

Design As Storytelling

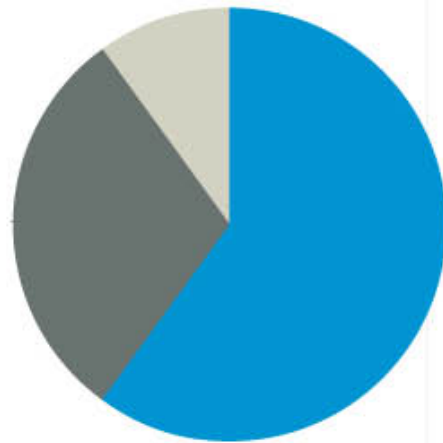
Hello

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@GIVISION

BIT.LY/DESIGN _ AS _ STORYTELLING _ EN
BIT.LY/DESIGN _ AS _ STORYTELLING _ CZ

You Know How Developer Designer **UX Designer**



I Believe Design is Sharing

... it's a collaborative process where designer, copywriters and developers pull together and extraordinary experiences.

Today

Digital Creativity

Design as Discipline

Design Process

Creativity

Moleskin

Iconic Reminiscence

Blank Sheet of Paper

Digital Challenge Architects ...

Finding a Solution

Never Settle for First ..
Workshop
Your Team is the Solution
Scale it Down

Digital Designer

Translating Brands ...

It's not a Final Stage

Design Techniques

Structure

No Navigation

Design as Discipline

Center of Design Community General Design Research Design Events Opportunities Collaboration

