



UXSTRAT

USA 2023

Boulder, CO

September 11-13, 2023

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Overview

UX STRAT brings together experienced design and product professionals from around the world to share methodologies, innovations, and tools focused on strategic design and innovation. This is the perfect setting to learn new skills, get inspired by the best of the best, and meet your experienced peers in a beautiful location.

UX STRAT USA 2023 will take place on September 11 - 13, 2023 in Boulder Theater at Boulder, Colorado.

The theme of this conference, and all UX STRAT conferences in 2023, will be "Creating Business Value Through Design."

UX STRAT USA brings to the stage industry leading design and research professionals who are doing outstanding work in the area of product design strategy and innovation. We have carefully curated this single track conference to bring industry leaders to the stage to explore two highly relevant themes in 2023: 1. Demonstrating the value of high-quality design and research to business stakeholders 2. Deploying Generative AI, such as ChatGPT, in product design strategy and research

In-Person Sponsorships are available for increasing awareness of your company or products at this unique conference. Visit the [Sponsorship page](#) for more options and details.

When?

The conference will take place in Boulder, CO on September 11-13, 2023

Where?

The conference will take place in the Boulder Theater at Boulder, Colorado

The venue address is: [Boulder Theater 2032 14th St, Boulder, CO 80302, United States](#)



PAUL

Welcome to UX STRAT USA 2023!

Paul Bryan

UX STRAT: Conference Emcee

Description

Paul will welcome attendees, introduce speakers, and lead the Q&A sessions.

About the speaker

Paul Bryan is the producer of UX STRAT conferences in Asia, Europe and the USA. He also teaches a UX Strategy Workshop that has been hosted by Facebook, Google, LinkedIn, IBM, Netflix and many other companies in the US, Europe and Asia.



The AI Humanifesto

Description

We will be discussing Humanity-Centered AI Product Design at different times during the conference. We will have an interactive session on this topic after lunch on Wednesday.

About the speaker

All registered attendees are welcome to take part in the interactive session.



Coffee Breaks & Lunch

Presentations Day 1 and 2, we will have two coffee breaks for refreshments and meeting your peers from other companies.

UX STRAT will provide on-site lunch for attendees, so please be sure to let us know if you have special meal requirements.

There won't be any presentations during the coffee breaks & lunch time. All registered attendees are welcome to have lunch on-site with us.



Happy Hour

We will mix and mingle every day after the official program ends, with music and free drinks.

Everyone attending the conference is invited to take part in Happy Hour.

Tenth Anniversary Party

UX STRAT is celebrating its 10th year as a conference, 2013 - 2023! Music, free drinks, and a party atmosphere waits for everyone who wants to help us celebrate at 21:00 - 23:30 Tuesday, September 12th.

The night-time venue is at Boulder Theater.

Everyone attending the conference is invited to take part in the night-time party.



Workshops

Monday, September 11, Morning Workshops

- 09:00 - 12:30 Dr. Mike Oren: How to Get Resources for Design Research in a Challenging Economy
- 09:00 - 12:30 Dr. Ryan Brotman: How to Bring Generative AI into Product Design Strategy
- 09:00 - 12:30 Greg Nudelman & Daria Kempka : UX for AI: A Framework for Product Design

Monday, September 11, Afternoon Workshops

- 14:00 - 17:30 Calvin Robertson: Framework for Continuous Design Exploration in an Agile Environment
- 14:00 - 17:30 Brandon Harwood: Framework for Co-Creating Innovative Products with Generative AI
- 14:00 - 17:30 Apurva Misra: How to Incorporate Generative AI into Your Product Design Workflow



MIKE

9:00 - 12:30

How to Get Resources for Design Research in a Challenging Economy

Dr. Mike Oren

Klaviyo: Head of Design Research

About the speaker

Mike Oren built out and leads the Design Research practice at Klaviyo where his team focuses on empowering the organization with stronger research aligned with the company's customer first values. As a lifelong learner, Mike has devoted his professional development to expanding his knowledge of business strategy and finance from classes at Stanford, MIT, Harvard, Wharton, and Cambridge.

Mike holds a PhD in human-computer interaction and sociology from Iowa State University and a bachelors in computer science and English writing from DePaul University. His past employers include Google; United Airlines; Motorola Mobility; BlueCross BlueShield of Illinois, Texas, New Mexico, Montana, and Oklahoma; and time spent consulting with various startups. He also teaches Evidence Based Design and Data Literacy at Illinois Institute of Technology's Institute of Design.

Description

In a turbulent industry, financial literacy is paramount for designers and researchers. Join our workshop to gain the tools, frameworks, and models needed to keep your teams motivated, fiscally responsible, and poised for growth. Uncover the secrets of leveraging corporate financial statements to quantify design and product innovations, understand how rising interest rates and other economic factors are impacting corporate decision making, and calculating trade offs to ensure projects are fiscally viable.

