

Designers Vs Developers

Can't we all just get along?

[@hollielubbock](#)

Who am I?

Senior UX Designer

Code and Theory

[@hollielubbock](#)

Overview

1. How can designers help
2. Working styles
3. Tips and tricks

Colour Palette

Find closest color

This is the primary and secondary colour palettes as described in the PSD styleguide and in [colour_palette.sass](#)

GRAY PALETTE

#2c3643	#3b444f	#67747c	#99a9b3	#dbe6ec
\$darkgray	\$titlegray	\$bodygray	\$lightgray	\$subduedgray

PRIMARY PALETTE

#142b44	#1d508d	#297CBB	#288ad6	#0FDEBD
\$darkblue	\$navblue	\$lpblue	\$linkblue	\$teal
#16c98d	#feef6d	#ffc83f	#fa5e5b	#bf538d
\$green	\$yella	\$orange	\$red	\$plum



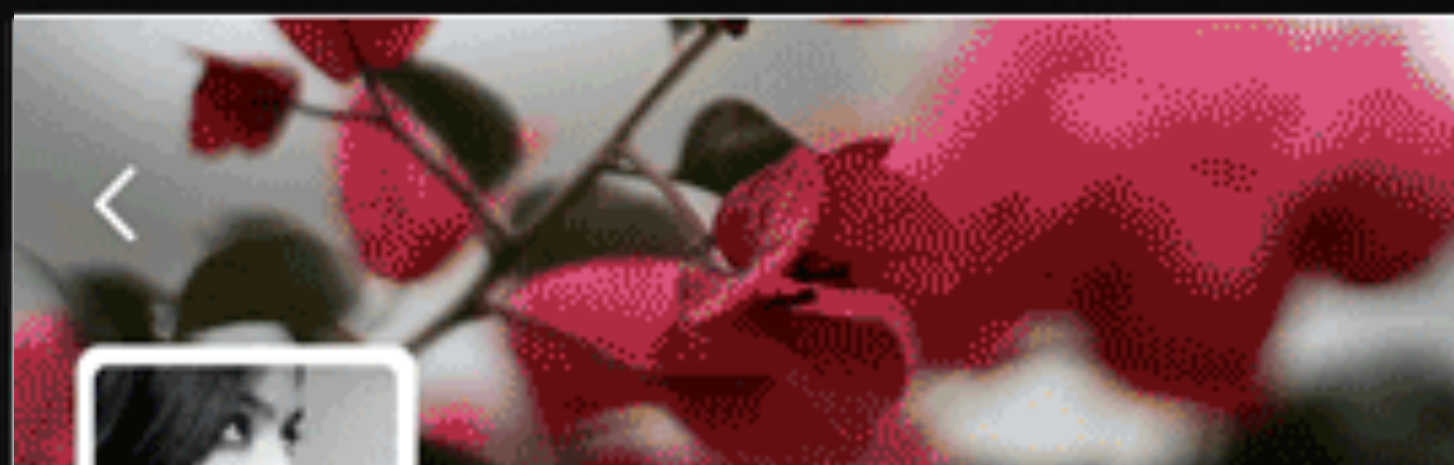
Article title / Trafalgar

Time stamp / **Brevier**

Lead paragraph / Pica

Article body copy / **Pica**

Subtitle / Great Primer



Follow

Sana Rao

@sanarao

Designer [@twitter](#), poet, writer, reader.
Lover of all things color, blur, bokeh and sufi
San Francisco, CA [sanarao.com](#)

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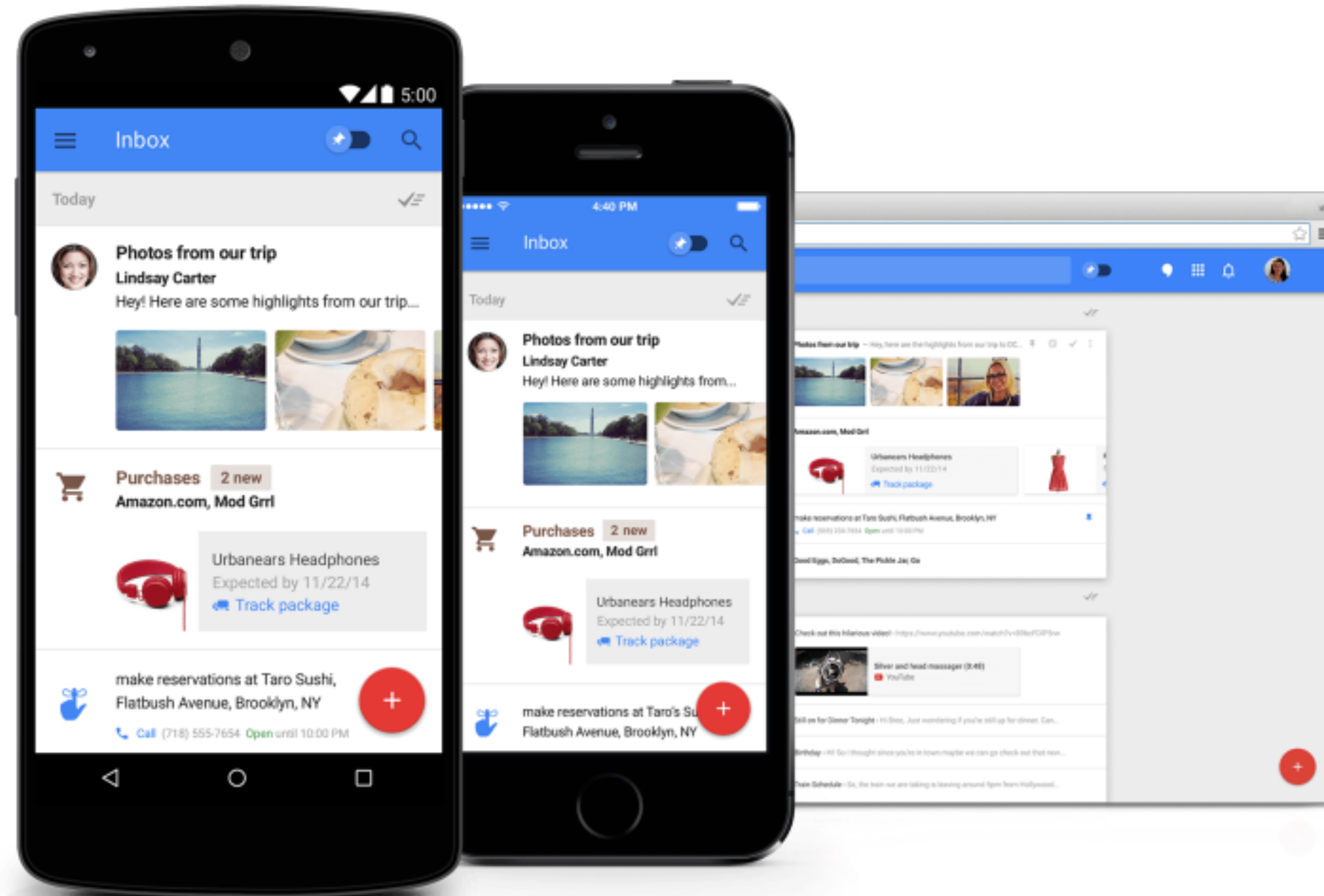
FAVORITES 23



Buster Olney @Buster_ESPN 15m

Alfredo Aceves agreed to a minor-league deal with the Baltimore Orioles. Will be at big-league camp.







