

2020 Convey UX Sessions

Day 1 Tuesday March 3rd

8:00 – 9:00 am

Energy Starter

Start your first conference day with a healthy buffet of fruit, breads, pastries, and beverages. We'll keep the sustenance coming throughout the three days of this event. Check-in starts at 8am and continues throughout the conference.

9:00 – 9:10 am

Welcome to Convey UX, Joe Welinske

Joe Welinske will welcome you to Seattle and the annual running of this event. Then we will jump right into our opening feature presentation.

9:10 - 9:50 am

The Nature of Collaboration, Kathryn Parkes

In our rapidly-changing world, designers, UX teams and organizations need to be resilient to survive. In this talk, Kathryn will discuss how to find inspiration in nature and learn from the proven workplace communication & collaboration solutions all around us.

9:50 - 10:10 am

Break

10:10 – 11:10 am

Beyond the UX Tipping Point, Jared Spool

Jared Spool will show your organization how to cross the UX Tipping Point. A design-infused organization will maximize user experience.

11:10 – 12:10 pm

Speed Networking, Joe Welinske & Brigitt Rains

Fun and innovative, speed networking accelerates your conference networking experience through short rounds of introductions in small-group formats. Meet 40-45 people in 45 minutes, through rotating 5-minute group introductions.

12:10 -1:00 pm

Networking Lunch

The morning and afternoon sessions are linked with a sumptuous lunch. You can share what you learned from the morning with your colleagues and preview what might be coming in the latter part of the day.

1:00 – 1:45 pm

Turning Your Design-Led Product Vision Into A Reality, Moneta Ho Kushner

Lessons learned from the launch of Facebook's F5 - turning the bold product vision of making communities as central as friends on Facebook into a reality.

Improving the Design to Development Handoff, Brian McElaney

Let's look at sources of collaboration debt between design thinking and agile software development. Then let's discuss and how to increase project velocity, reduce code churn, and improve UX.

Unexpected Path: How Different Backgrounds Led Us to UX, Tom Satwic

Many design and research leaders started in a different field, and different backgrounds make up a good UX team. On this panel, we'll discuss what each panelist did before they worked in UX and how it impacts their work today.

Research Meets Reality, Katie Briggs

Learn how the Super-Rapid User Research Framework can conduct meaningful research without organizational biases due to expertise or metrics, a lack of people to collaborate on research, and the perceptions that research takes too much money or time.

Building a High-impact Accessibility Program on a Budget, Sheri Byrne-Haber

Accessibility can be expensive. Consulting companies, automated accessibility tools, and employees can all add to the expenses. This session discusses choice of tools, sourcing testers, equipment and process modifications to improve the accessibility of your product on a budget.

Designing for the Evolution of Voice, Mark Webster

How UX Designers will be challenged to create a seamless voice experience, from AirPods to an iPhone or an Amazon Echo to a MS Hololens.

1:45 – 2:00 pm

Break

2:00 -2:45 pm

Mapping the Patient Experience, Michael Kontopoulos

Learn about collaborative methods for mapping the patient experience at Foundation Medicine to improve genomic testing experiences for cancer patients and ensure everybody is bought in.

Making Data Actionable, Dr. Joseph Perez

See the five "Stages of the Spectrum" in action to capitalize on your ideas and turn them into reality by blending the internal with the external, leveraging them into a cohesive strategy and make your data actionable.

The Next Face of UX: Thoughts from a New Generation, Emma Rose

New technologies bring new opportunities, which bring new techniques and philosophies for research and design to a new generation. We'll discuss their impressions of UX today, skills they feel are important, and how they see the field evolving.

The Fundamentals of Caring: Designing Around and For Putting Others Out of Work, Colin Budd

Proactively identify potential adverse effects of design fundamentals and decisions and learn methods to advance - not eliminate - the roles and responsibilities of those in the shifting collision course of innovation.

From IA to AI - The Evolution of User Experience Design, Jeremy Belcher

Let's discuss personal experiences in the evolution of Self Designing experiences, and what UX Design means in a "Screenless" world of Chatbots and Voice Assistants.

