

Hello my name is: Mobile

Seminar series

for NSERC CREATE Collaborative Learning in Usability Experiences (CLUE)

Speaker: Adrian Mendoza, Author and mobile CTO

Adrian Mendoza, will introduce you to the mobile ecosystem. He will cover how mobile affects customers, how to make the business case for going mobile, and an introduction to mobile user experience design. His goal is to create an introduction on how to start thinking about mobile as a platform for customer/user engagement, as use of new technology, and introduction to experience design.

Adrian Mendoza is an experienced entrepreneur and has lead both creative and technology teams during his 20 years of experience. In 2009 he co-founded Marlin Mobile, a startup in the Mobile testing space. In 2014, he pivoted that company to co-found Apptient now in the mobile ad space. Adrian has worked with large brands to design their user experience for both online and mobile, such as Tropicana, Denver International Airport, T.Rowe Price and Forrester. He has worked with ad agencies like Mullen, Sapient, and Razorfish to work with their customers.

He is the author of "Mobile User Experience", a book on mobile user experience published by Elsevier in 2013, adapted industry wide as the standard for mobile user experience education, and of the video series "CSS for designers" published by O'Reilly on 2015.



February 8th 2016
3:00pm - 4:00pm
Azrieli Pavilion 134
Carleton University

Everyone interested is welcome.
No need to RSVP.