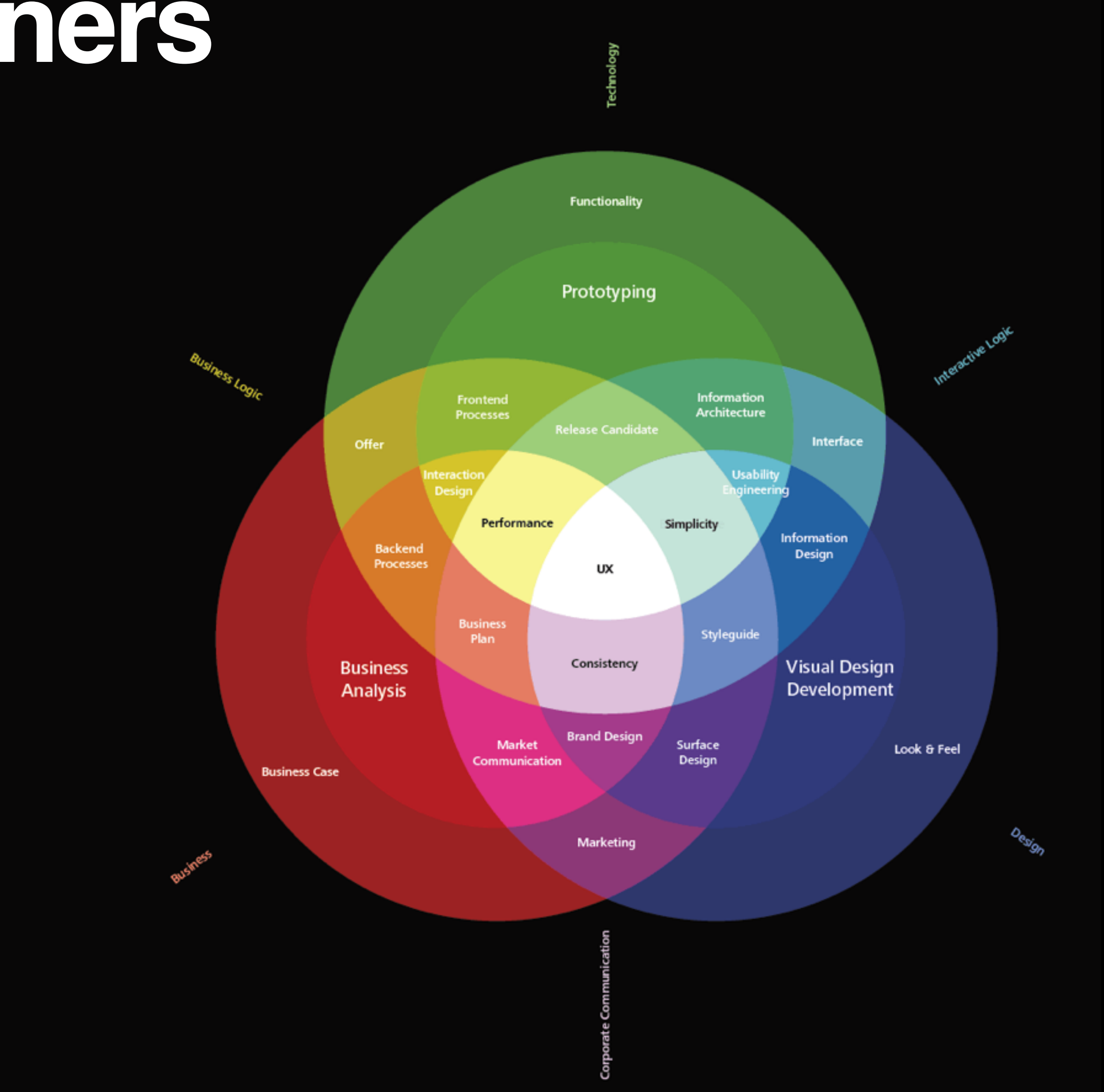


**Design is human. It's not about
“is it pretty,” but about the
connection it creates between a
product and our lives.**

Jenny Arden, Google

Types of designer

UX designers



UI designers



I want to believe



