

# Thursday 11 June DAY 01

08:30 - 09:15	CONFERENCE REGISTRATION. TEA / COFFEE		
	BIOSPHERE GREEN		
09:15 - 09:30	Mark Dalgarno & Michele Ide-Smith - SOFTWARE ACUMEN Welcome to UX Scotland 2015		
09:30 - 10:45	Dan Saffer - JAWBONE Practical Creativity		
10:45 - 11:15	TEA / COFFEE BREAK		
	BIOSPHERE GREEN	BIOSPHERE BLUE	SALISBURY SUITE
11:15 - 12:45	<b>TUTORIAL</b> <b>User Experience Branding: How to design products that create loyal customers</b> 90 MINUTES <b>Bill Beard</b> BEARD BRANDING, INC	<b>EXPERIENCE REPORT</b> <b>Designers: Guilty by Association</b> 45 MINUTES <b>Lauren Currie</b> SNOOK/HYPER ISLAND	<b>EXPERIENCE REPORT</b> <b>Designing for Cohabitation on 3 Million Websites: How Disqus Works Everywhere for Everyone</b> 45 MINUTES <b>Jono Lee</b> DISQUS
		<b>EXPERIENCE REPORT</b> <b>On the inside looking out - how to stay relevant as a in-house designer</b> 45 MINUTES <b>Alexandra Humphry-Baker</b> MALLZEE	<b>EXPERIENCE REPORT</b> <b>From Aargh to Oh! Making Complex Information Understandable</b> 45 MINUTES <b>Graham Odds</b> SCOTT LOGIC
12:45 - 13:45	LUNCH BREAK		
13:45 - 15:15	<b>EXPERIENCE REPORT</b> <b>Product-Designer Prototyper: An Introduction to The Skill Redefining The Discipline</b> 90 MINUTES <b>Gabriel Valdivia &amp; Blaise DiPersia</b> FACEBOOK	<b>WORKSHOP</b> <b>Using a Manifesto for Accessible User Experience as a Vehicle for Change</b> 90 MINUTES <b>David Sloan</b> THE PACIELLO GROUP	<b>WORKSHOP</b> <b>Effective collaboration = Awesome Testing</b> 45 MINUTES <b>Emma Millington</b> PEOPLE FOR RESEARCH
			<b>WORKSHOP</b> <b>Remote User Testing: The Good, The Bad, and The Ugly</b> 45 MINUTES <b>Dr Louise Croft Baker &amp; Rachel Littlefair</b> THE UX AGENCY
15:15 - 15:45	TEA / COFFEE BREAK		
15:45 - 16:45	<b>WORKSHOP</b> <b>How we transformed Google's 5 day design sprint into our product discovery ultra marathon</b> 60 MINUTES <b>Dávid Udvardy</b> SKYSCANNER	<b>TUTORIAL</b> <b>Effective design reviews: how to give and receive meaningful, actionable design feedback</b> 60 MINUTES <b>Everett McKay</b> UX DESIGN EDGE	<b>TUTORIAL</b> <b>Need for speed: optimising the user experience</b> 60 MINUTES <b>James Christie</b> MADPOW
16:45 - 17:15	Lightning Talks		
17:30 - LATE	SOCIAL EVENING		

# Friday 12 June DAY 02

08:30 - 09:15	CONFERENCE REGISTRATION. TEA / COFFEE		
	BIOSPHERE GREEN		
09:15 - 10:30	Jane Austin - THE TELEGRAPH Designing Engaging Products		
10:30 - 11:00	TEA / COFFEE BREAK		
	BIOSPHERE GREEN	BIOSPHERE BLUE	SALISBURY SUITE
11:00 - 12:30	<p>EXPERIENCE REPORT</p> <p><b>Building capability (UX Practice makes perfect)</b></p> <p>45 MINUTES</p> <p>Hilary Brownlie THE STUDENT LOANS COMPANY</p>	<p>EXPERIENCE REPORT</p> <p><b>UX Leadership</b></p> <p>45 MINUTES</p> <p>James Chudley CX PARTNERS</p>	<p>EXPERIENCE REPORT</p> <p><b>Pragmatic Product Strategy: Getting products done while adapting to new information</b></p> <p>45 MINUTES</p> <p>Jonny Schneider THOUGHTWORKS</p>
	<p>EXPERIENCE REPORT</p> <p><b>Lean UX &amp; Agile working in a large financial organisation</b></p> <p>45 MINUTES</p> <p>Clare Barnett STANDARD LIFE</p>	<p>WORKSHOP</p> <p><b>How to Sell Your UX Vision</b></p> <p>45 MINUTES</p> <p>Jane Guthrie SLALOM</p>	<p>EXPERIENCE REPORT</p> <p><b>From team-of-1 to team-of-10: growing a design team in a product-driven company</b></p> <p>45 MINUTES</p> <p>Franco Papeschi EF EDUCATION FIRST</p>
12:30 - 13:30	LUNCH BREAK		
13:30 - 15:00	<p>WORKSHOP</p> <p><b>Fading Money: the future of home banking and financial services</b></p> <p>45 MINUTES</p> <p>Antonio De Pasquale FROG</p>	<p>EXPERIENCE REPORT</p> <p><b>Confessions Of An Ex Unicorn</b></p> <p>90 MINUTES</p> <p>Rachel Daniel MAXPOINT</p> <p>Amanda Stockwell 352 INC.</p>	<p>TUTORIAL</p> <p><b>What the *UX?!? A Structured Approach to Tackling UX Strategy</b></p> <p>90 MINUTES</p> <p>Stephen Denning &amp; Abi Reynolds USER VISION</p>
	<p>EXPERIENCE REPORT</p> <p><b>A UX journey into the world of early drug discovery</b></p> <p>45 MINUTES</p> <p>Dr Nikiforos Karamanis &amp; Dr Jenny Cham EUROPEAN BIOINFORMATICS INSTITUTE (EBI)</p>		
15:00 - 15:30	TEA / COFFEE BREAK		
15:30 - 16:30	<p>CASE STUDY</p> <p><b>Using pop-up innovation labs to reduce the gap between idea and execution</b></p> <p>60 MINUTES</p> <p>Paul-Jervis Heath MODERN HUMAN</p>	<p>WORKSHOP</p> <p><b>Facilitating Killer Workshops (without hurting yourself in the process)</b></p> <p>60 MINUTES</p> <p>Darci D Dutcher BLINKBOX MUSIC</p>	<p>EXPERIENCE REPORT</p> <p><b>Participatory Design in creating positive impact on local communities in Poland</b></p> <p>60 MINUTES</p> <p>Pawel Nowak &amp; Agata Nowak FUTURE PROCESSING</p>
16:30 - 16:45	Mark Dalgarno & Michele Ide-Smith - SOFTWARE ACUMEN Conference Close		