Thank You to our Event Sponsor

IxDA Phoenix is a meetup group that organizes UX events all around the valley to facilitate dialog around how to increase the quality of human interactions with software, hardware, and systems and build a community of UX professionals for support, guidance, and collaboration.

The University of Phoenix
John Sperling Center for Educational Innovation

Presents

Method + Madness

The state-of-the-art facility is home to the Phoenix Main Campus and is touted as the University's most technologically advanced campus offering:

- HD briefing rooms for visitor events and executive presentations

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- Nursing Simulation Lab and Counseling Skills Center offer opportunities to help students gain experience and achieve success

IxDA Phoenix meets on the 1st and 3rd Wednesday of every month. The 1st Wednesday is a social mixer. The 3rd Wednesday is a business meeting with various topics.

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Panelists discuss and debate the content, science, art, process and human perspectives of interaction design

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Method + Madness Spotlight from Event Sponsor

T. Lynn Stott, Ph.D.
VP for Student Experience Design & Innovation
University of Phoenix

Lynn is Vice President for Student Experience Design and Innovation at University of Phoenix. Her academic work is in anthropology and she has worked in experience design and strategy for more than 15 years. Lynn is leading the University in exploring design & design-thinking methodologies as a way to frame student-centered products, processes, and interactions across all of the schools & programs. Doing this work in a long-established company is its own blend of method and madness and Lynn is currently hiring a design team to help hew the path through the bush, lay trails, and change adult education in America.

Panel Moderator

Wayne Neale
President of Kydak
Co-leader IxDA Phoenix

Wayne is the founder and President of Kydak, a customer research and user experience design company. Prior to Kydak, Wayne held executive positions at SAP, ShoppingScout, Khimetrics, ITax Group, Kodak and was the co-founder of iZoom.com and Fairway Productions. Wayne has designed or led design teams for digital camera software, kiosks, web sites and web apps, mobile apps, ecommerce apps and infotainment systems for vehicles. He has studied and learned about people in cars, hotels, offices, houses, apartments, retail locations, universities, manufacturing floors, usability labs and at the kitchen table. Wayne is co-chair of IxDA and blogs about topics in human-centered design. Dr. Neale holds a Ph.D. in human-computer interaction from Virginia Tech, masters in human factors from California State University, Northridge and bachelors in cognitive psychology from California State University, Long Beach.

Pamela Tames
Digital Brand/Content Strategist

Pamela completed a science degree at the University of Toronto in Canada, where she was born and raised, and really has no idea how she ended up advertising and marketing. Pamela spent most of her (now) long career in that field, breathing meaning and emotion into products, services, and companies. Pamela has been a journalist (fluent in all channels), a documentary scriptwriter (oh, the places she has been and never wants to go back), a copywriter (give her a deadline and she'll give you a headline), an agency creative director (sucker for chaos), and a brand strategist (which, according to a former colleague, she should never say because as he primly and firmly put it, "the brand is the strategy"). Recently, this thing called technology came along and changed how we talk about branding and well, everything else, too. So she thinks she'll just call herself a strategic storyteller and see where that takes her.

Marvin Forte
Owner of Bravoforte, Graphic designer

Marvin Forte is the owner of Phoenix-based creative firm Bravoforté. He specializes in graphic design, interaction design, typography, illustration and brand development. Marvin has been designing for print since 1988 and for the web since 1998. His award-winning design skills have bolstered projects for Microsoft, Major League Baseball, The San Francisco Giants, The Nature Conservancy, The Scottsdale Charros and Strategic Retail Group. Eight years prior to launching Bravoforté, Marvin was creative director and co-owner of Visionn Creative Marketing Solutions, a web development and design firm from Tempe, Arizona. He is outgoing President of the Arizona chapter of AIGA (the professional association for design) and currently serves as a chapter advisor for western AIGA chapters including San Francisco, Los Angeles, Seattle, Portland and Denver. Marvin strives to create intelligent designs that are intuitive, simple and elegant.

Tony Quiroz
VP UX at Lumension

Tony Quiroz is the Vice President, User Experience at Lumension Security located in Scottsdale, Arizona. Tony has been in this UX leadership role for over six years. Tony has been a UX professional for over fifteen years designing industry-leading Web, software and mobile solutions for clients in E-Commerce, CRM, Sales, Education, Sports, Health Care and IT Security.

Shad Hardy
Human-Centered and Industrial Designer

Shad began his academic career pursuing a degree in engineering, but after three years he discovered that his passion and creativity could not be applied to its fullest potential within the constraints of the engineering department. He then continued his education at the Milwaukee Institute of Art and Design, soon realizing that his niche was bringing design to the user. With petrol in his veins, Shad became the lead product designer for Arctic Cat, designing snowmobiles and ATVs. He quickly transitioned to Detroit to play with the big boys of design. At General Motors, and then Ford, Shad worked as a lead design sculptor and team manager while moving pixels on the tube. Wanting to push technology, he joined Auto desk to help global automotive companies better understand the digital design work flow. After reinventing the Digital sketching experience, Shad left Autodesk to be the business development director at a software reseller. Leading a sales and consulting team, Shad rounded out his user experience knowledge hearing from the business executives of notable product companies all over North America regarding the challenges they faced. Following a brief stint running his own growing design consultancy, Shad stumbled upon General Dynamics, where he currently leads a very talented visual design team. Last year he proudly served six weeks in Afghanistan observing soldiers' experiences using a tactical air space management system. Shad holds a BFA in industrial design with a minor in sculpture and photography. He also has an MBA with an emphasis on technology management.

Theo Mandel, Ph.D
UX and Usability Expert

Theo Mandel has been an user experience design and usability professional for over thirty years. After earning his M.A. and Ph.D. in Cognitive Psychology from the University of Colorado, Theo spent 11 years at IBM as a usability and user interface architect. He was part of the IBM team that designed the object-oriented OS/2 operating system's user interface. In the 20 years since, as an independent consultant, he's worked with hundreds of clients world-wide, written 2 books, and co-founded two software startups. In conducting UX field research on healthcare systems, Theo has ridden in ambulances and air-rescue helicopters. He's designed user experiences in the financial industry ranging from Swiss bank accounts to PayPal. Theo also serves as a UX research consultant to Pearson Education. Mandel will share his vast experiences in the field regarding methods and madness in this exciting panel.