

Intro

Design in context

Justin Scherer || Digital Business Management || Humber College || November 2022

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



Senior Product Designer

Remitly · Permanent Full-time

Nov 2021 - Present · 1 yr 1 mo



Course Instructor and Subject Matter Expert

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



Head Of Design

Hover Developer Services, Inc.

May 2019 - Sep 2021 · 2 yrs 5 mos



Design Lead

Ushahidi

Jun 2017 - May 2019 · 2 yrs



Scotiabank

3 yrs 1 mo

- **User Experience Designer**
Dec 2016 - Jun 2017 · 7 mos
Toronto, Ontario, Canada
- **Senior Manager Digital Design & Production**
Apr 2016 - Dec 2016 · 9 mos
- **Manager, User Experience and Interaction Design**
May 2015 - Apr 2016 · 1 yr
Toronto
- **Design and User Experience Architect**
Jun 2014 - May 2015 · 1 yr
Toronto, Canada Area



Experience Architect

MacLaren McCann | MacLaren MRM

May 2013 - Jun 2014 · 1 yr 2 mos

Toronto, Canada Area



UX Designer and Producer

cleverGames

May 2012 - Aug 2013 · 1 yr 4 mos

London, United Kingdom



Localization and UX Consultant

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.”

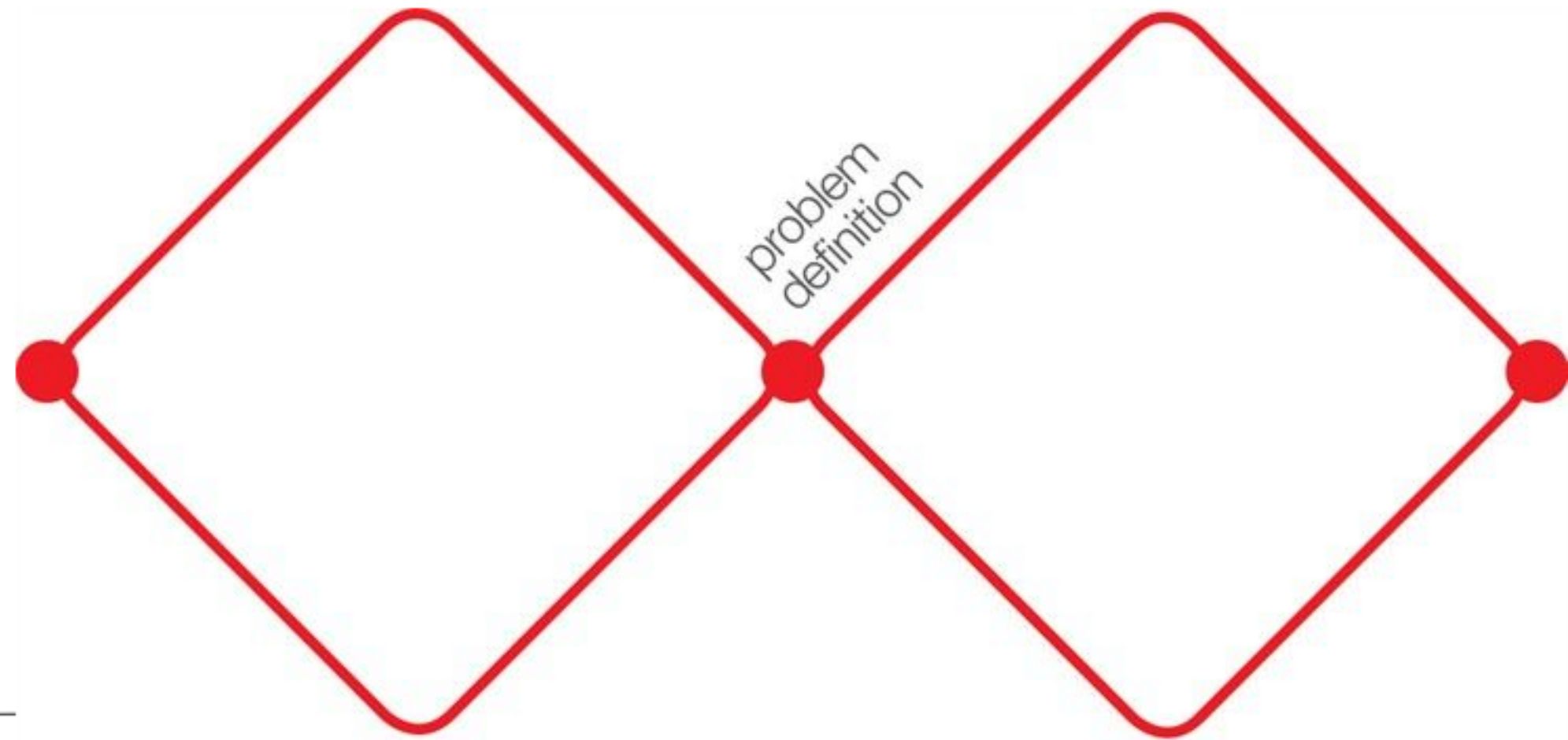
- Jared Spool



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”