Think Digital

Designing the Brand

First Place

Emotional Brand

User Generated Brand

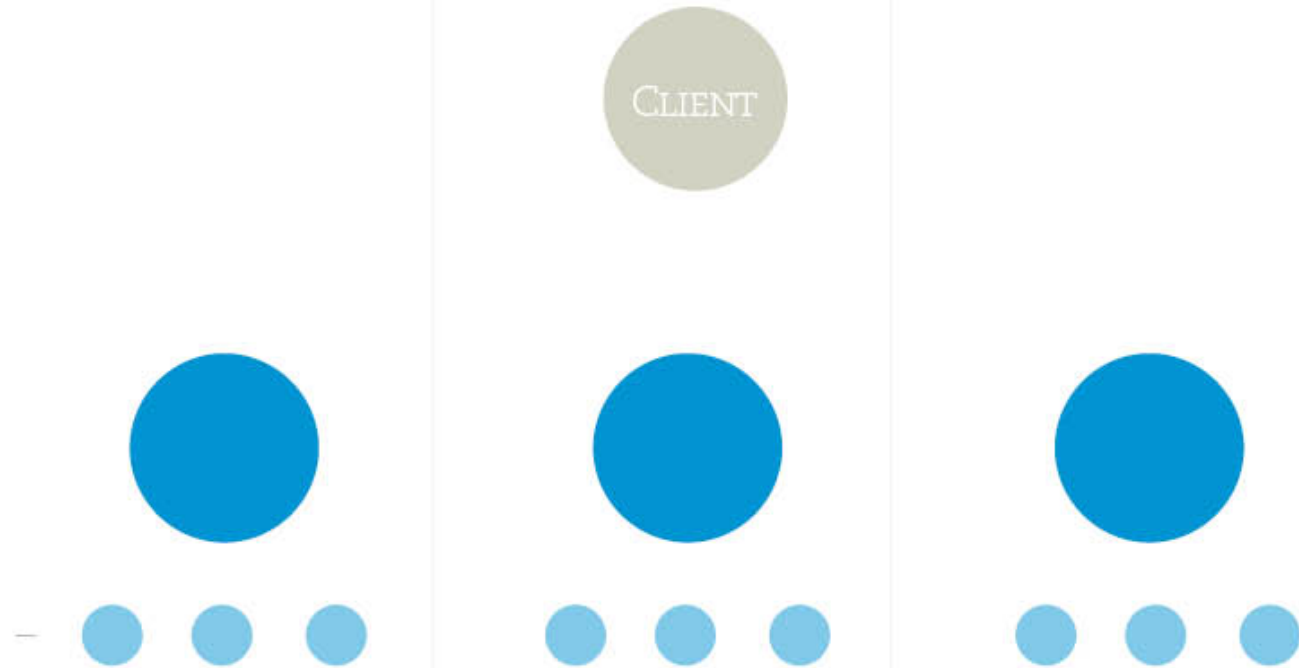
Industry The Book Quote Fast

Brand Position Campaign Creating the Memory Beyond the Brand

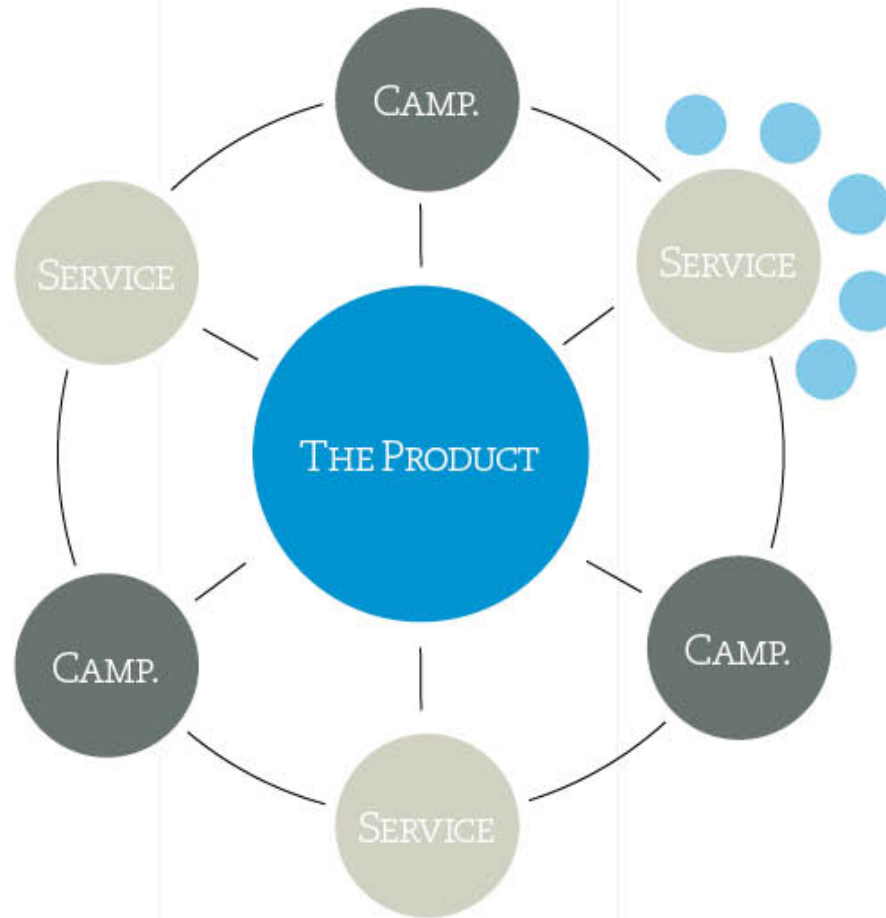
Linear Integration



Linear Integration



Functional Integration



Design Process

What Is UX

COMMUNICATION / DIPLOMACY /
USERS / EXPERIENCE / MONEY /
UNDERSTANDING / COLLABORATION /
TIME / STEREOTYPE / FOCUS /
MENTAL MODELS / STAKEHOLDERS /
AWARENESS / DISCOVERY /

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MENTAL MODELS / STAKEHOLDERS /

AWARENESS / DISCOVERY /

Deliverable

Hard

Soft

Effective process

The Team

4
Scrum / Stand Up
Unique Culture

Fly ...

Question ...