Don't miss this pivotal opportunity to revolutionize your approach and secure crucial resources in today's economic climate. Empower your organization's UX strategy and conquer funding challenges head-on!



RYAN

9:00 - 12:30

How to Bring Generative AI into Product Design Strategy

Dr. Ryan Brotman

ETS: Director of Product Management

About the speaker

Currently, he serves as Head of Product Management for Educational Testing Services' where he supports the invention and deployment of AI learning and assessment experiences. Previous, he held leadership roles across product management, product design, research, and innovation practices among companies that include Meta Reality Labs, Deloitte Consulting, and Intel Corporation.

Over the past 20 years, his work has intersected Web3.0, extended reality, and decision systems. It has garnered global recognition with showcases at CES, feature stories on the Discovery Channel and The Guardian, and multiple academic publications. In 2013, he received nominations for "Innovation of the Year" by both stuff.tv and T3.com. He possesses a Ph.D. in Design with a focus on HCI from Arizona State University.

Description

During this half-day workshop, you will "Share the Loop" and become an AI-augmented superhuman product design strategist. You'll engage in hands-on, scenario-based learning about approaches, methods, and toolchains for using generative AI within the context of product design strategy.

Your participation will result in a design fiction about the human needs, product goals, and feature sets for a new product targeting an ai-augmented user. Through this process, you will leverage your new-found superpowers to create, refine, and test the credibility of your design fiction.

The session will conclude with a discussion about tradeoffs, limitations, and ethics of applying generative AI to your product design strategy.

9:00 - 12:30

UX for AI: A Framework for Product Design



GREG

Greg Nudelman

Sumo Logic: Distinguished Designer

About the speaker

Greg is a real expert in UX Design, a fascinating Speaker, and a prolific Author. He's spent over 20 years working with big companies like Cisco, IBM, and Intuit, helping them achieve impressive success worth hundreds of millions.



DARIA

Daria Kempka

LogicMonitor: Director of Design (UX)

About the speaker

In every role Daria's held, whether developing, designing, producing or leading, she has brought human-centered design practices and research into the work to ensure it works for the people it's meant for.

Description

Discover the path to AI project success in this practical workshop led by seasoned AI and UX expert, Greg Nudelman.

Drawing insights from the MIT Sloan Management Review and 30+ AI projects, Greg and Daria will equip you with essential UX Design skills for AI success: identify the right AI use case through art and science; fuel design efforts with effective formative research techniques; create powerful use case storyboards to understand user needs; leverage the 'Value Matrix' to train AI models with human values; address real-world AI constraints like GDPR and processing capacity; harness established UX for AI patterns like Digital Twin and Chat; design advanced Data Visualizations for clearer insights; focus on an MVP that works without AI/ML components; structure your team for optimal project success.

All skill levels are welcome, but mid-level practitioners and advanced UX, Product, and Development leaders will likely get the most out of this session.

Get the practical tools you need to succeed in leading your next UX for AI project.



CALVIN

14:00 - 17:30

Framework for Continuous Design Exploration in an Agile Environment

Calvin Robertson

Best Buy: Senior Director, Experience Design

About the speaker

Calvin Robertson is Senior Director of Experience Design for Omnichannel Technology at Best Buy. In this role, Calvin leads design teams responsible for evolving enterprise and in-store retail experiences for our employees and customers. Prior to Best Buy, Calvin held various leadership, product design, and software engineering roles. While working with well-known organizations including Walmart, Hallmark, Sara Lee, The Federal Reserve Bank, and Lowe's, he became adept at building diverse teams that use design to discover growth opportunities in technology adoption or process improvement.

Calvin is a graduate of North Carolina A&T State University with a degree in Graphic Communication Systems. He later went on to earn an Executive M.B.A. from Washington University in St. Louis, Olin Business School.

Description

In this workshop, our focus will be on effectively managing the design process within and alongside agile methodologies. Through practical methodologies and real-world examples, participants will learn how to address the unique challenges of designing in an agile environment, enabling them to align design with user needs and business goals efficiently.

By exploring the stages of both the design process and agile methodologies, attendees will develop the skills needed to assess and direct their team's ability to deliver great design while navigating more productive and fulfilling ways of working with cross-functional teams.

Moreover, attendees will gain valuable insights into seamlessly integrating design exploration within agile practices, fostering continuous innovation while maintaining project momentum. This workshop will empower leaders to optimize their workflow, ensuring design remains an integral and successful part of the agile development process.



BRANDON

14:00 - 17:30

Framework for Co-Creating Innovative Products with Generative AI

Brandon Harwood

*IBM Innovation Studio: Design & Strategy
Engagement Leader*

About the speaker

Brandon Harwood is a designer for humans and planet, with a fondness for building technology explorations and product concepts that empower creativity and collaboration using emerging technology. He's a Design & Strategy Engagement Leader at IBM Innovation Studio, building cross-disciplinary, radically collaborative workshops that guide participants to think creatively and speak honestly about complex challenges in emerging technology, business, and sustainability.