Blazing the Trail: Leading Design Within an Enterprise, Christine Fajardo

Learn how to design products or systems for your enterprise's employees, where business goals are not easily defined or feel unrelated to your role.

Introduce, define, and influence a forward-thinking discipline in a large-scale enterprise where UX is relatively new.

2:45 – 3:00 pm

Break

3:00 -3:45 pm

Smart Strategies for Building Healthy Partnerships, Christina Storm

Part presentation, part discussion and part group therapy! Christina Storm will walk you through smart strategies to manage the friction between product management and UX. Come prepared with your experiences, tips and tricks.

The Goldilocks Zone: Riding the Inflection Point to Optimize Design, Lauren Javor

A look at why creative processes are so difficult to optimize; a conceptual framework for optimizing the design process using economic principles; and practical strategies for getting higher quality design work faster.

Creating a New, Empowered UX Team Within an Engineering-centered Organization, Chris Paddock

A case study showing how Cherwell handled challenges and opportunities in creating its new UX team, and strategies for building advocacy and trust with key stakeholders.

Innovation in Research Ops, Lauren Martin

Panelists will share some of the best practices and new ideas about research operations, focusing on innovations that improve their work, such as possibilities with AR/VR, privacy concerns and organizational best practices.

Building User Trust with Machine Learning Products, Claire Pacheco

How to tackle the unique UX challenges for new machine learning technologies, and the unexpected ways users want to experiment with them.

Scaling UX/UI design for Continuous Deployment, Stephen John Ellis

Waterfall, Agile, Kanban, Scrum - Create a unified product vision: a lean & distributed UX research process with an iterative & engaged UI design for continuous deployment.

3:45 -4:00 pm

Break

4:00 – 4:45 pm

Designing For The Patient, Allison Matthews

Case studies that illustrate designing for healthcare patients with transparency and simplicity in complex systems of the future that need to support self-navigation for finding answers & hope.

A UX Career is a Business Career: A Discussion, Kiley Meehan

An open discussion with Kiley Meehan on how to connect your work to business metrics methodologies, bringing iterative design thinking to business strategy.

Privacy and Products: What GDPR, PII, CCPA Mean for Uxers, Michael Harding

Join this panel of experts as they discuss the latest in privacy policy and how it impacts user experience and digital product design.

Empathy for Business Impact, Carmen Broomes

Learn how empathy can transform products, shift a company's culture, and impact the bottom line, and ways product managers, UX designers & researchers generate impact through empathy for product success.

Deploying Scalable Solutions Across Multiple Platforms, Keith Haney

Learn how a small UX team optimized resources to redesign an expansive system while maintaining the current platform through systematization and component discipline. Four years later the effort culminated in an award-winning software in home automation.

Improving Access To Government Services Through Design, Michelle Ngai

How Agile methodology, user research, service & content design worked for the Canadian Digital Service to create an online tool to help Veterans and their family members find government benefits and services.

4:45 – 6:30 pm

Opening Celebration, Karen Clark Cole

Welcome to the ConveyUX after-session party. Blink is hosting this networking social for everyone with

food & drinks while you chat with old friends and meet new ones.

Day 2 Wednesday March 4th

6:45 – 8:00 am

Early Morning Run/Walk, Tim Bridgham

An optional early morning guided run or walk from the Westin Seattle downhill along the waterfront, Pike Place Market to Alaskan Way, then northwest to Myrtle Edwards park. Then back uphill arriving at the Westin at 8am.

8:00 – 9:00 am

Morning Fuel

Get prepped for the day with coffee, tea, and a healthy light breakfast.

9:00 – 12:30 am

Enhancing Service Experience with Intelligent Spaces, Jane Vita

Meet the new service design tool Service Sandbox and work with the design process based on multidisciplinary, modular sequences and systematic thinking to leverage customer service experience.

Object Modeling for Designers, Heidi Adkisson

Create a Narrative Object Model—an accessible approach to object modeling that uses plain-English descriptions for objects & their relationships. Then use the model to identify higher-level constructs for a design system.

The Power of No (and yes!): Standing Firm & Speaking Out, Tasha Lutfi

Say no clearly, effectively & gracefully, with confidence, without justifying or apologizing. Say yes at the right moments. Gain tools to have difficult conversations.

