

# UX+ PROGRAM

Aug. 24, 2019

SATURDAY, 1PM-7PM

SMX Aura

BGC TAGUIG, PHILIPPINES

## TIME / PM

## SPEAKER

## TOPIC

1:00 - 1:15 Opening

1:15 - 2:00 Session 1



Paolo Malabuyo  
GOOGLE

### Embracing Complexity

One of the universal principles of User Experience is simplicity. When does the pursuit of simplicity itself become a limitation? Come and hear how embracing complexity can help you become a better UX leader and strategist.

2:00 - 2:30 Session 2



JP De Guzman  
FROST

### Anxiety, Delight and Hicks

Exploring the science of delight, and challenging the idea that sometimes less is not more.

2:45 - 3:15 Session 3



Denise Haak  
QUIDDITY

### Why You Might be Overthinking Your UX

Common pitfalls designers and consultants fall into when providing UX solutions.

3:15 - 3:45 **BREAK**

3:45 - 4:30 Panel

## Panelists

## UX Design in Tech Startups, Big & Small



Ely Apao  
JG SUMMIT



Angela Obias-Tuban  
METROBANK



Paolo Malabuyo  
GOOGLE

## Moderators



Alexis Collado  
KALIBRR



Christian San Jose  
FIRST CIRCLE

4:30 - 5:00 Session 4



Sean Gill  
NUDGENOMICS

### Thinking Behaviorally

A presentation on thinking behaviorally and answering the question: What is behavioral design?

5:00 - 5:45 Session 5



Eleanor Harding  
TWITTER

### Keeping your cool in the chaos of career change

In our industry, change is the name of the game. In this talk you'll hear personal stories of change and failure and learn how to apply resilience to keep marching ahead towards your own north star.

5:45 - 6:15 Session 6



Benjamin Hersh  
DROPBOX

### Digital storytelling lessons from fortune cookies, fairy tales, and neuroscience

Simple guiding principles to help you design better with words and exploring lessons and inspiration in neuroscience, fairy tales, and examples from across the web.

6:15 - 7:00 Session 7



Jay Demetillo  
GRAB

### Redesigning GrabFood for Southeast Asia

GrabFood has gone through a transformation since 2017, Jay will talk about the design challenges and takeaways redesigning the app for Southeast Asia.

Schedule may change. UX+ reserves the right to cancel or replace speakers.