Additionally, he advises IBM's Human-Centered AI Research team on design practices and human-AI co-creativity, contributing to internal guidance and public discourse on AI design methods and systems that augment creative collaboration, communication, and decision making.

Description

In co-creation, we often utilize frameworks that guide individuals within groups to contribute their perspective so they may come together in reflection to form new ideas as a team. When AI can generate a sticky note to throw on the white board, does that dynamic change?

In this workshop, we will discuss current methods of creative human-AI collaboration, explore new frameworks that enable Generative AI agents to actively participate in co-creation, and come to understand the utility and risks collaborative AI agents can bring to co-creation, all while co-creating with AI.

This is the opportunity to shape the future of collaborative innovation together.



APURVA

14:00 - 17:30

How to Incorporate Generative AI into Your Product Design Workflow

Apurva Misra

Truckstop: Senior Machine Learning Engineer

About the speaker

Apurva Misra is a Senior Machine Learning Engineer at Truckstop and also working on helping companies to integrate GenAI in their processes.

She has a Master's from the University of Waterloo where her research was at the intersection of driving and machine learning. Apurva also has a keen interest in the start up world and is always up for a discussion on the latest TechCrunch update.

When she's not working she loves discovering hidden gem places to eat, tell her about your favourite spot!

Description

In today's fast-paced and ever-evolving digital landscape, embracing cutting-edge technologies is crucial to stay ahead in the game.

Join us for an immersive workshop that delves deep into the world of Generative AI and its transformative influence on diverse domains, ultimately unlocking unparalleled creativity and innovation in your workflows.

This hands-on session will empower you to harness the power of Generative AI to create realistic and novel content across images, music, and text, presenting exciting possibilities for your projects and ventures.

Tuesday Presentations

09:00 - 09:15	Paul Bryan: Welcome to Presentations: Day 1 of UX STRAT USA 2023
09:15 - 10:15	Gavin Lew: AI + UX: Why Artificial Intelligence Needs User Experience
10:15 - 11:00	Thomas Prangenberg: Value Framework for Demonstrating the Viability of a Product Design
11:00 - 11:45	Coffee Break
11:45 - 12:30	Zhao He: Demonstrating the Impact of Design on Business at Google
12:30 - 14:00	Lunch
14:00 - 14:45	Dr. Ryan Brotman: How to Improve Your Product Design Strategy with AI
14:45 - 15:30	Dr. Mike Oren: Evolving Design Research in Challenging Economic Times
15:30 - 16:30	Coffee Break
16:30 - 17:15	Calvin Robertson: Turning Insights into Value for the Business at Best Buy
17:15 - 17:25	Ben Judy: Analyst
17:25 - 17:30	Paul Bryan: Outro Day 1
17:30 - 18:30	Happy Hour
21:00 - 23:30	Tenth Anniversary Party



9:15 - 10:15

AI + UX: Why Artificial Intelligence Needs User Experience

Gavin Lew

Bold Insight: Managing Partner

About the speaker

Gavin has over 25 years of UX experience. He founded user centric which became one of the largest UX firms in the US and after selling the company in 2012, he led the North American UX team for the parent organization. In 2018, he co-founded global UX agency ReSight Global, with offices in nine countries including Bold Insight in the US.

He is a faculty member of the Feinberg School of Medicine and an adjunct professor at DePaul and Northwestern Universities. He is a frequent presenter at national and international conferences and the inventor of several patents.

