



SCHEDULE

8:00
8:45

REGISTRATION & COFFEE

8:45
9:00

WELCOME

3RD FLOOR SESSIONS

4TH FLOOR SESSIONS

9:15
10:00

The Power of Community & Discovery
Mark Bartels, StumbleUpon

**There's No Crying in Product Design:
Overcoming Failure and Pride of Ownership**
*Adam Sigel, Robin Zaragoza, Will Smith,
Andy Pitre, & Giles Phillips*

10:15
11:00

Conflict is the Key to Great User Experience
Steve Fisher, Republic of Quality

Pervasive UX: Making The Experience Top of Mind
C Todd Lombardo, Constant Contact

11:15
12:00

Attracting & Hiring Top Design Talent
Justin Dickinson, Vimeo

**Responsive Typography: Design for Meaning,
Not Screen Size**
Jason Pamental, H+W Design

12:00
1:15

LUNCH

1:15
2:00

**Enchanted Users, Soaring Revenues:
A B2C Digital Product Panel**
*Brian Kalma, Jeremy Kriegel, Mark Bartels,
Jim Forrest, & Michael Rawlins*

Data Visualization Decoded
Julie Rodrigue, Sapient

2:15
3:00

Design Renegade
James White, Signalnoise Studio

Podcast: "The Dirt" LIVE
Tim Wright, Mark Grambau, & Steve Hickey

3:15
4:00

**Driving Innovation & Building Multidisciplinary
Teams in UX**
Laura Granka, Google

**Incentives Done Right and Wrong: Learnings in Our
Journey from Consumer App to Launching a Health
Plan**
Yifan Zhang, PACT

4:15
5:00

Designing a UX for Everyone
Mark Sadecki, EdX

Digital Design Leaders: Speaker Interviews
Richard Banfield & Various Speakers

5:00
6:30

HAPPY HOUR!