Unleashing the Power of UX KPIs, Andrew Schall

Attendees will create their own UX KPI strategy including: metrics to track, how to track them, industry tools and data sources for metric tracking, translating metrics to KPIs, and how KPIs are visualized to stakeholders.

Integrating Content Thinking Into Your Design Workflow, Brittney Urich

Hands-on activities for best practices to include content strategy in your design process, produce user-centered content, techniques to get stakeholder buy-in, and tips for working with other content creators or designers.

Essentials of Prototyping with Axure 9, Jo Anne Wright

Enter Axure, one of the most popular and powerful interactive prototyping tools for the UX professional. This workshop will give you hands-on training to create your own interactive prototypes using Axure RP.

12:30 -1:30 pm

Networking Luncheon

Blink is hosting you for a great lunch at the mid-day point in today's program. Enjoy some relaxed time finding old friends and meeting new ones.

1:30 – 2:15 pm

Advocating Design to Stakeholders? Don't Make These Mistakes! Dwayne Edwards

Dwayne Edward's advocating design journey of strategies and pitfalls to help key stakeholders understand the need for human centered design.

What Inclusion Really Means - A Pluriversal Approach to User Experience, Dr. Dimeji Onafuwa

Using real examples from Microsoft, learn how designers and researchers alike can work with guiding principles to pluriversal approaches to UX, and how these principles present us with a different understanding of inclusion.

The Privilege of Ethical Design, Paola Mendoza-Yu

Ethical considerations UX Lead Paola Mendoza-Yu had to make in designing a suicide & self-harm alerting system for K-12 schools in the U.S.

"Role" with the Flow: Do What You Want, Maia Ottenstein

This session will break down the barriers created by the semantics of designers' titles. Learn how a current title or role can influence self-perception and future decisions. Understand common and differentiating skillsets.

Designing for Voice, Kelly Franznick

Voice continues to grow as an important way for us to interact with our devices. This panel will feature a variety of perspectives on the use cases for voice, and how we can better design for them.

Experience Mapping To Drive Strategy, Ona Anicello & Aubri Denevan

Mapping the core customer experience at Alaska Airlines to develop modules based on the needs of specific product, with a supporting research program.

2:15 – 2:30 pm

Break

2:30 – 3:15 pm

Achieving Accessibility in Practice through a Design System, Apurva Gupta

A preview of accessibility and its key tenets. Adding the layer of accessibility guidelines on top of components makes sure that your product is set up for success from the ground up.

Get Comfortable Being Uncomfortable, Peter Stern

Push past the comfort zone. Convert your discomfort into engagement, growth and job satisfaction. Develop a calm, confident work environment.

Unmasking Imposter Syndrome as a Minority, Erin Newby

The unique challenges of imposter syndrome - being the only representative of gender, ethnicity, or disability in a professional environment.

Challenges in Enterprise UX, Anne Vande Creek

Join design leaders and enterprise organization practitioners as they discuss their approach to deliver complex and dynamic design solutions.

The Importance of Qualitative Interviews in an Age of Automated Data Collection, Laura Joss

With the increase of instrumented data collection, how teams can plan to include face to face qualitative interviews for user feedback to anticipate research needs in development cycles.

Taking Your UX Insights to the C-suite, Asha Fereydouni

Examples from healthcare and finance about how to prioritize and communicate UX insights to business

leaders - from research method diversity, headcount, and participant recruiting strategies.

3:15 – 5:00 pm

Project Showcase

The Project Showcase is an informal exhibition of project work that you visit at your leisure. The project representatives will be on hand to demonstrate their work and explain their design challenges and solutions. This is a great opportunity for face-to-face discussions about cutting-edge projects.

5:30 – 7:30 pm

Puget Sound UX Super Meetup 2020

Our Puget Sound user experience meetup groups get together for the annual Puget Sound UX Super Meetup. Tickets available on Eventbrite.

Design is a Team Sport

Panel Discussion with Jared Spool. Admission included in Super Meetup ticket.

Day 3 Thursday March 5th

8:00 – 9:00 am

One More Breakfast

Come early for another great breakfast to get you ready for the last day of conference activities.