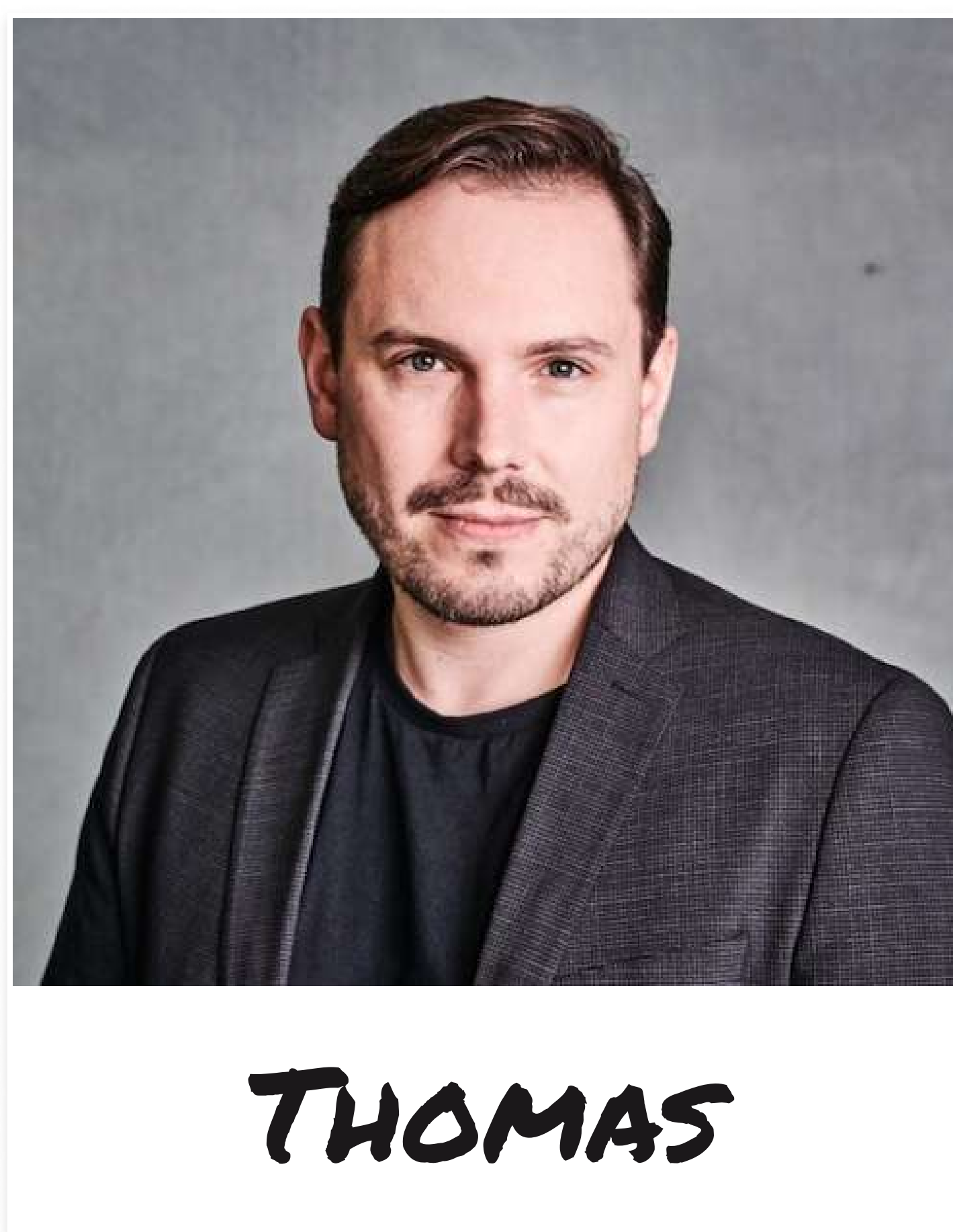
Gavin recently authored AI and UX: Why Artificial Intelligence Needs User Experience, published by Apress publishing, a division of Springer-Nature.

Description

Artificial Intelligence (AI) has matured to the point where its relevance and importance are clear. Let's not wait to see what AI brings forth. Instead, let's lean forward to do what we do best –DESIGN EXPERIENCES.

The audience will learn techniques to make AI more approachable so we don't leave AI to the programmers. UX must have an integral role in shaping AI-enabled products from influencing AI learning datasets to recommending hypotheses to anticipating design interactions.

This talk will explore core elements from Gavin's book entitled "AI and UX: Why Artificial Intelligence needs User Experience." Case studies will present a UX framework to pave the way for AI to have future success along three core dimensions: Context, Interaction, and Trust.



10:15 - 11:00

Value Framework for Demonstrating the Viability of a Product Design

Thomas Prangenberg

Boehringer: Head of Product & Design

About the speaker

Thomas is the Head of Product Design at BI X, Boehringer's Innovation Lab. Since its inception, he has been instrumental in establishing its product design process from the ground up.

Prior to his time at BI X, Thomas served as one of the pioneering UX Designers at ING bank, where he actively contributed to the development of their fintech hub. Before that, he had the opportunity to work in London, where he played a key role in the digital transformation of a traditional print business.

Throughout his career, Thomas has consistently taken on the role of a 'Founding Designer,' joining organizations in their early stages of human-centered transformation, building high-performance teams, and spearheading the design strategy.

Description

In a dynamic and swiftly evolving environment like design, establishing a strong link between design research and business value holds immense significance.

Through this presentation, my aim is to share how, at BI X, we leverage our Value Framework to foster a more profound alignment with our business associates. This involves harmonizing desirability with viability and substantiating the returns on investment derived from design research.

Furthermore, we will delve into our strategy for conducting research within a compliant setting and pinpoint approaches that enable you to carry back tangible illustrations for scaling in diverse scenarios. Don't be surprised if there are any references to Generative AI along the way.



ZHAO

11:45 - 12:30

Demonstrating the Impact of Design on Business at Google

Zhao He

Google: Senior UX Designer

About the speaker

Zhaochang He is a Senior UX designer at Google, leading UX design and strategy for project management tools at Google, enabling effective planning, high-speed velocity, and great productivity for Google teams.

