

The Mobile UX Bootcamp

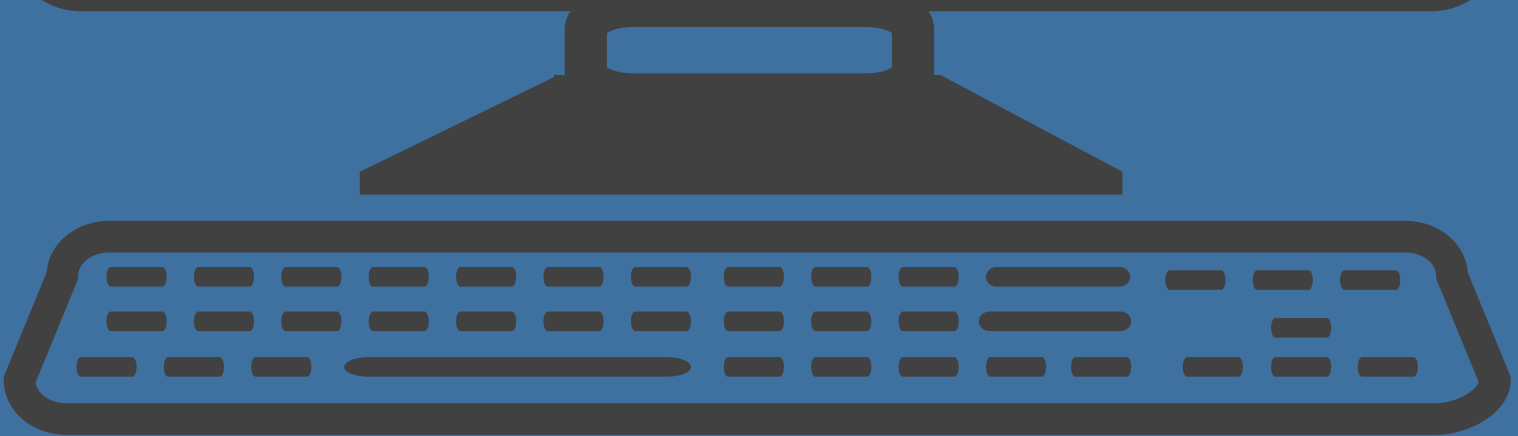
Workshop series

for NSERC CREATE Collaborative Learning in Usability Experiences (CLUE)

In his workshop, author and mobile CTO, Adrian Mendoza, will give you an introduction to the tools, techniques, and process of create a mobile user experience. His mobile UX bootcamp is broken down into three parts, an introduction to mobile user interfaces, an introduction to the techniques of wireframing and prototyping and a working session using “Design Thinking” to help mock up a mobile app design. This will teach you the tools to design mobile experience and give you an opportunity to test them using real user feedback.

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 9th, 2016
9am - noon
Azrieli Pavilion Room 238
Carleton University

RSVP required. Please fill out this form to register.
<http://goo.gl/forms/UZo3KeQrk3>