

Intro

# Design in context

**A little about me**

**Hi!**

**I'm Justin**

**10-year design and research practitioner**

**Based in Calgary, Treaty 7 Territory**

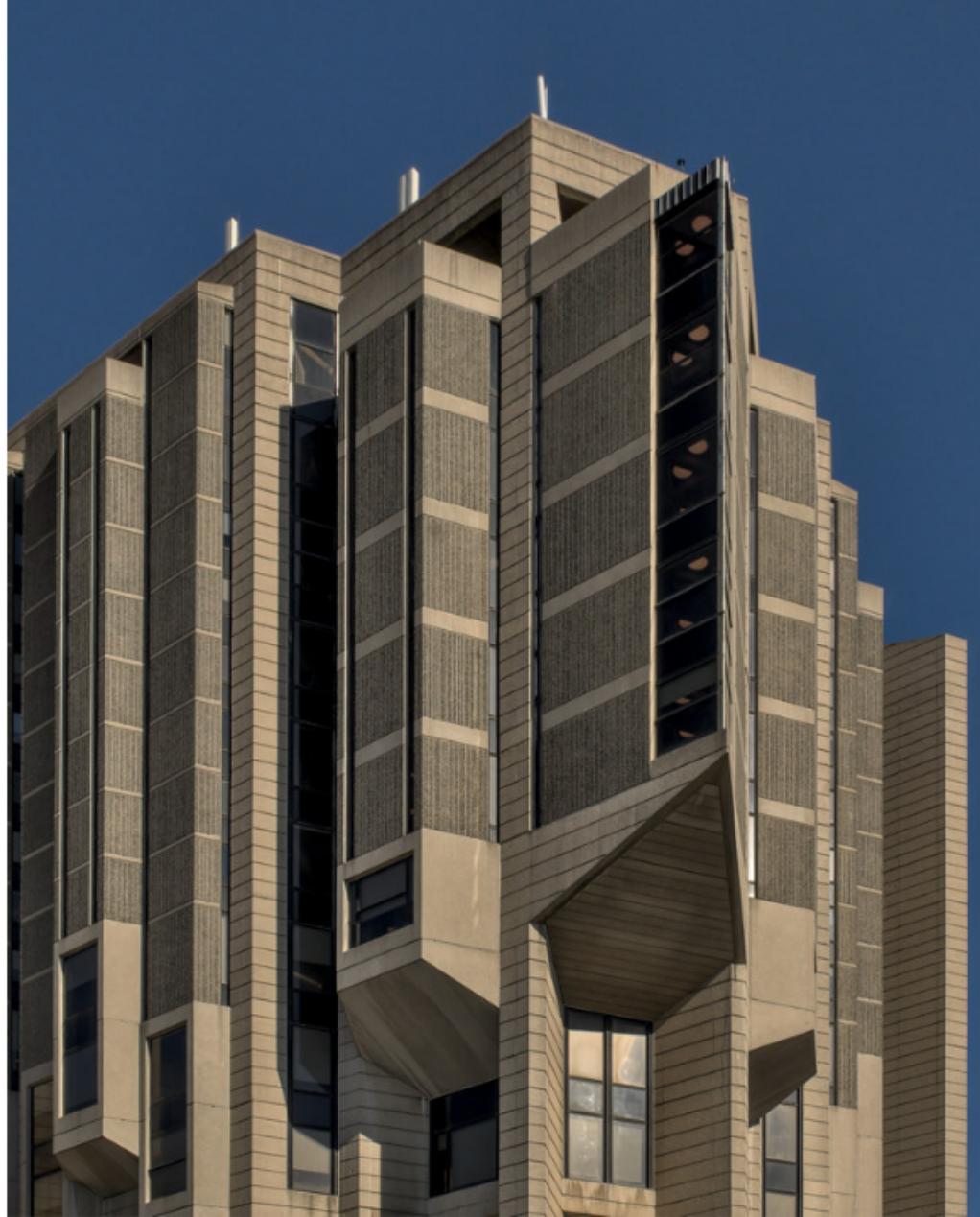


# A little about me

## Education

**B.A. McGill**  
**Humanities**

**M.I. U of T**  
**Knowledge Media Design**



# A little about me

# A whirlwind tour through My CV

**Gaming & sports  
Marketing  
Banking  
Humanitarian tech  
Fintech**

	<b>Senior Product Designer</b> Remitly · Permanent Full-time Nov 2021 - Present · 1 yr 1 mo
	<b>Course Instructor and Subject Matter Expert</b> University of Alberta · Contract Part-time Jul 2021 - Present · 1 yr 5 mos Edmonton, Alberta, Canada  I'm developing and teaching two courses at the University of Alberta: UX/UI Design Certificate: Evaluative User Experience Research and Generative User Experience Research
	<b>Head Of Design</b> Hover Developer Services, Inc. May 2019 - Sep 2021 · 2 yrs 5 mos
	<b>Design Lead</b> Ushahidi Jun 2017 - May 2019 · 2 yrs

