



INCLUSION

THROUGH USER EXPERIENCE



WELCOME

to Puget Sound World Usability Day 2017
at Amazon Day 1.

The world is changing and the climate of well-balanced and open society is not as prevalent as many of us would like. Technology is developing alongside new political challenges. This year will be prove to be a pivotal moment in history and we can help shape the course of events by the work we do for everyone.

Well-designed user experiences allow for the uniqueness of people's different strengths and beliefs to co-exist in a place of similarity and common ground. Let us cultivate inclusion and nurture people to produce better outcomes in everything we do. UX researchers and designers can impact the course of events by creating technology, products and services that are inclusive at their core. Thank you for being here.

ORGANIZING COMMITTEE

Ashby Fiser [Amazon]
Mike Berg [Amazon]
Stephen Giff [Google]
Aideen Stronge [Google]
Kevin Schumacher [Disney]
Daniella Kim [UW]
Josh Baker [UW]

ADDITIONAL SUPPORT

Kelly Xu [UW]
Arsh Saroya [UW]

EVENT VOLUNTEERS

Tara Wheldon **Sabrina Jing**
Amber Lundy **Kavita Chopovetsky**
Darcy Stalport **Heather Sheraden**
Heather Sheraden **Anna Van Brookhoven**
Stephanie Yu **Anubhav Saxena**
Peter Hilgendorf **Ria Athavia**
Angie Lazaro **Gabriela Madrid**

CONFERENCE AGENDA

9:00	Opening Remarks	Stephen Giff UX Researcher [Google]
9:15	Everything's Getting Easier to Use Yet Life is More Complicated Than Ever	Bill Buxton Principal Researcher [Microsoft]
10:00	Driving for Uber & What it Taught Me About Leading a Team	Molly Stevens Director of UX Research [Uber]
10:30	COFFEE BREAK	
10:45	Different Works: Creating Digital Touchpoints That People Love	Vicki Haberman UX Director, E-commerce [Alaska Airlines]
11:15	How to Design a City for All	Candace Faber Civic Technology Advocate [City of Seattle]
11:45	LUNCH & NETWORKING	
1:00	How the Connected Crowd Supports Crisis Affected Communities	Dharma Dailey PhD Candidate [University of WA]
1:20	Including the User: How Insights Drive Business	Jeremy Johnson VP of Customer Experience [Projekt202]
1:50	Tall Tales and Fundamentals of Machine Learning UX	Amber Lundy Senior UX Designer [Amazon]
2:20	Selling UX Strategy: A Framework for Behavior Change	Darcy Stalport UX Designer II [Amazon]
2:50	Inclusion Within: Learning to See Exec Teams as Users and Your Work as a Product	Tamara Adlin President [Adlin, Inc.]
3:20	COFFEE BREAK	
3:40	Using Biometrics UX to Better Understand a Diverse Marketplace	Stephen Foster VP, Client Insights [Key Lime Interactive]
4:00	The Data Divide: Who's Left Behind?	Jeff Pettross Senior Manager, UX [Tableau]
4:30	Women in UX Panel <i>*Panelists listed on next page*</i>	Aideen Stronge Senior UX Researcher [Google]
5:30	Closing Remarks	Stephen Giff UX Researcher [Google]
6:00	HAPPY HOUR	

WOMEN IN UX

Panel Discussion

MODERATOR:

Aideen Stronge Senior UX Researcher [Google]

PANELISTS:

Aliza Gold VP, Experience Strategy & Insight [Projekt202]

Ashby Fiser UX Manager [Amazon]

Dawn Shaikh Senior UX Manager, Communications Group [Google]

Ona Anicello UX Research Manager [Alaska Airlines]

Rebecca Destello UX Researcher [Facebook]

Shira Gordon Creative Director [Amazon]

Tamara Adlin President [Adlin, Inc]

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