**Good design is as little design
as possible**

Dieter Rams



**Why are there
misunderstandings?**

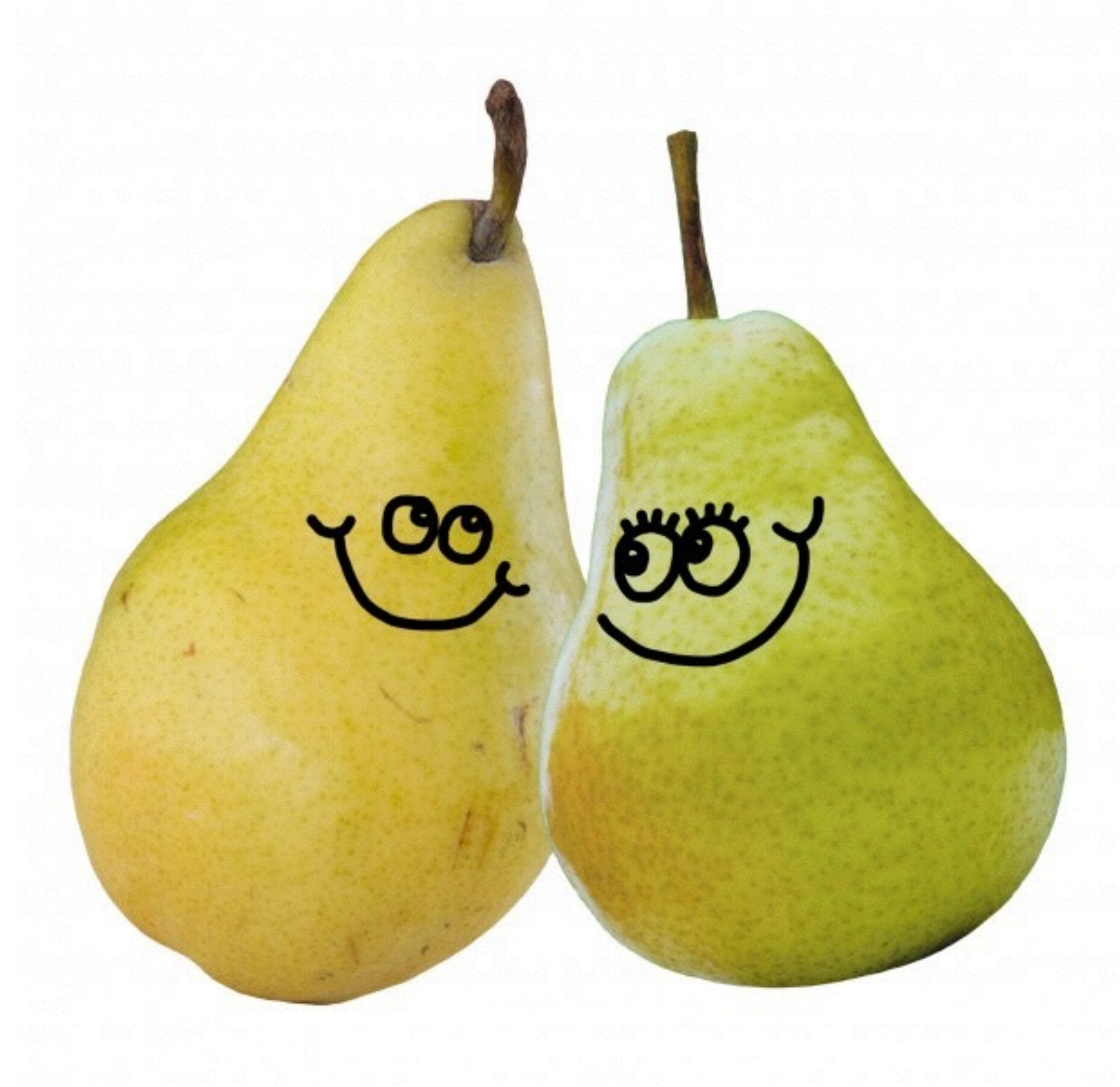




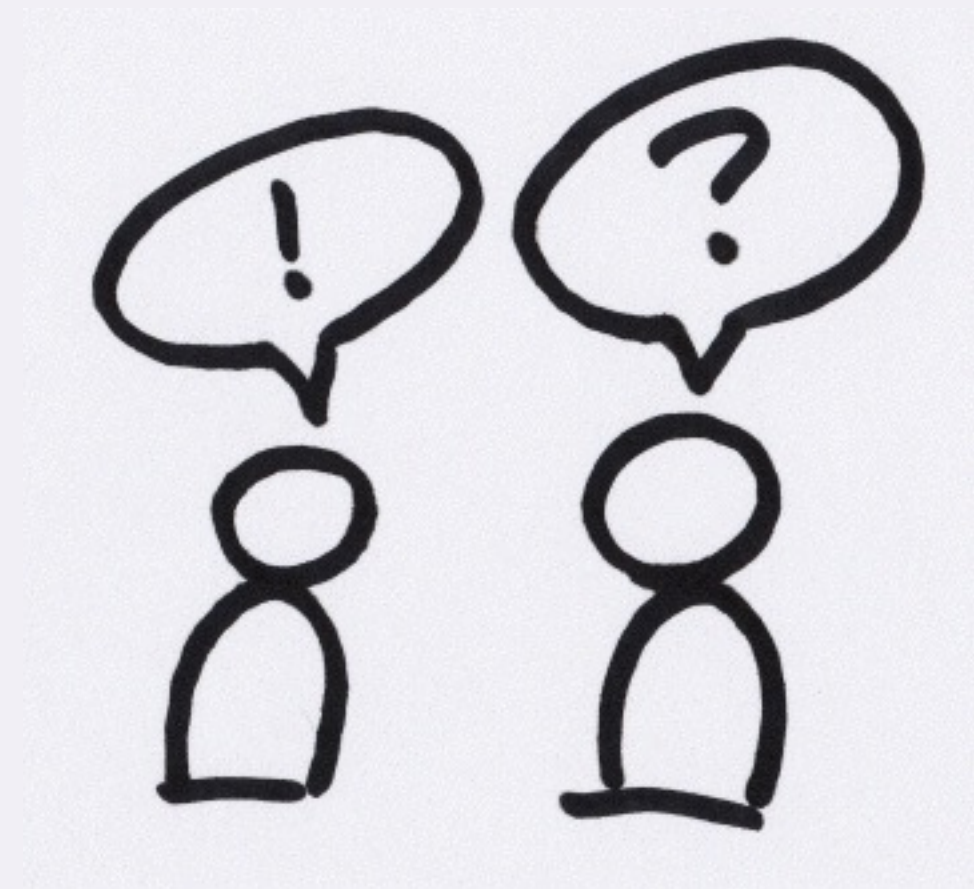
**Exclusive language from
both sides**