	<b>Scotiabank</b> 3 yrs 1 mo
●	<b>User Experience Designer</b> Dec 2016 - Jun 2017 · 7 mos Toronto, Ontario, Canada
●	<b>Senior Manager Digital Design &amp; Production</b> Apr 2016 - Dec 2016 · 9 mos
●	<b>Manager, User Experience and Interaction Design</b> May 2015 - Apr 2016 · 1 yr Toronto
●	<b>Design and User Experience Architect</b> Jun 2014 - May 2015 · 1 yr Toronto, Canada Area
	<b>Experience Architect</b> MacLaren McCann   MacLaren MRM May 2013 - Jun 2014 · 1 yr 2 mos Toronto, Canada Area
	<b>UX Designer and Producer</b> cleverGames May 2012 - Aug 2013 · 1 yr 4 mos London, United Kingdom
	<b>Localization and UX Consultant</b> theScore Mobile Sep 2011 - Oct 2012 · 1 yr 2 mos

# Design 101

## Rendering intent

**“The designer imagines an outcome and puts forth activities to make that outcome real.”**

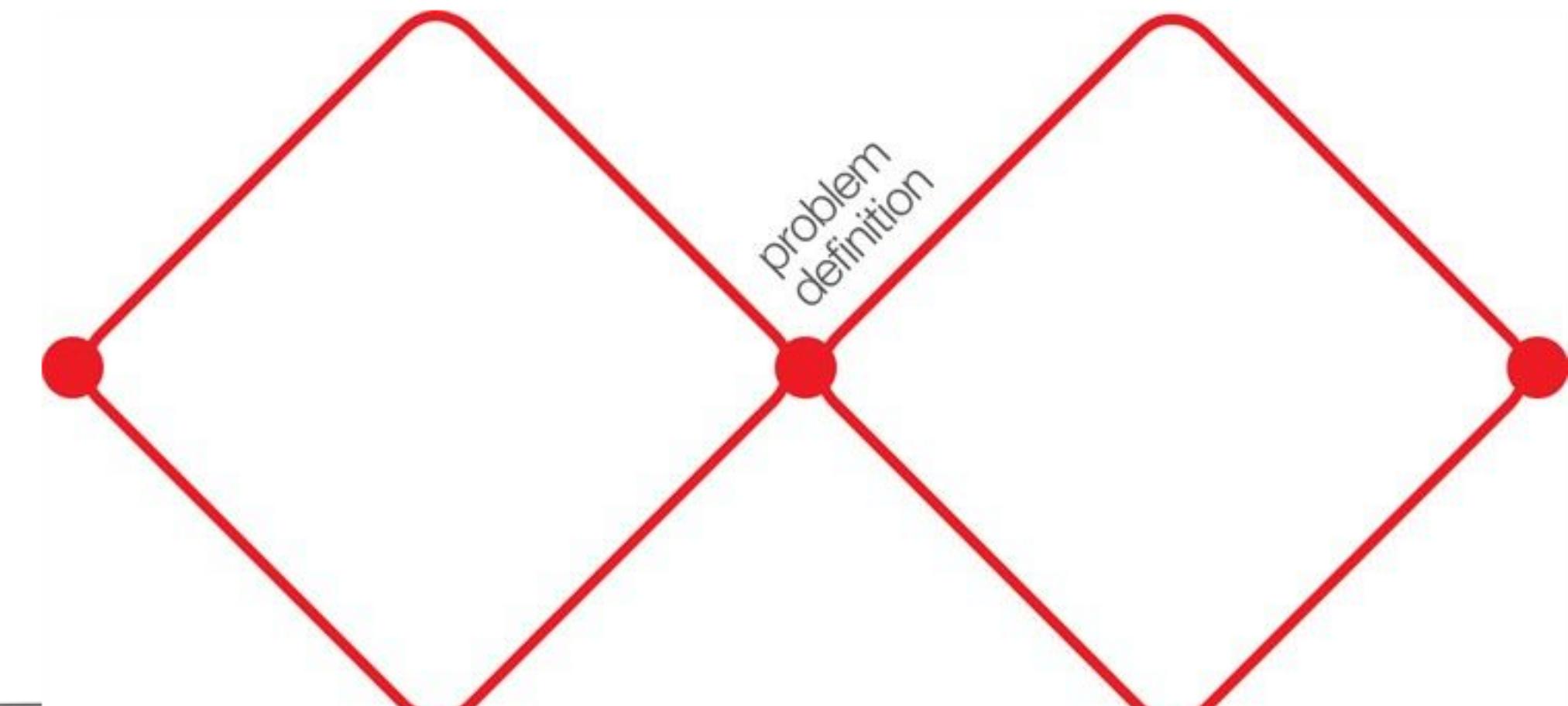
