Introduction to UI/UX Design

See the attached PDF for slides: GBM #2_ UI_UX Design Workshop.pdf

The UI/UX Design Workshop emphasized the importance of the design process in building user-friendly digital products. Here are some of the essential points covered, along with additional insights for aspiring UI/UX designers:

Understanding Your Role in a Design Project

As a UI/UX designer, your primary responsibility is to create intuitive, engaging designs while collaborating with tech leads, project managers, and developers. It's essential to:

- **Create**: Transform ideas into wireframes and prototypes that align with the project's goals.
- **Communicate**: Continuously discuss and iterate on your designs with the project team and the client.
- **Collaborate**: Work closely with other team members, ensuring the designs are feasible and meet the client's expectations.

Identifying Bad UI/UX

We explored several examples of bad UI/UX and identified key issues, such as poor navigation, confusing layouts, and non-responsive designs. The main takeaway is that even small design missteps can significantly affect user experience. Therefore, always be mindful of:

- **Navigation simplicity**: Make it easy for users to find what they need.
- **Consistency**: Maintain visual and interaction consistency across the design.
- **Responsiveness**: Ensure that the design adapts to various devices and screen sizes.

Inspiration from Award-Winning Designs

We reviewed examples of award-winning websites like **Spotify's Culture Next** and **Edcamp Ukraine**, highlighting the importance of thoughtful color use, space management, clear branding, and language. As a designer, always draw inspiration from industry leaders to:

- Leverage color theory to evoke emotions.
- Utilize negative space effectively to avoid clutter.
- Ensure the design reflects the brand's identity.

Tools and Process

We also highlighted the importance of tools and processes such as:

- **Wireframing and Prototyping**: Tools like **Figma** help turn ideas into visual representations.
- **Competitive Analysis**: Benchmarking against competitors like **Honda** and **Ikea** can guide your design decisions and help you innovate.
- **Iterative Feedback**: Feedback loops with clients and the project team are crucial to refining your designs and aligning with the overall project goals.

Practical Tips for Aspiring Designers

To thrive in UI/UX design, consider these tips:

- **Always Test Usability**: Don't assume the design is perfect. Test with real users and iterate based on their feedback.
- **Understand the User Journey**: Map out the user's journey through your product to ensure a seamless experience.
- **Stay Updated**: Trends in design evolve rapidly. Stay updated with resources like **Deposit Photos' Creative Trends** and follow UI/UX design influencers.
- **Gather Inspiration**: Platforms like **Behance** and **Dribbble** offer excellent resources to keep you inspired and learn from other designers.
- **Embrace Collaboration**: Be open to feedback and suggestions from all team members—UI/UX design is a collaborative effort.

In conclusion, UI/UX design is not just about making things look good; it's about crafting intuitive, accessible, and functional user experiences. The tools, tips, and insights shared in this workshop provide a strong foundation for your journey as a UI/UX designer.

Resources LInked in Slides

- [Audrey's Google UI/UX Certification Notes](#)
- [Figma in Under 24 Minutes](#)
- [Figma Design Exercises](#)
- [22 Examples of Bad Website Designs](#)
- [Blueprint - Cal Berkely Design Blog](#)

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