

The background is a dark blue color with several light blue question marks scattered across it. The question marks vary in size and are positioned at various points, creating a sense of inquiry and uncertainty.

**User experience
is not what you think.**

**Oh, hello. I am Cat.
@imcatnoone**

What is user experience?



**One fine
“Italian” restaurant.
...Bullshit.**

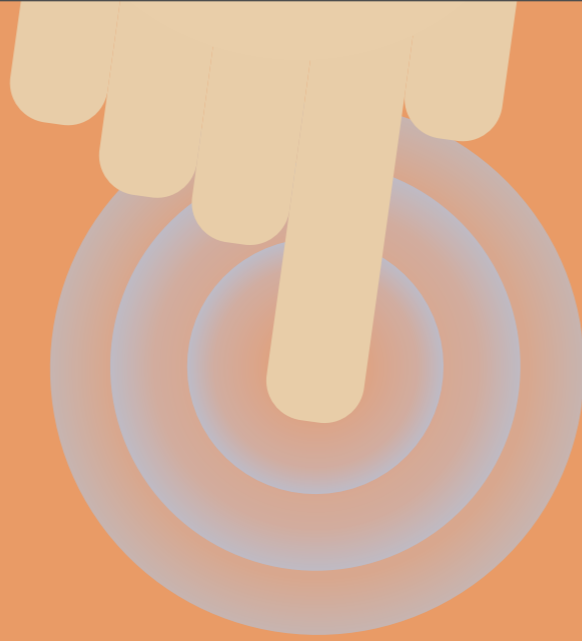
The background is a solid green color. Scattered across the page are several white, semi-transparent speech bubble shapes of various sizes and orientations, some pointing left and some pointing right. The main text is centered in a large, bold, white font.

**Understanding the user.
It's all about people's needs.**



Concept.

Interaction Design



Visual Design.



**Tell a detailed story
that a user becomes
engrossed in.**



A graphic with a teal background. The word "Marketing." is centered in white, bold, sans-serif font. It is surrounded by several balloons: two teal balloons at the top, one teal balloon on the left, one teal balloon on the right, and two teal balloons at the bottom. There are also two maroon balloons, one on the left and one on the right, positioned around the central text. Each balloon has a white string and a small teal triangle at the bottom representing a knot.

Marketing.

The background is a solid green color with several stylized, overlapping rectangular shapes. Each shape has horizontal stripes in a lighter shade of green and a white circle in the center containing a green dollar sign (\$).

Pricing.

It's all about the benjamins, baby.

The background is a solid yellow color. Scattered throughout are several light yellow smiley faces of various sizes. Some are large and prominent, while others are small and partially cut off by the edges of the frame. The smiley faces have two black dots for eyes and a black curved line for a mouth.

Customer Service.

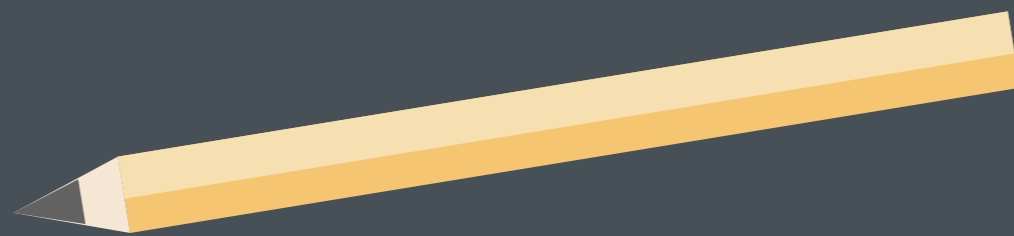
All it takes is one sad face to make
your entire company look like
assholes.

**Create a company culture
that encompasses
User Experience.**

**The best design team
is not a team of only
designers.**



**Great user experience
is the craft that brings all the elements
together to create one consistent
feeling for the user.**



**It's about
what you
feel.**

Thank you a ton.
Let's talk shop. @imcatnoone