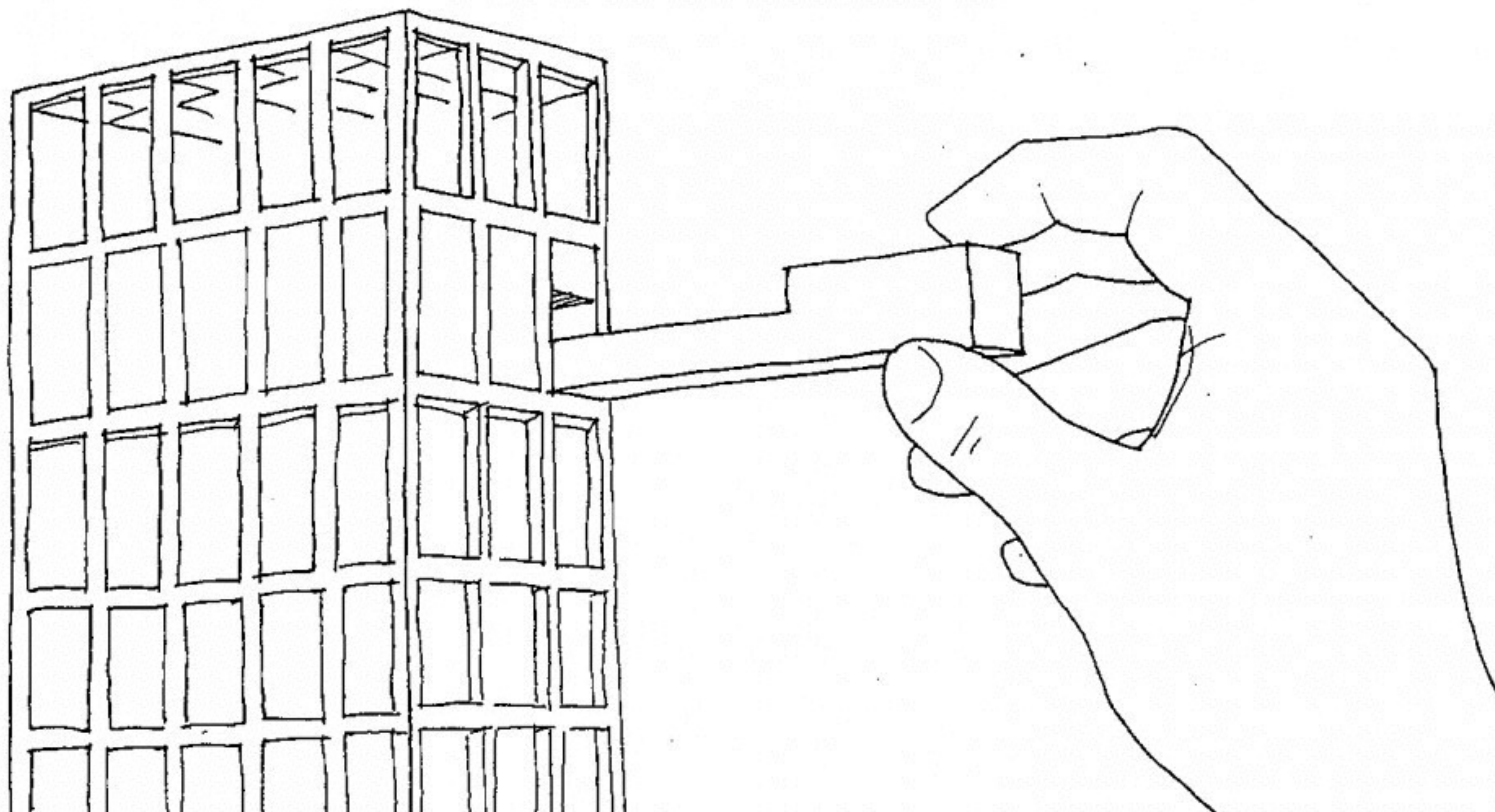
Tips & tricks

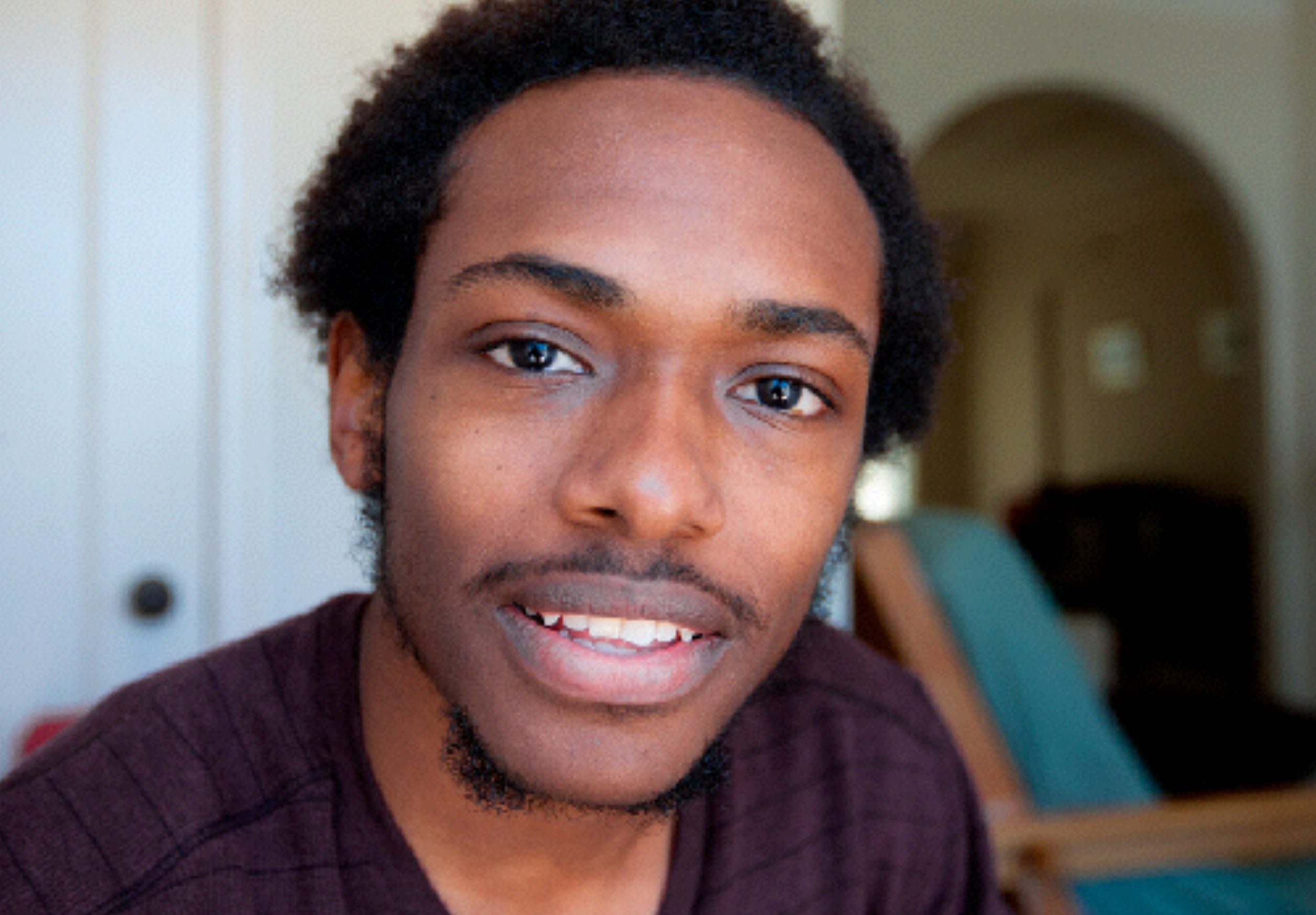
Pair up



In person meetings to make the first connections







Kian Lambert



Serena Ribero



User centred design— Why it matters



Who are you making this for?



