TOOLS FOR BUILDING YOUR INTERACTIVE DREAM TEAM

@CAMERONMOLL
<table>
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Authentic Jobs is where companies and creative professionals meet to make a better web.

Since 2005, qualified candidates have been applying for great opportunities at Apple, MSNBC.com, The Motley Fool, Estée Lauder, Turner Sports Interactive, ESPN, Phinney Bischoff, Garmin, Sony BMG, Electronic Arts, HP and many other companies large and small.
JOB BORED?
NOW HIRING.

The Authentic Jobs iPhone app puts the web’s best design, creative, and technical jobs within touch. Free of charge.

Available on the iPhone App Store

Developed by André and Rui Gonçalves
- Basecamp  basecamp.com
- Campfire  campfirenow.com
- GitHub  github.com
- Dropbox  dropbox.com
- Invisionapp  invisionapp.com
- Paper by 53  fiftythree.com/paper
- Google+ Hangouts  google.com/hangouts
QUALITY & SHIPPING ARE IN A CONSTANT TUSSLE FOR TOP PRIORITY.
Programmers don't burn out on hard work, they burn out on change-with-the-wind directives and not shipping.

@MARKAB
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PROTOTYPING HAPPENS EARLY, FREQUENTLY, AND HABITUALLY.
“ProtoShare has become an invaluable tool at Sony BMG... It has reduced development time significantly and the stress that goes along with it”

— Kevin Murray, Senior Director, Online Production at Sony BMG Music Entertainment.

Fast, interactive website, app and mobile prototyping and wireframing for UX teams. See Plans & Pricing
Let’s change the phrase “designing in the browser” to “deciding in the browser.”

@DANIELMALL
Iterating in code using WebKit's Inspector.
CULTURE & FIT ARE INDISPENSABLE TO THE TEAM’S SUCCESS.
The single most important indicator of the overall health of a company? How teams spend their lunch hour.

MARK O'BRIEN
CEO, Newfangled
Bold is hiring a front-end developer.

We are looking for a person with the following skillset(s):

1. A savant with impeccable social skills
2. A master of all of the following languages (by all we mean ALL): HTML 1,2,3,5 (you don't need to know 4), XHTML, XML, ALGOL 58, Bistro, CSS, XSL, Javascript, PEARL (Not to be confused with PERL), LISP, Actionscript, Lingo, Director, iMovie, PHP, ASP, OOP, MySQL, PostgreSQL, Ruby, Rails, Java, SEO, COBOL, Cobra, COBRA KAI, Objective C, C++, C#, J#, MapBasic, ECMAScript (<-- super important) HAML, SASS, LESS, MORE, JPG, GIF, and HTML tables
3. A person who is familiar with Git, Subversion and can write an iPhone app using only Git terminal commands
4. A sandwich maker (I prefer peanut butter, honey and banana), please
5. A Mac user -- added bonus if you can identify every Macintosh model dating back to the original iMac including the five ridiculous colors that came shortly after launch
6. A designer who can design Web 3.0 and make people forget that Web 2.0 ever happened
7. A music lover. Be forewarned, if you bring hipster music into the office, we will cut the speakers out of the new iMac we're going to buy you
8. A passionate person who is so passionate about what they do, that they piss off the people in line at the grocery store as they're telling the checkout lady about how they managed to reduce the loading time of their website by 3% to which she yawns as you walk out of the store giddily screaming THREE PERCENT IS HUGE!
9. A person who looks at frameworks and says, this is so time efficient, I love using frameworks -- but this framework sucks compared to this new one that I wrote that reads my mind, and whoops, I don't have a blog, I have a motherfuton Death Star
10. We like jQuery, you should too. If you like Prototype, that's cool, because Prototype is way harder to write, but at the same time gives you that sense of superiority because you know that more difficult syntax so you can look down on all the jQuery
Skills can be taught, but working with a jerk is no fun for anyone.

NOAH STOKES
Co-founder, Bold
PAUSING FROM WORK IMPROVES THE WORK.
COLLABORATION & ISOLATION ARE VALUED EQUALLY.
THE 3 Qs FOR GREAT EXPERIENCE DESIGN

uie.com/articles/the3qs/
WHAT IS THE EXPERIENCE LIKE FIVE YEARS FROM NOW?
CAN YOU SEE FIVE YEARS AHEAD?
IN THE PAST SIX WEEKS, HAVE YOU SPENT TWO HOURS OBSERVING THE USER EXPERIENCE?
Our goal was to simplify the voter registration process during the Obama campaign. Silverback was clearly the easiest way to gain true insights into user behavior, and resulted in a successful, more informed site at launch. There is nothing silver about Silverback, all gold in my opinion!

so says Scott Thomas of Obama for America

Next testimonial+

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Silverback 2.0

Guerrilla usability testing software for designers and developers

- Capture screen activity
- Video the tester's face
- Record the tester's voice
- Add chapter markers on-the-fly
- Control recording with the remote
- Export to Quicktime

Features in 2.0 include

- Preview
  - Watch sessions within Silverback
- Batch Export
  - Save selected sessions, tasks, highlights or projects in one go
- Tasks & Highlights
  - Set tasks and mark noteworthy moments within a session
- Performance
  - Faster export, better usability

---

Silverback requires Mac OS X (10.5-10.8)

Download
FREE FOR 30 DAYS

Buy NOW
$69.95 FREE upgrade for existing users

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What does Silverback do?

screen capture + magic! = Quicktime
Hours of useless meetings and endless debates could be replaced with just a couple hours of testing to see what users are really doing.

JARED SPOOL (paraphrased)
UIE
BIG SPACESHIP: READY TO GO BIG?
d.pr/xMti
BUILD A TEAM THEY’LL NEVER LEAVE: THE 4 THINGS THAT MATTER

d.pr/kEmi
REWORK
by Jason Fried & David Heinemeier Hansson
NET EFFECT IS EVANGELIZED.
THANK YOU.

@CAMERONMOLL