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
How to piss off your designer friends and give them a migraine.*

Show them the beauty of slanting, spacing and kerning.
Colour Palette

This is the primary and secondary colour palettes as described in the PSD styleguide and in colour_palette.sass

GRAY PALETTE

- #2c3643: $darkgray
- #3b444f: $titlegray
- #67747c: $bodygray
- #99a0b3: $lightgray
- #d5d9e2: $subbodygray

PRIMARY PALETTE

- #142b44: $darkblue
- #1d608d: $navyblue
- #207cb8: $blue
- #288ad6: $linkblue
- #efebdf: $teal
- #f5b9c1: $green
- #f4d003: $yellow
- #ff833f: $orange
- #fa5e5b: $red
- #f7f7f7: $plum
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?
USER UNFRIENDLY

FAILED

LOADING
Exclusive language from both sides
Tips & tricks
Pair up
In person meetings to make the first connections
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?
Design sprints
User arrives at the homepage

User searches for 'ESA'
Predictive search kicks in

User arrives on collated Esa Pekka page.

Additional info:
next broadcast!
Ticket availability

SET LIVEBROAD
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

Done
Respect each other
Respect the people using your products, design experiences that are usable that people love
Thanks for listening
@hollielubbock
Any Questions?