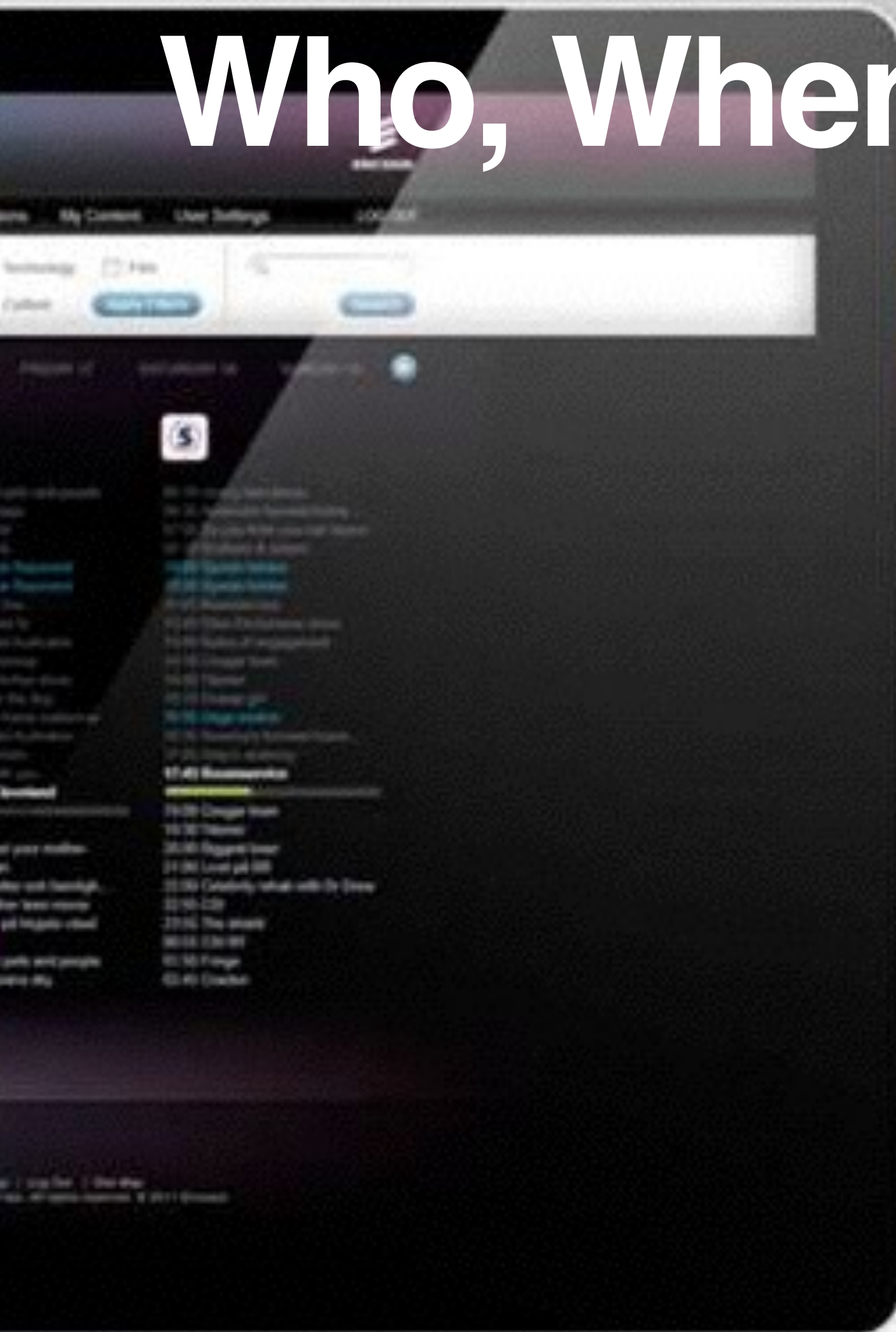
Who, When?





Who, When, Where?

Who, When, Where, What?



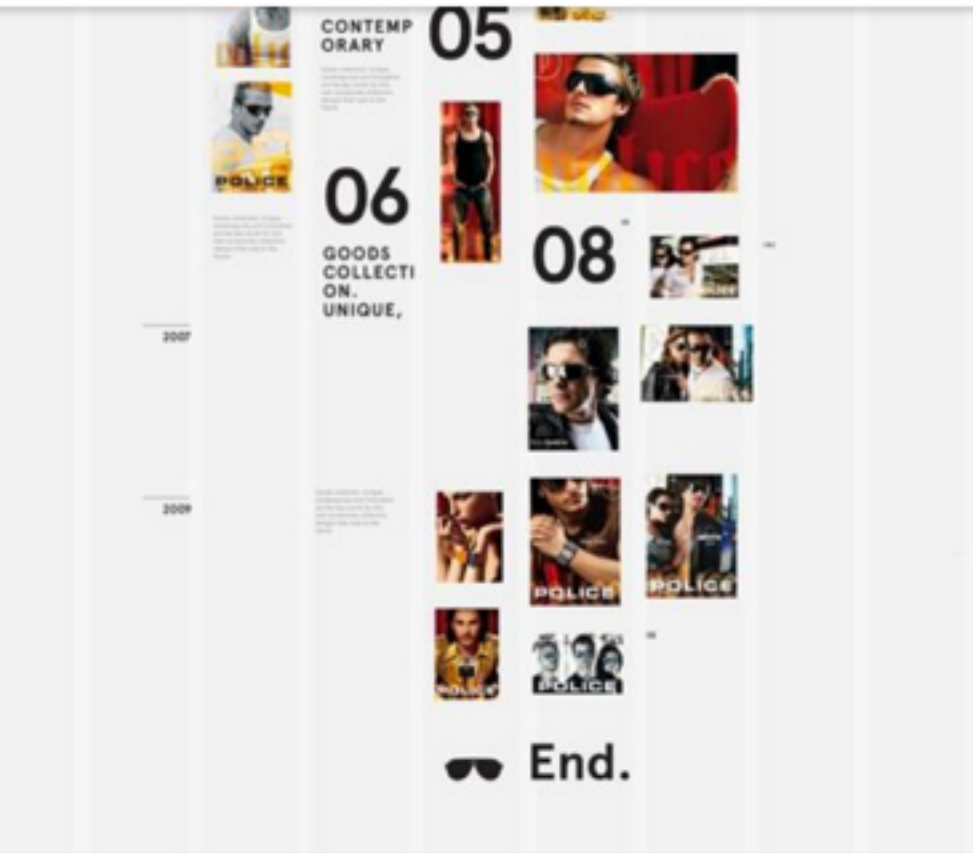
Who, When, Where, What, Why?