Previously, Zhao has worked in both the enterprise and consumer space, including VMware, Oracle, and Walmart Labs. In her free time, she loves road biking and yoga, and writes about UX disciplines and emerging technologies. Here's an AI-generated slogan for her: 'Designing life's journey with passion, pedals, poses, and parenthood!'

Description

You may ask, 'I do all that user research, analyze users' pain points, and use design thinking to create design solutions to help our users, but for what?

How do I communicate to others that I am actually creating value for our business?'

Some people simply don't believe in design, and some even view it as a roadblock that delays product launches.

In this presentation, Zhao will share useful frameworks through a case study to help you align your UX objectives with business goals, translate your UX strategy into business language, and articulate the value that UX brings to the table.



RYAN

14:00 - 14:45

How to Improve Your Product Design Strategy with AI

Dr. Ryan Brotman

ETS: Director of Product Management

About the speaker

Currently, he serves as Head of Product Management for Educational Testing Services' where he supports the invention and deployment of AI learning and assessment experiences. Previous, he held leadership roles across product management, product design, research, and innovation practices among companies that include Meta Reality Labs, Deloitte Consulting, and Intel Corporation.

Over the past 20 years, his work has intersected Web3.0, extended reality, and decision systems. It has garnered global recognition with showcases at CES, feature stories on the Discovery Channel and The Guardian, and multiple academic publications. In 2013, he received nominations for "Innovation of the Year" by both stuff.tv and T3.com. He possesses a Ph.D. in Design with a focus on HCI from Arizona State University.

Description

The concept of keeping the "human in the loop" has grounded the human-centered design of intelligent systems for the better part of a century.

This concept states that people take priority during the design of, and interaction with, such systems. However, with the increasing popularity of AI, it's important for product design strategists to recognize that soon, individuals may rely heavily on personal AI assistants to complete daily tasks.

These near future people may possess radically different cognitive and functional abilities via AI that effectively make them superhuman.

This talk explores the implications of moving from a "human in the loop" model to a "human + AI sharing the loop" model for product design strategy to address human-AI symbiosis.



MIKE

14:45 - 15:30

Evolving Design Research in Challenging Economic Times

Dr. Mike Oren

Klaviyo: Head of Design Research

About the speaker

Mike Oren built out and leads the Design Research practice at Klaviyo where his team focuses on empowering the organization with stronger research aligned with the company's customer first values. As a lifelong learner, Mike has devoted his professional development to expanding his knowledge of business strategy and finance from classes at Stanford, MIT, Harvard, Wharton, and Cambridge.

Mike holds a PhD in human-computer interaction and sociology from Iowa State University and a bachelors in computer science and English writing from DePaul University. His past employers include Google; United Airlines; Motorola Mobility; BlueCross BlueShield of Illinois, Texas, New Mexico, Montana, and Oklahoma; and time spent consulting with various startups. He also teaches Evidence Based Design and Data Literacy at Illinois Institute of Technology's Institute of Design.

Description

In today's volatile economic landscape, mastering the art of design research becomes crucial. This talk will explore innovative approaches to navigate financial constraints and achieve impactful outcomes.

Discover the transformative power of the pharmaceutical research model, enabling you to reduce upfront costs and embrace a fail-early, fail-often mentality.

Gain practical strategies to overcome resistance, initiate and sustain research projects, even when resources are scarce.

Uncover an alternative model for measuring research value, incorporating cost savings.

Prepare to revolutionize your design research practices and unlock the potential for breakthrough innovation.

Embrace change, adaptability, and strategic thinking for success.



CALVIN

16:30 - 17:15

Turning Insights into Value for the Business at Best Buy

Calvin Robertson

Best Buy: Senior Director, Experience Design

About the speaker

Calvin Robertson is Senior Director of Experience Design for Omnichannel Technology at Best Buy. In this role, Calvin leads design teams responsible for evolving enterprise and in-store retail experiences for our employees and customers. Prior to Best Buy, Calvin held various leadership, product design, and software engineering roles. While working with well-known organizations including Walmart, Hallmark, Sara Lee, The Federal Reserve Bank, and Lowe's, he became adept at building diverse teams that use design to discover growth opportunities in technology adoption or process improvement.

Calvin is a graduate of North Carolina A&T State University with a degree in Graphic Communication Systems. He later went on to earn an Executive M.B.A. from Washington University in St. Louis, Olin Business School.

Description

Unearthing valuable customer insights is crucial for retail businesses to thrive in today's fast-paced market, especially as customers return to physical stores after the COVID-19 pandemic.

This case study delves into our journey of transforming insights into tangible value for Best Buy stores nationwide.

Learn how market research, user interviews, surveys, and behavioral analysis provided critical perspectives, accounting for shifting post-pandemic consumer behavior.

By strategically aligning these insights with our retail objectives, we crafted a cohesive design strategy, accommodating changing customer preferences and revealing opportunities for operational efficiencies.



