UX-Design: it’s all about empathy

It will be a kind of smorgasboard from the daily life of a designer. Focus will be on design as a craftsmanship, not trends. Samuel will cover his best moments as well as fuck ups and lessons learned working for various organizations ranging from Google and The Swedish Post and Telecom Authority (PTS) to small firms and libraries.

Others:
- Why developers love the designer (not always the product managers)
- Use of Cognitive Science in daily work
- Combining the design process with development process
- Work in multidisciplinary teams
- Balancing doing things and documenting them