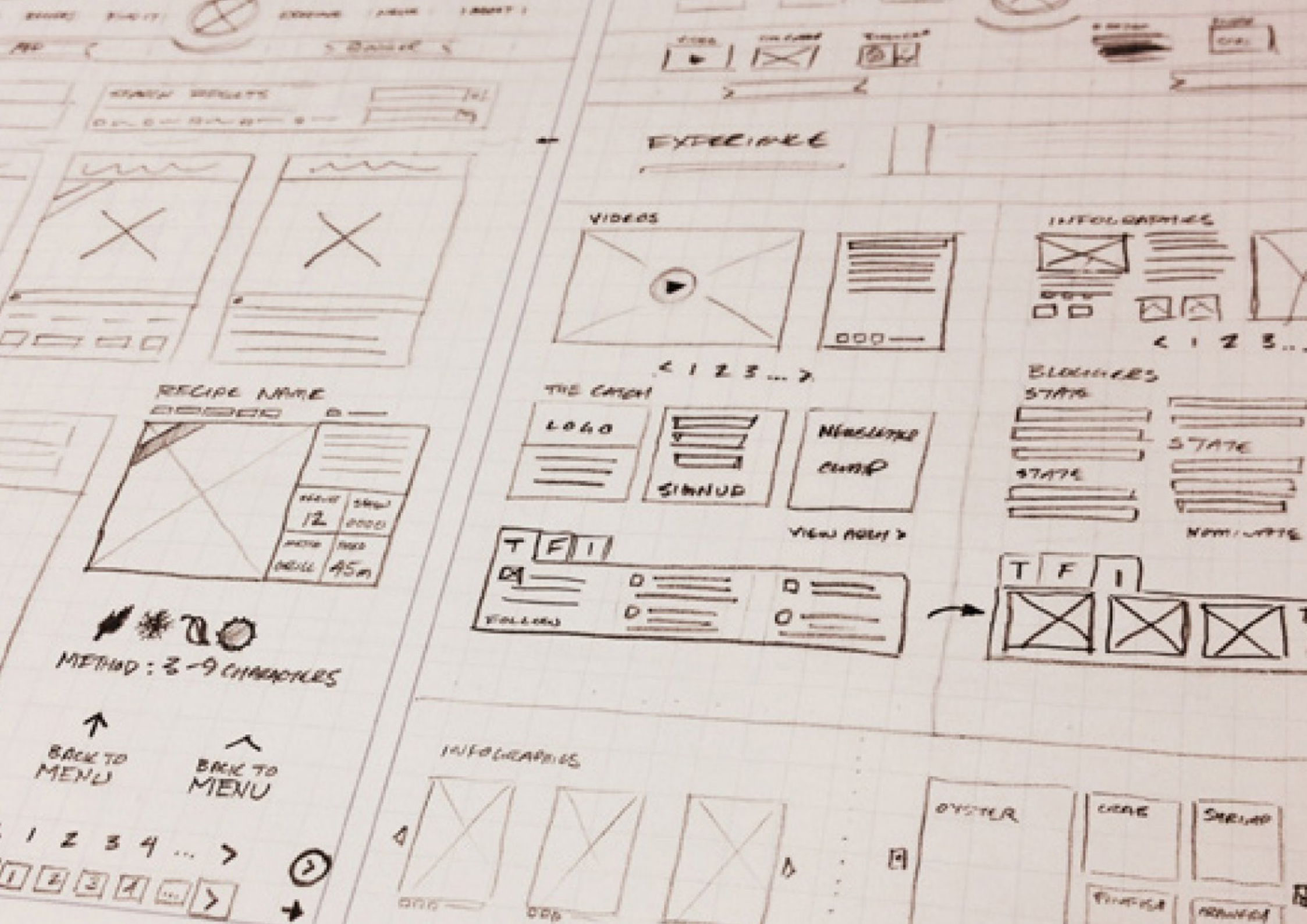

AT&T
12:20 PM
74%
REACH
OK
EASY


iPad gestures map
Home - Channels
Swipe
To choose channel
Tech channel
Pull down
To update
Scroll
To choose video
Tap
To enter video
Video - Playing
Swipe
Next / Previous
Tap
Next / Previous
Video - Playing
Pull Down
To share
Tap
To share
Share
Tap
To open channels
Video - Playing
+ Channel showing
Scroll
To choose video
Swipe
To choose channel
Video - Playing
+ Channel showing
Pinch
To go back
Tap
To go back

Apple UI Design Basics

Google Material Design

Prototyping Tips!


EXPERIENCE
VIDEOS
< 1 2 3 ... >
THE CATCH
LOGO
SIGNUP
VIEW ARCH >
T F I
FOLLOW
INFOGRAPHICS
< 1 2 3 ...
BLOGGERS
STATE
STATE
STATE
NOMINATE
T F I
RECIPE NAME
12
45m
METHOD : 3-9 CHARACTERS
BACK TO MENU
BACK TO MENU
1 2 3 4 ... >
INFOGRAPHICS
OYSTER
CRAB
SHRIMP

CHOICE OF IDPS UNDERSTOOD
BIG CHOICE OF IDPS NOT SEEN AS A GOOD THING
PROVIDE ACCESS TO IN-DEPTH EXPLANATION
BUS

Sharpie
Chisel Tip

Thanks!