BEN

17:15 - 17:25

ANALYST

Ben Judy

*The Home Depot: Senior Manager,
Design Operation*

About the speaker

Ben Judy is a passionate and thoughtful UX designer, researcher, and strategist. He is a Director of Product Design at Postlight with a strong focus on UX strategy, design operations, and coaching and mentoring designers.

Ben's prior leadership experience includes assembling a diverse, 30-person UX department at 7-Eleven and managing a software design team at Aptitude.com. He also served as a consultant to government technology projects including the U.S. Web Design System and the GSA's 10x innovation program.

A longtime member of the UX STRAT community, Ben also enjoys mentoring the next generation of product designers through Designlab.



Wednesday Presentations

09:00 - 09:15	Paul Bryan: Welcome to Presentations: Day 2 of UX STRAT USA 2023
09:15 - 10:15	Kathryn Campbell: How UX Should Evolve to Responsibly Leverage AI
10:15 - 11:00	Casey Hudetz: How AI Will Impact Day to Day Product Design
11:00 - 11:45	Coffee Break
11:45 - 12:30	Clara Kliman-Silver: The Evolving Role of AI in UX Design Tools
12:30 - 14:00	Lunch
14:00 - 14:45	The AI Humanifesto
14:45 - 15:30	Matthew Holloway: The Potential Impact of Generative AI on Strategic Design
15:30 - 15:40	Ben Judy: Analyst
15:40 - 15:45	Paul Bryan: Outro Day 2
16:00 - 17:00	Happy Hour



KATHRYN

9:15 - 10:15

How UX Should Evolve to Responsibly Leverage AI

Kathryn Campbell

Instagram: Global Research Lead

About the speaker

Kathryn has more than 15 years experience in UX research and digital strategy roles. She led Integrity Research for Instagram, where she was responsible for user safety and the integrity of the AI and machine learning algorithms guiding feed ranking, search and recommendations.

Prior to that Kathryn created and led the Research & Insights Center of Excellence for Ticketmaster North America. Today Kathryn is a member of the Integrity Institute, a community of integrity professionals dedicated to advancing the theory and practice of protecting the social internet.

The Integrity Institute provides briefings and best practice recommendations for policy makers, academics, and companies that wish to establish strong integrity practices in the design and management of their products.