9:00 – 9:45 am

Design Systems: Building Bridges not Walls, Cătălina Manea

Learn how design systems support full internal and external design processes (pre-ideation, ideation, planning, building & post build), address tech debt and design debt, and create measurable success criteria.

A/B Testing at the Scale of Millions, Sadok Cervantes

Get an insider's look into Wikipedia's A/B testing for data-informed design instead of data-driven design. Sometimes the hard numbers lose, but the people win.

Human-centered Statistics: When Quantitative Data meets UX Research, Britney LeBaron

This session highlights the importance of human-centered thinking and empathy in statistics, with strategies for integrating them into quantitative data and reducing bias.

The UX Flywheel: How UX Strategy Enables Effective Marketing Teams, Brent Summers

Blink's Flywheel is a strategy model to identify opportunities, envision new services and products, and increase customer lifetime value to enable effective marketing teams.

NASA.Gov, The Next Generation: A Work in Progress Case Study, Dr. Jim Green & Karim Said

Learn how Blink and NASA tackled the massive effort to analyze, evaluate and consolidate over 3000 NASA websites into a single, modern, accessible, digital presence, for a better general public user experience.

9:45 – 10:00 am

Break

10:00 – 10:45 am

Ingraining UX Product and Engineering to Optimize Products, Haley Henderson & Jae Lee

Two senior product designers share how they led a digital transformation of product teams from waterfall to agile by ingraining UX research.

Designers Are From Mars, Developers Are From Venus, Mollie Cox & Adam Erickson

Designer/Developer marriage counseling - teach them both the words and culture of the other; enable them to get past the misunderstandings.

Inclusive Research - Making Research Accessible to People with Disabilities, Lauren Isaacson

Let's discuss the foundational understanding of people with disabilities, why we should involve them, and how to best incorporate them in research projects. Inclusive research is a win.

Balancing Quantitative and Qualitative Perspectives in UX Strategy, Larry Swanson

Larry Swanson hosts the Content Strategy Insights podcast. Attendees will be part of this live and recorded panel conversation to be released as a podcast episode about a balanced approach to quantitative and qualitative research.

How Enterprise Software Can be Saved by UX Research and Service Design, Jennifer Blatz

See how user research methods and service design principles are applied to improve a report-making process through an example of enterprise software saved.

10:45 – 11:00 am

Break

11:00 – 12:00 pm

Failure is the Greatest Teacher, David Westen

Innovations encounter failure. Although agonizing, setbacks are the most powerful learning tools. This panel includes veteran product leaders from REI, TaskRabbit, and Panasonic who will share stories of their most memorable mis-steps which made them better product leaders.

12:00 – 1:00 pm

Networking Lunch

This is our last group lunch of the conference. We want you to feel great going into the last half-day!

1:00 – 2:40 pm

Voices For Inclusion, Paola Mendoza-Yu

Hear about UX community challenges on being supportive of under-represented communities. Colleagues step forward to talk about their inclusion experiences.

1:10 – 1:40 pm

The Power of Community, Lenora Porter

Find your ideal professional community, engage with an established community, and tips to help you build your very own.

1:40 – 2:20 pm

Why Does Siri Sound White, AmberNechole Hart

Explore why Siri sounds white in cultural and design contexts that impact personifying voice technologies and language processing in the future.

2:10 – 2:40 pm

Designing Experiences for Underserved and Gentrified Communities, Cora Cowles

Designing for, identifying and accommodating the forgotten, the minorities, the overlooked and the underserved with awareness & empathy.

2:40 – 3:00 pm

Break

3:00 pm – 4:00 pm

Living a Life Without Secrets: Design in an Era of IoT, Stacey Higginbotham

Challenges associated with designing connected products and services for the home and office in a time of the Internet of Things (IoT). What interfaces work best, what a multi-modal user experience looks like, and how to build one.

4:00 – 4:40 pm

Discussions with Drinks

Our speakers will host this informal discussion. We will have ten tables – each with one of our conference speakers for you to visit with your colleagues. Drinks and snacks will be served throughout along with an open bar.

4:40 – 5:00 pm

Conference Wrap-Up, Joe Welinske

We'll close out this year's event with some final observations, thank you's and raffle prizes.