JOSEPH DICKERSON

e-mail
josephcdickerson@me.com
Phone
770-271-9219
twitter
@josephdickerson
web
http://www.josephdickerson.com

User Experience Lead, Author, & Technologist

Joseph Dickerson is a User Experience (UX) Lead focused on creating innovative Internet and mobile applications. With over a decade of experience in software design and user research, he has made it his life's mission to make technology easier to use.

Currently a Senior User Experience Lead at Microsoft, Dickerson has lead ethnographic research efforts on a variety of topics (from smartphone usage and Gen Y to personal payments and small businesses), as well as provided usability and design services for many diverse projects. Dickerson was a founding member of Fortune 500 company Fiserv's Innovations Team, and recently completed two years of work in Sydney leading the design efforts for one of the largest banks in the region.

He has authored several books, including a book of essays on UX design titled Experience Matters and UX101: A Primer on User Experience Design. He writes about design and technology at josephdickerson.com

Seminars/Topics

Walt Disney: The world's first User Experience Designer
Lessons on UX design from the creator of the most magical place on earth.

The Recipe of UX
This presentation details "the recipe" on how to create effective experiences for users.

Innovation through UX Design
How applying user-centered design practices and principles can help companies identify and produce innovative products for their customers.

Treknology and **The Human Adventure is Just Beginning**
How the future foreseen in Star Trek is more likely than you might think.

UX the Bruce Lee Way
How can the famed martial artist and film star teach us how to be better user experience designers? By applying the same lessons he taught his students.

How to Lead a UX Team
Based on his popular article for UX Magazine, this presentation covers tips and tricks on how to effectively manage a team of UX professionals.