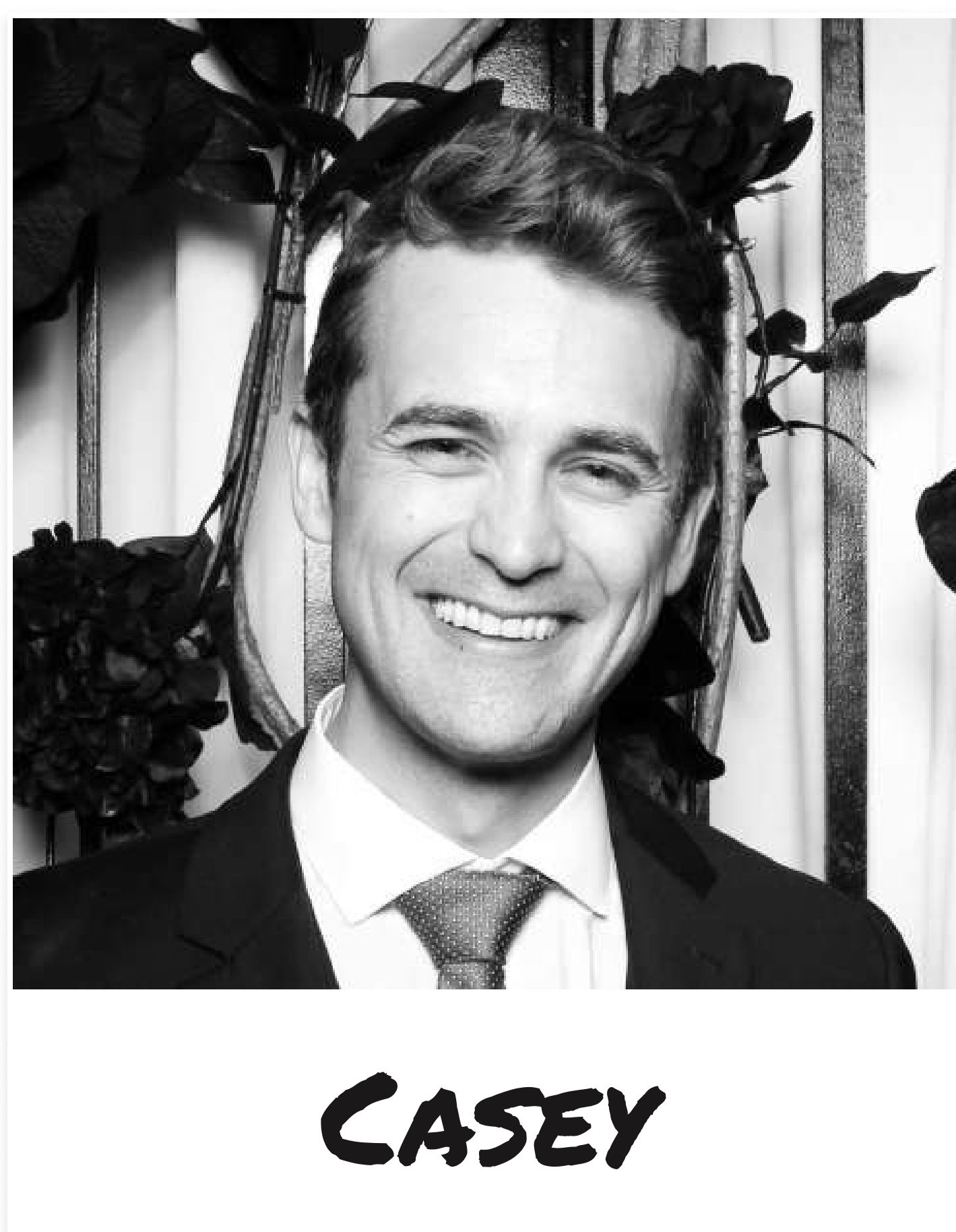
Description

To remain relevant in an AI-powered world, product research must evolve. Current research practices are incompatible with the rapid, iterative engineering and data science processes driving machine learning.

Unfortunately those processes often leave the voice of the customer unheard. Significant - sometimes dangerous - mistakes are made when organizations rely only on behavioral data to measure success.

In this session we'll discuss how research processes and teams can adapt to ensure that AI is used responsibly and effectively. We will share examples such as content ranking algorithms and product recommendation engines that are broadly applicable to many organizations.

Whether you're already trying to integrate with AI or planning for the future, you'll hear practical ideas for future-proofing your insights team and keeping your users at the center of the design process.



10:15 - 11:00

How AI Will Impact Day to Day Product Design

Casey Hudetz

DocuSign: Senior Product Design Manager

About the speaker

Casey Hudetz is a designer, speaker, teacher and award-winning filmmaker living in Chicago.

Since receiving his master's degree in Human-Computer Interaction he has been designing digital products and services with a focus on emerging technologies (such as AI, AR, and Voice).

Over the last decade, he has given talks around the world on artificial intelligence, speculative design, art history and more. He currently leads the AI and design team for DocuSign.

In his spare time, you can find him biking around the city with his wife and two sons.

Description

With the proliferation of new generative AI tools such as GPT-3, Midjourney and DALL-E, the design community is faced with a host of new opportunities, risks and questions.

How might UX designers and researchers improve their workflow with AI augmentation?

When is it not okay to use Generative AI as a designer?

If anyone can create what they want from a simple text prompt, what is the role of a designer generally?

Casey Hudetz will share how we can use this new technology to improve design processes, generate new ideas and build inclusive digital experiences for all.



CLARA

11:45 - 12:30

The Evolving Role of AI in UX Design Tools

Clara Kliman-Silver

Google: Staff UX Researcher

About the speaker

Clara Kliman-Silver is a Staff UX Researcher at Google who studies design teams, design systems, UX tools, and designer-developer collaboration.

She specializes in participatory design and generative methods to investigate workflows, understand designer-developer experiences, and imagine ways to create UIs.