- Jared Spool



## Design Practice

# Double diamond & Squiggle

**Diverge <> converge**



### Discover

Behaviour-led  
design research

### Define

Creative work  
shops and idea  
generation

### Develop

Review ideas  
through culture  
thinking and  
design

### Deliver

Prototyping,  
selection and  
mentoring

# Design in practice

## Prototyping

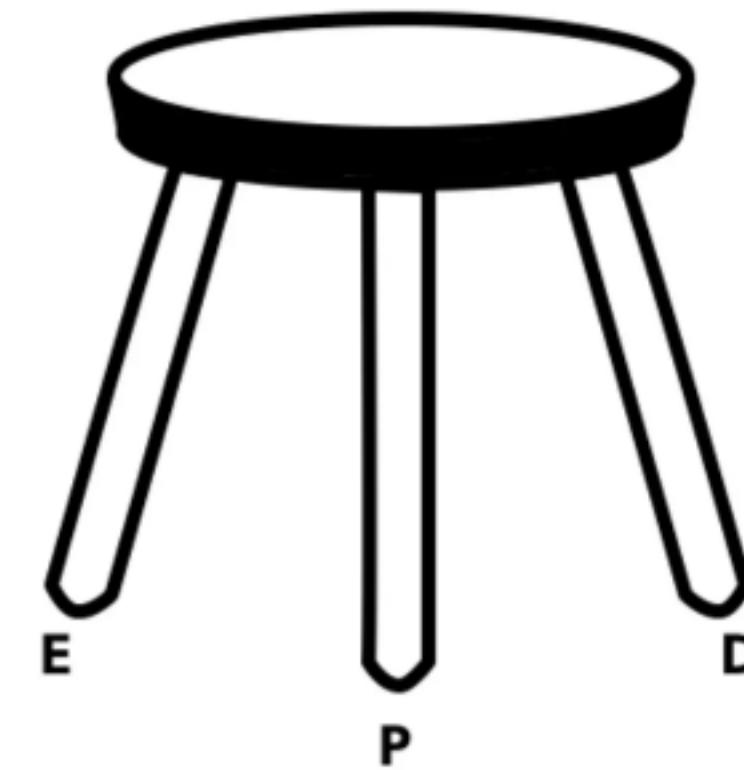
**Low fidelity to high fidelity**



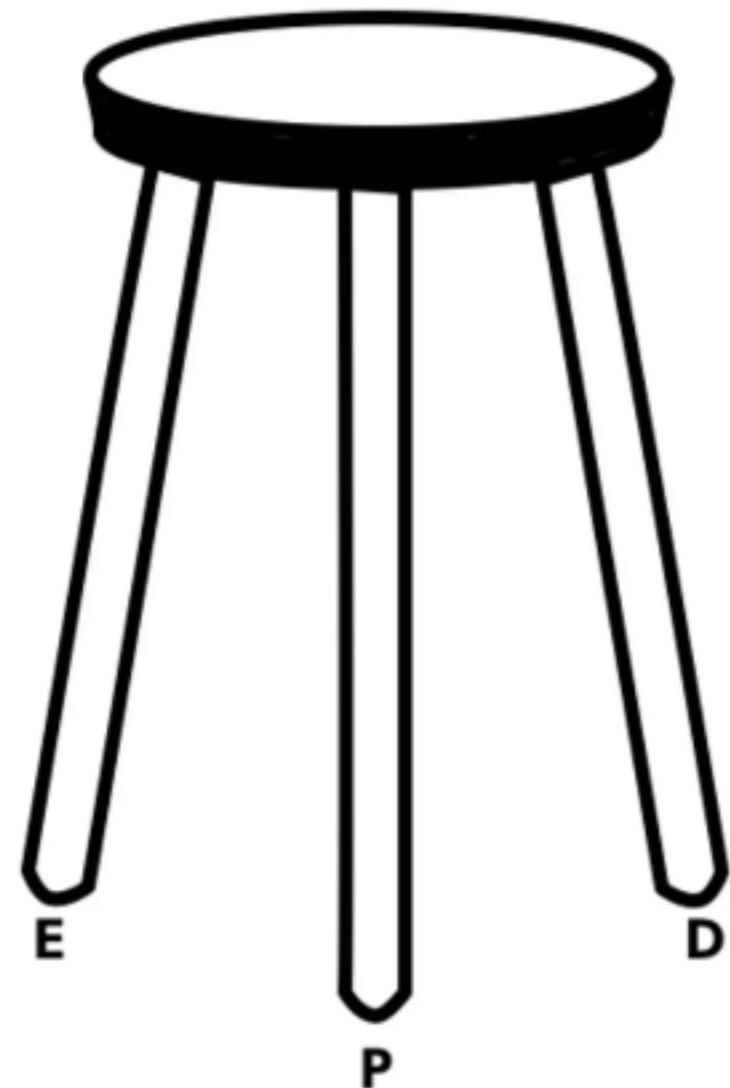
Design in context

# The three-legged stool

Product, engineering, design  
“Squad model”



*Figure A*



*Figure B*

# Design in practice

# Flavours of design

**Moving towards disciplinarily**

## The Disciplines of User Experience Design