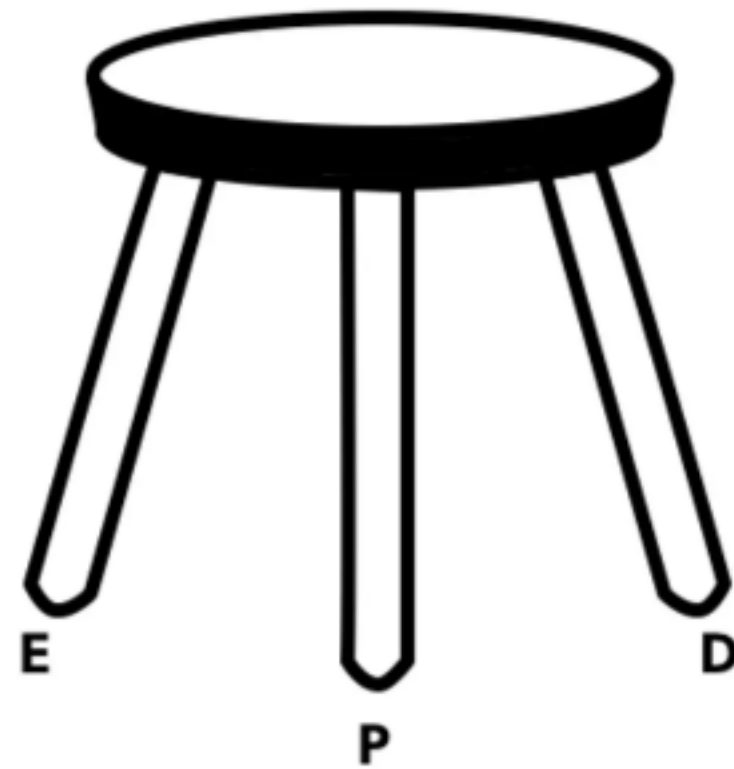


Figure A

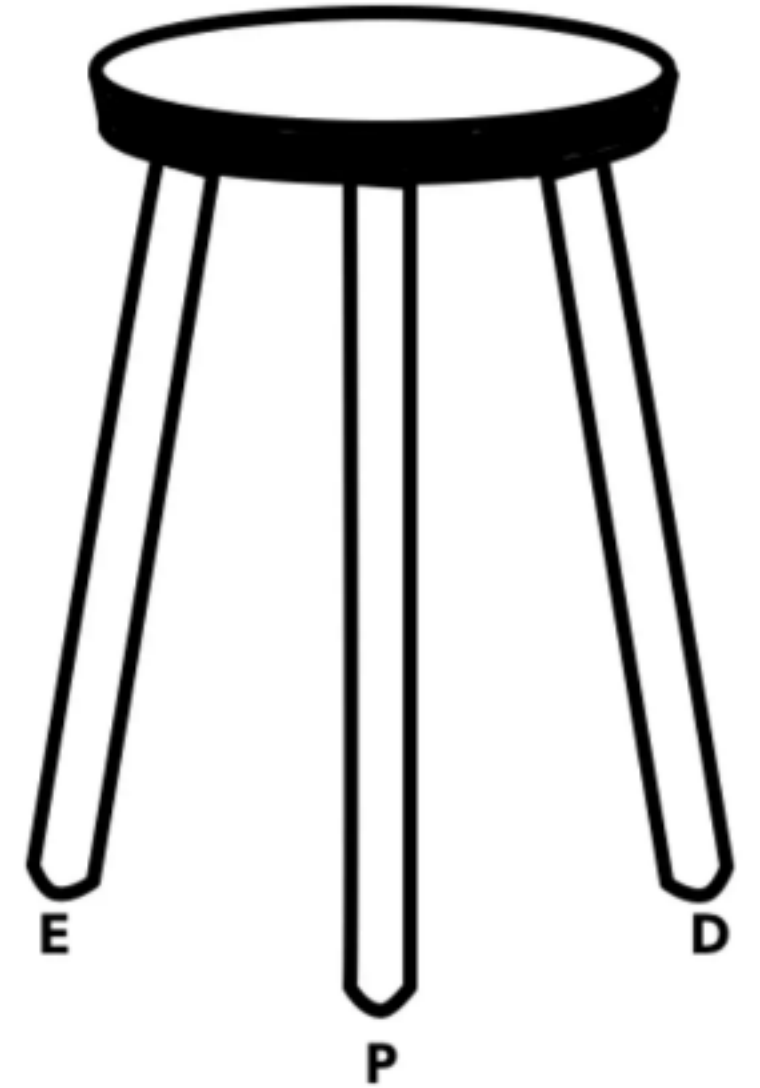


Figure B

Design in practice

Flavours of design

Moving towards disciplinarily

The Disciplines of User Experience Design