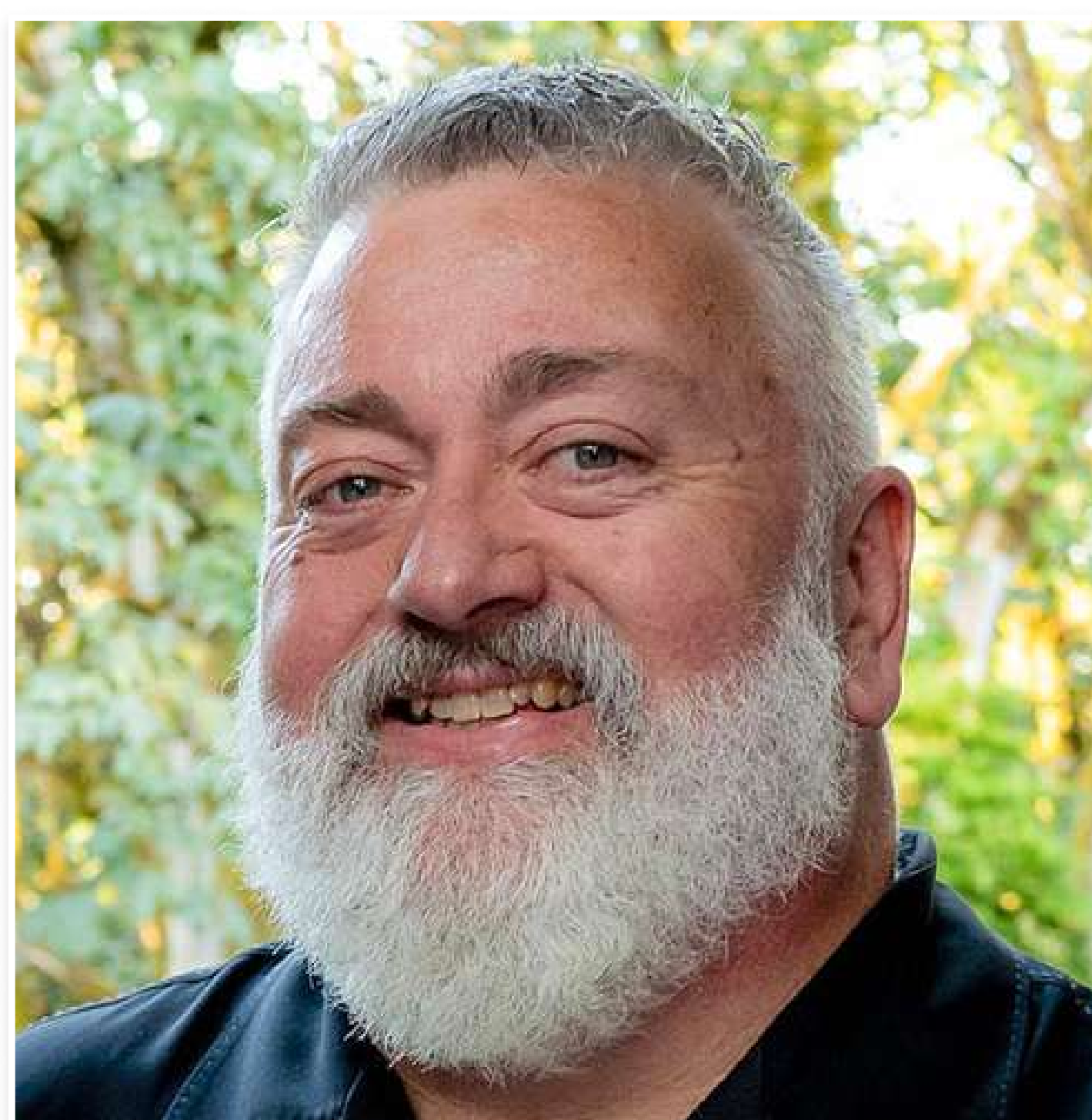
In previous roles, she has conducted research on developer tools, artificial intelligence, and healthcare. Clara holds a Bachelors of Science in Cognitive Science from Brown University.

Description

AI is everywhere, including in product design and development processes.

What do these novel technologies mean for UX design tools... and for us as UX practitioners?

This talk will investigate the expanding role of AI in the design world, share research on how designers are (and are not) using AI in their work, and provide a framework for thinking about incorporating AI into UX practices.



MATTHEW

12:45 - 15:30

The Potential Impact of Generative AI on Strategic Design

Matthew Holloway

SnapLogic: Global Head of Design

About the speaker

With a career spanning more than 25 years, Matthew has co-founded six start-ups after holding leadership and executive roles at Apple, WebMD, Shutterfly, and SAP. Matthew is currently Global Head of Design for SnapLogic, the industry leader in data integration and API management. In his role is responsible for leveraging generative AI to help global F1000 companies get the greatest value from their data and application integrations.

Matthew is also a Board Advisor to the Design Executive Council, the world's first network supporting peer-to-peer learning and professional development for design executives, advancing design leadership to the highest levels of business and society. Matthew has also taught design at Stanford, The Royal College of Art, The Ohio State University, and Mills College, and he is a frequent keynote speaker on design leadership and prototyping business strategy.

Description

The integration of generative AI will revolutionize strategic design of enterprise software. By harnessing the power of data and advanced algorithms, generative AI empowers customers to explore new possibilities and reimagine business solutions . It facilitates rapid iteration, optimizing outcomes by testing alternative process models.

This integration fosters collaboration between humans and machines, providing customers with intelligent tools and insights that enhance their capabilities, allowing them to focus on the why rather than the how.

SnapLogic is already using generative AI to drive the creation of innovative and efficient integration solutions, tailored to our customers' specific business needs. Its impact on strategic development in enterprise software will be transformative, unlocking new levels of innovation, and redefining the customer experience.



BEN

15:30 - 15:40

ANALYST

Ben Judy

*The Home Depot: Senior Manager,
Design Operation*

About the speaker

Ben Judy is a passionate and thoughtful UX designer, researcher, and strategist. He is a Director of Product Design at Postlight with a strong focus on UX strategy, design operations, and coaching and mentoring designers.

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A longtime member of the UX STRAT community, Ben also enjoys mentoring the next generation of product designers through Designlab.



See you there!

Join us at UX STRAT USA 2023 in Boulder CO to experience a unique, single-track conference, hear from outstanding speakers and leading companies attending, learn about the latest methodologies and trends in product strategy and innovation, and explore the Boulder beautiful location!

[Buy ticket](#)

UXSTRAT

