

Design Gurus Summit 2017 Schedule

Tuesday, September 19th from 8:30 am to 5:00 pm (PST) San Francisco, CA

<http://www.weareuncharted.com/>

Length	Time	Type	Speaker	Company
10 min	8:45:00 AM	Intro	Gregory Kennedy, Co-Founder	Uncharted Minds
45 min	9:00:00 AM	Keynote	Yiyang Lu, Creative Director	NYU Shanghai
30 min	9:45:00 AM	Keynote	Nick Gould, President and COO	Cooper
30 min	10:15:00 AM	Keynote	Trevor Hubbard, Executive Creative Director	Butchershop Creative
15 min	10:45:00 AM	Break		
60 min	11:00:00 AM	Panel	<p>Not Stodgy Anymore, Product Design for the Enterprise In the early days of enterprise software, the user interface was an afterthought. Selling into the C-level meant that the user experience needed only to function. That's no longer true today. The runaway success of platforms like Slack and Asana show how important the user experience has become. This, in turn, has created numerous opportunities for user experience design professionals. Our panel of B2B software design experts will discuss how they get the balance right between features, ease of use, and creating a romantic experience that sells.</p> <p>Moderator: Gregory Kennedy, Co-Founder Panelist 1: Thor Ernstsson, CEO and Founder Panelist 2: Puneet Lath, Product & Consumer Success Lead Panelist 3: Jina Anne, Lead Design, Salesforce Panelist 4: Sarah Federman, Experience Designer Panelist 5: Pazit Kagel, Lead Designer, SAP Silicon Valley Innovation Center</p>	Uncharted Minds Alpha (former Zynga) Expensify Salesforce Adobe SAP
	12:00:00 PM	Lunch	Taco Trucks on Every Corner	
55 min	1:00:00 PM	Panel	<p>Branding for the 21st Century and Beyond Is traditional branding dead? Has social media nullified the power of televised narrative storytelling and the 30-second spot? Is the user experience now the brand narrative? Most agree that branding has evolved significantly in this century over the last. But, few agree on what approach to now take in the 21st century. Our panel of experts will discuss how branding has been impacted by social media, the decline of television and the emergence of new platforms. Find out what top companies do to make their brand a competitive advantage.</p> <p>Moderator: Jackie Lamping, VP Marketing Panelist 1: Jessica Gaddis, Product Designer, Enterprise Platforms Panelist 2: Stephanie Engle, Product Designer, VR & Immersive Media Panelist 3: Kevin Fremon, Co-Founder & Design Director Panelist 4: Alex Anderson, Creative Strategy Lead - Design Panelist 5: Jess Karle, Digital Design Lead</p>	Sojern Netflix Facebook Twenty20 Airbnb Everlane
30 min	2:00:00 PM	Keynote	Jorge Arango, Partner	Futerdraft
15 min	2:30:00 PM	Break		
	2:45:00 PM	Lightning talks		
5 min		Intro	Gregory Kennedy, Co-Founder	Uncharted Minds
10 min		Lightning talks	Silvia Vergani, Design Director, Design Research	IDEO
10 min		Lightning talks	Meredith Black, Head of Design Operations	Pinterest
10 min		Lightning talks	Tom Hacothen, Head of Design	Houzz
10 min		Lightning talks	Carrie Whitehead, VP of Design	Westfield Retail Solutions
30 min	3:30:00 PM	Fireside Chat	Shiz Kobara, Industrial Design and User Experience, Advisor to Savioke	Savioke
55 min	4:00:00 PM	Panel	<p>The End of the Smartphone and the Future of UI Design The smartphone era has taken the internet to its logical conclusion, a supercomputer in everyone's pocket connected to a vast network of information in the cloud. But what's next? Conversational interfaces are proliferating and with good reason. Language is a distinctly human trait and our deep capacity for communications is arguably what has made our species so successful. On this panel, our team of experts explore the future of interface design, chatbots and will perhaps answer the question, will we be having conversations with our computers in the near future?</p> <p>Moderator: Gregory Kennedy, Co-Founder Panelist 1: Wesley Yun, Design Council Panelist 2: Stefan Kojouharov, Founder and Editor Panelist 3: Pamela Jue, Lead Experience Designer Panelist 4: Karl Carstensen, Principal Design Technologist Panelist 5: Aruna Balakrishnan, Design Research Lead at Dropbox</p>	Uncharted Minds KPBC / GoPro Chatbot's Life Blue Owl Frog Design Dropbox
5 min	4:55:00 PM	Closing	Gregory Kennedy, Co-Founder	Uncharted Minds
	5:00:00 PM	End		