Discovery phase








Bold geometric contemporary



Hollie Lubbock
Times




Bold geometric contemporary



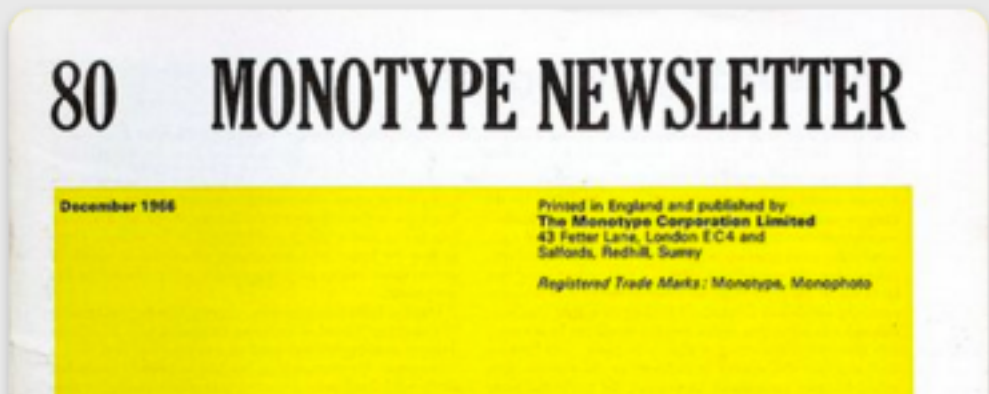
Hollie Lubbock
Times



Bold geometric contemporary




Hollie Lubbock
Times



Expand Pin


Bold geometric contemporary



Hollie Lubbock
Times




Bold geometric contemporary



Hollie Lubbock
Times




Bold geometric contemporary



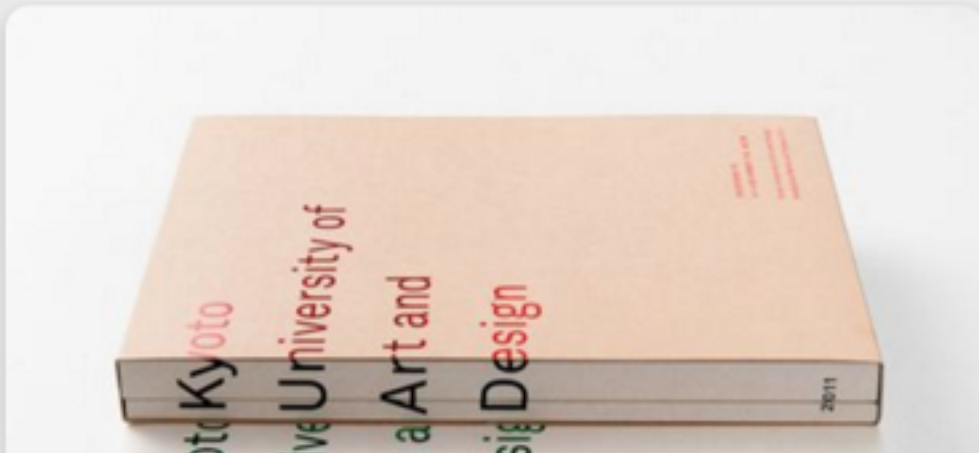
Hollie Lubbock
Times



Bold geometric contemporary



Hollie Lubbock
Times



Design sprints

User arrives at the homepage

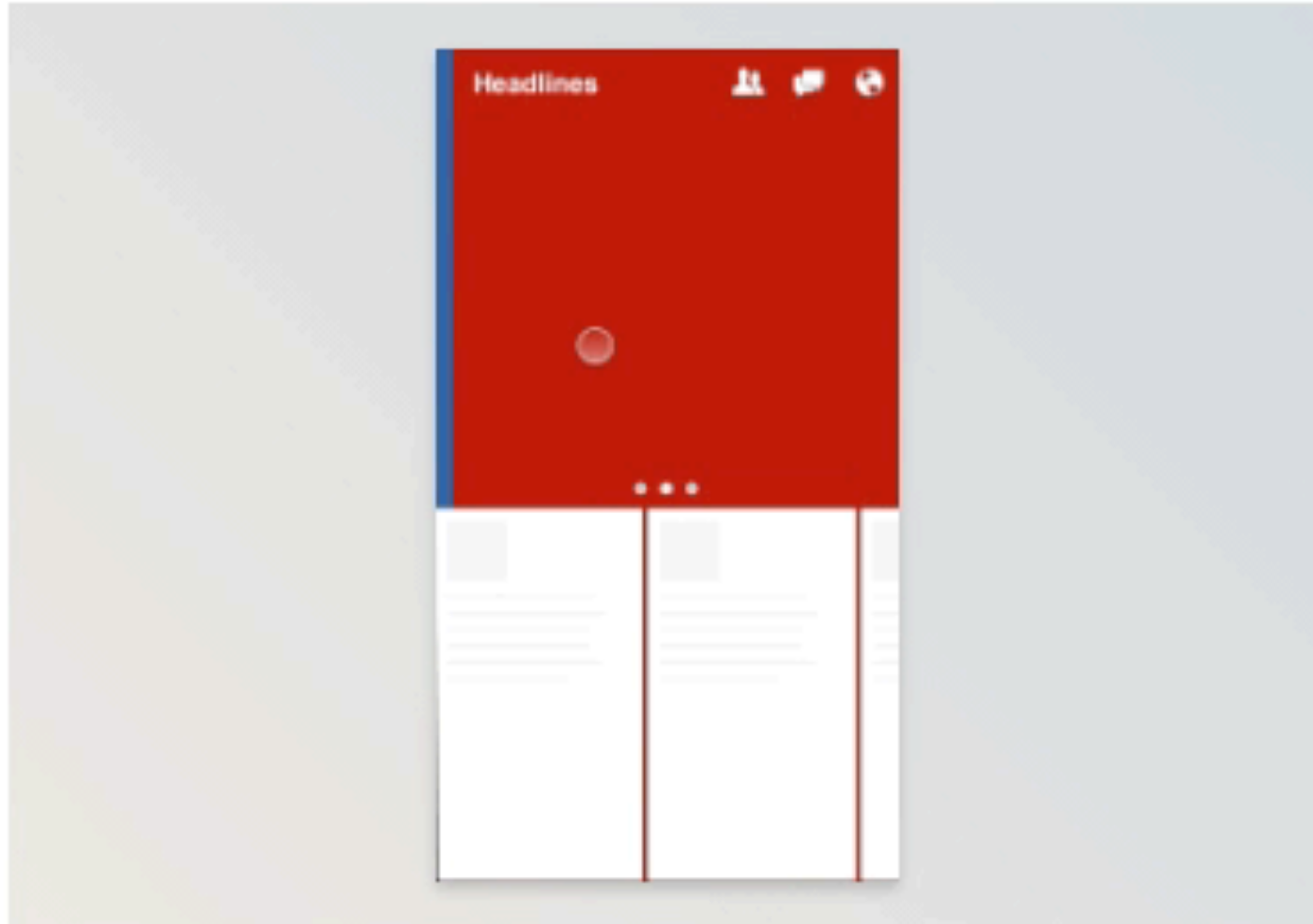
User searches for 'ESA'
Predictive search kicks in

User arrives on collated
Esa Pekka page.

LIVE STREAM.

Additional info on
next broadcast!
Ticket availability

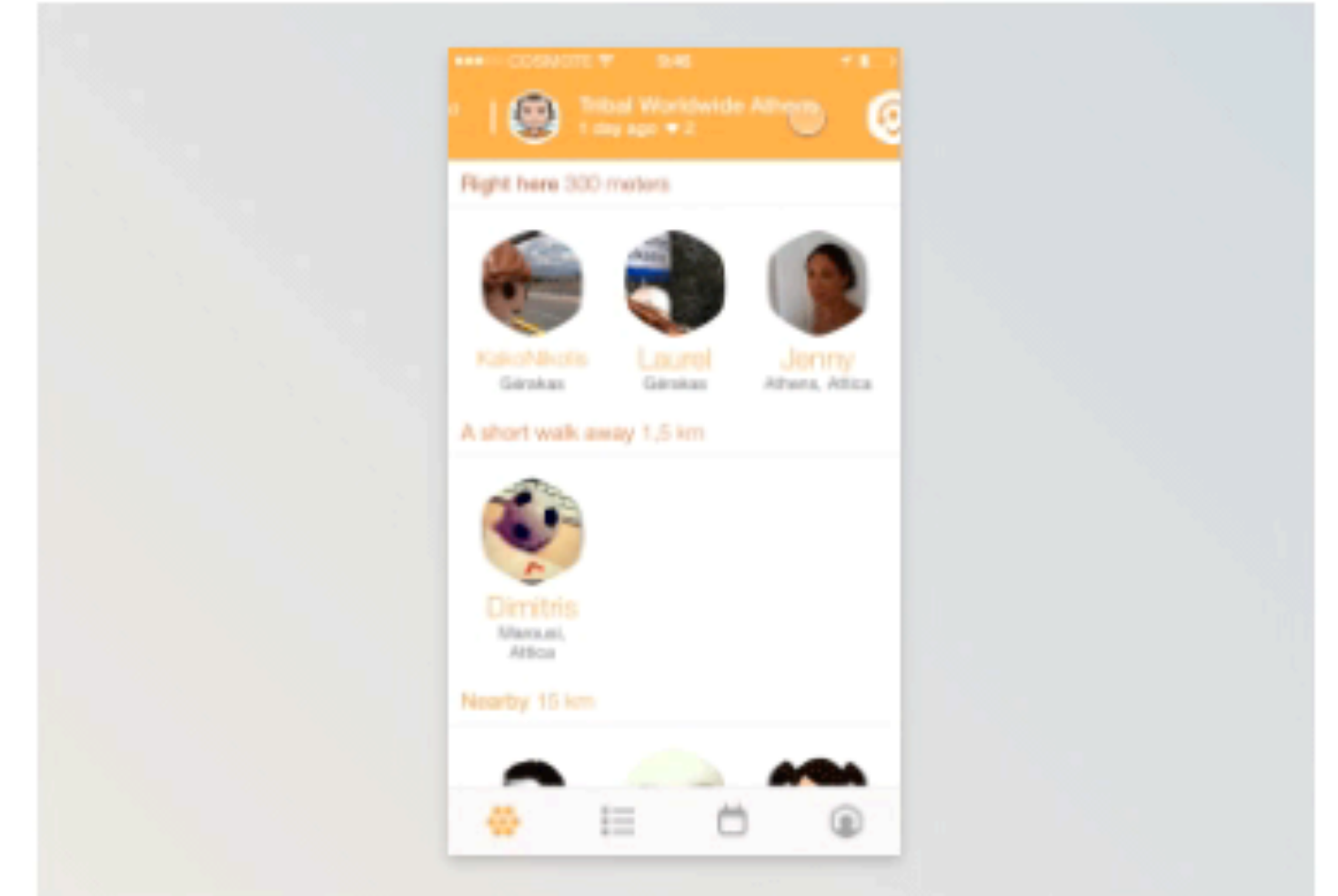
UPCOMING / LIVE BROADCAST



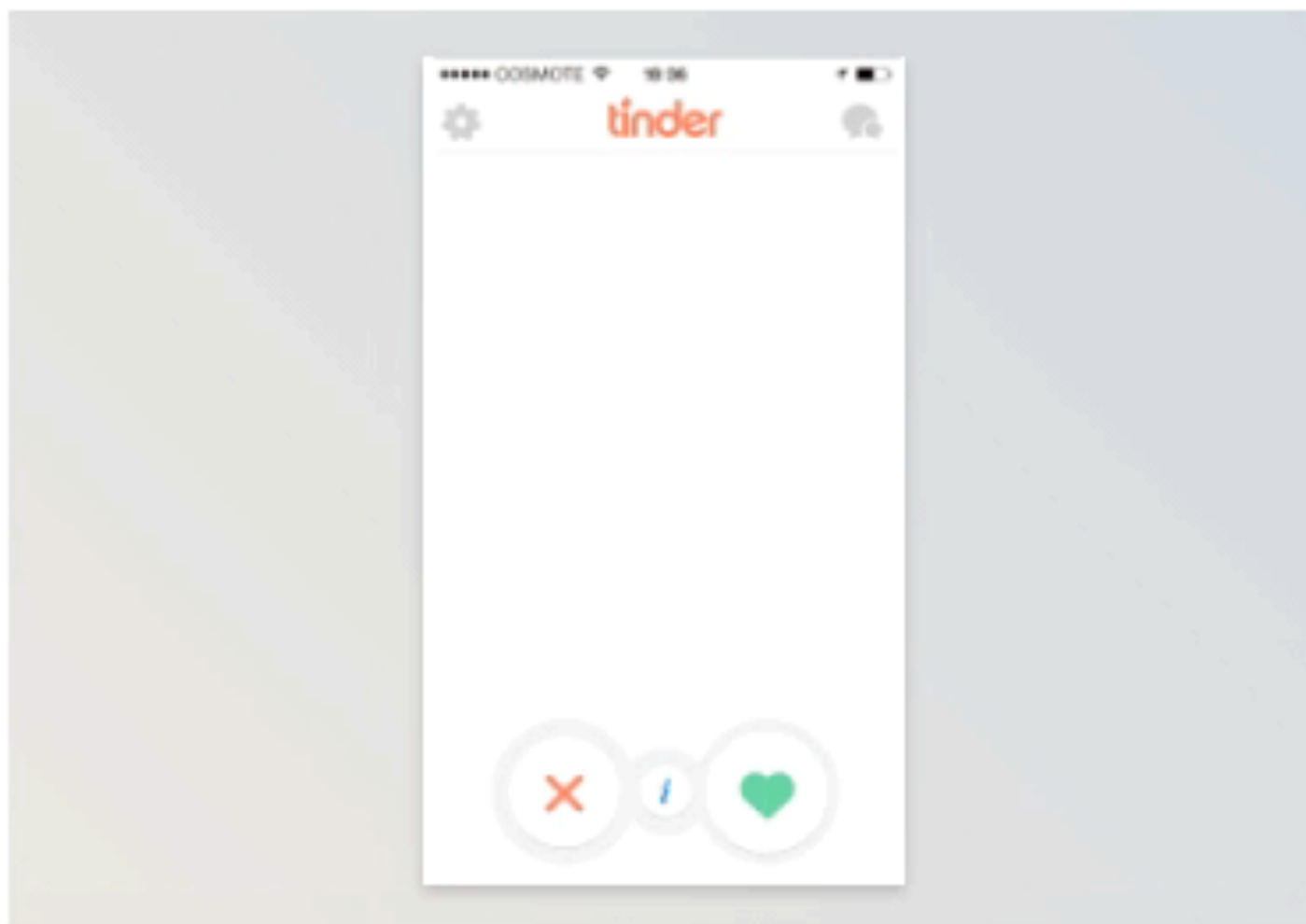
Facebook paper



Path action menu



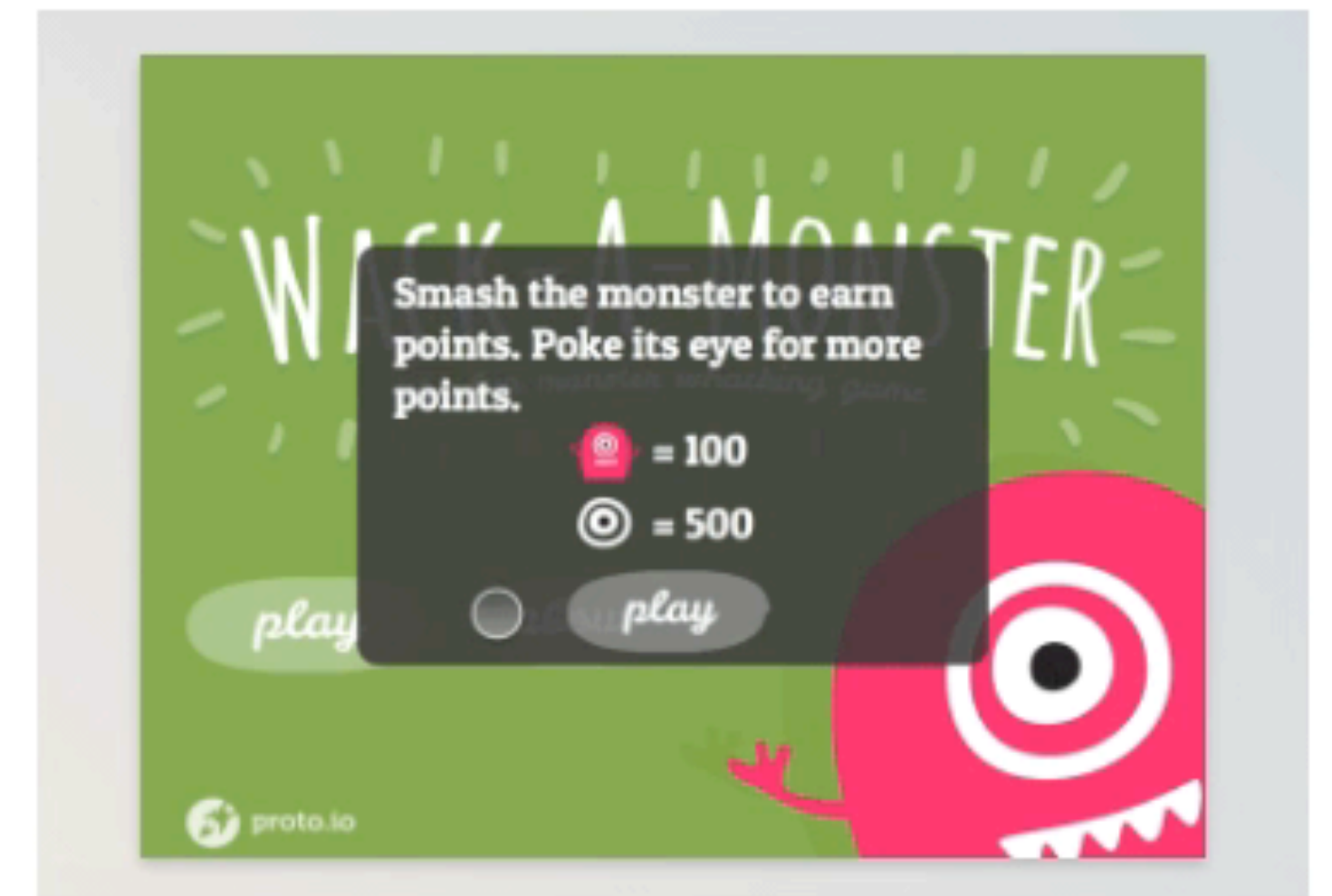
Swarm



Tinder



Instagram



Wack-a-monster



Headline - Lato Light 36pt #475776

Premium body - Lato Regular 18pt #475776 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed nec purus in ante pretium blandit. Aliquam erat volutpat. Nulla libero lectus.

Standard body - Lato regular 16pt #606060 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed nec purus in ante pretium blandit. Aliquam erat volutpat. Nulla libero lectus.

Mainline Colours



Signal Red #FF615F
Used for buttons and warnings. Progress colour. Not used for categories or features.

Orange #FCA923
Feature colour. Secondary focus color.

Teal #6FD6C6
Feature colour. Tertiary focus color.

Navy #475665
Outline colour. Inverted highlight. Base colour for white glyphs.

Blue #44C8F0
Feature colour. Fourth stage focus colour. Minor icon colours over low greys or white.

High Grey #9C9C9C
Outline colour. Highlight against background grey. Used for box strokes / borders over heavy backgrounds.

Mid Grey #CBCBCB
Outline colour. Highlight against background grey. Used for box strokes / borders over low grey background.

Low Grey #F6F6F6
Primary background colour. Used inverse on icons with dark backgrounds and service icons.

Roundels



Icons to be agreed. Roundels are set on a custom grey with coloured icons. Background field should match icon colour. Standard glyphs enlarged.

Containers



Sign in

Validation Fail

Your email address or username is incorrect. Please try again or contact us if you keep having problems.

Search field - home

Search field - container



Ribbons



Ribbons are self contained PNG files. Icons and colours can be adjusted as needed. Corner folds are darker shades of the base colour. Transparent bar should always remain the same. Icons are oriented vertically for legibility. Dynamic ribbons showing text are set in Lato Black 18pt #fff.

Text conventions

Titles, menus, callouts and buttons should be displayed in **Sentence case**.

Bold and *italic* are allowed in normal body content where applicable.

Post something

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed nec purus in ante pretium blandit. Aliquam erat volutpat. Nulla libero lectus.

Select a category

Title

Description

Select an image to add to this post

Upload

£ Set a price

Event date

Post code

£ Set a wage

Per hour

Expiry date

This post will cost **£2.30**. Click below to pay via Paypal.



Post it

Page Nav

Sort by:

Latest

Most views

Most comments

Popular

Current



Credit card number



Post something

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed nec purus in ante pretium blandit. Aliquam erat volutpat. Nulla libero lectus.

Select a category

For sale

Recruitment

Volunteer opportunities

Club promotion

Events

Special offers

Event date

Dates should be displayed in international standard format. Like 16 Jul 2013.

Event date will highlight the placement of the advert on a set day.

July 2013						
Su	Mo	Tu	We	Th	Fr	Sa
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3
4	5	6	7	8	9	10

£ Set a wage

Per hour

Per hour

Per day

Per week

Per month

Per year

Wage settings may default to per hour, since this will be the most common offering. Options to switch should be available as required. Possibly need to add a final option called 'custom'.

Normal

Post it

Hover

Post it

Click

Post it

This gradient blend only exists for this icon. Don't use anywhere else.

Bottom corner hover tooltip and link to main Jumblebee site.

Powered by jumblebee

Sidebar

Tooltips

Show everything

For sale

Hot deals

Club promotions

Recruitment

Hover

Off

On


Available Icons from the Glyphicon range
We're licenced to use any of these icons for the additional categories.



Designing & developing in the open

**“The details are not the details.
They make the product.”**

Charles Eames

 We need your contact details for important flight change information and booking confirmation

Email address

Enter email address

☐ Please send me Ryanair offers

Phone number (mobile preferred)

Select country

I The I'm
Q W E R T Y U I O P
A S D F G H J K L
↑ Z X C V B N M
123 ☺ ⌂ space return



Respect each other

**Respect the people using your
products, design experiences
that are usable that people love**



Thanks for listening
@hollielubbock

Any Questions?