

Kluge

PRESENTS

**DESIGN
FRIDAY**
— AT —
**SILICON
BEACH
FEST**

JUNE 26
PROGRAM GUIDE

**@ Edgewater Room
Marina del Rey Hotel**

MASTER OF CEREMONIES

Arturo Perez, CEO, Kluge Interactive

DESIGNING EXPERIENCES, DESIGNING TEAMS

Friday June 26, 10-11am @ Edgewater Room

The success of Apple and Tesla lies in service design. Learn what's behind game-changing experiences from leading designers who create them.

MODERATOR

Alexa Roman, Product Designer, Carbon 5

SPEAKERS

Patrick Fredrickson, Senior Designer, Selbert Perkins

Steve Tatham, Formerly Walt Disney Imagineering

Nuzi Barkatally, Senior Experience Design, Dollar Shave Club

Simon Fung, Senior Product Design, Google

EVENINGS AT THE LOFT: PROCESS AND DESIGN

Friday June 26, 11am-12pm @ Edgewater Room

Take a peek inside the fastest growing design community salon. Featuring four ten minute talks on Ethics, Aesthetics and Design Processes.

SPEAKERS

Yasmine Molavi, Product Designer, Carbon 5

Doug Kincade, Content Strategy Director, Huge

Abby Sturges, Associate Director of Design, Pivotal Labs

Marc Posch, Creative Director, MPD/LA Creative Agency

Simon Fung, Senior Product Design, Google

Beth Wegner, AB Collective

RAPID CONCEPTING FOR MOBILE APPS

Friday June 26, 12-1pm @ Edgewater Room

In this hands-on session you will learn how to quickly create a customer profile and translate it into a handmade mobile app prototype allowing you to share your concepts with others. Guaranteed to be fun.

FACILITATORS

Jose Caballer, CEO/Founder, The Skool

USING CREATIVE WORKSPACES TO ENHANCE COLLABORATION AND PRODUCTIVITY

Friday June 26, 1-2pm @ Edgewater Room

This panel will discuss how creative workspaces can enhance collaboration and productivity.

MODERATOR

Alex Bird, Co-Founder/President, Best Day

SPEAKERS

Nick Meter, Director of Customer Experience, Tangram

Matt Bijur, SVP Operations, Honk Technologies

Brian Abers, Principal, KRE Capital

Keith Fielding, Principal, Lee & Associates

PRODUCT INNOVATION WORKSHOP WITH CARBON FIVE

Friday June 26, 2-3pm @ Edgewater Room

Learn how to put your great startup idea to the test with empathy, ideation and rapid prototyping. Hold onto your entrepreneur hats, folks, it's time to join the ranks of innovation leaders like Elon Musk, Ayah Bdeir and Steve Jobs.

WHO SHOULD ATTEND

Entrepreneurs, Intrapreneurs, Designers, Engineers, Product people.

#HOTPOTATO: IN THE SHOES OF IN-HOUSE PRODUCT DESIGN TEAMS, FREELANCERS & DESIGN STUDIOS

Friday June 26, 3-4pm @ Edgewater Room

A process power session that brings together leading design managers who will share new tips of the trade for building platforms and software apps.

MODERATOR

Shagane Launey, Director of Product Design, Zonda

PANELISTS

Gabe Valdivc, Product Designer, Facebook

Francisco Tavares, Associate Creative Director, Code & Theory

Marsha Plat, Director of User Experience, Urban Sitter

EVENINGS AT THE LOFT: DESIGN ACROSS MEDIUMS

Friday June 26, 4-5pm @ Edgewater Room

Take a peek inside the fastest growing design community salon. Featuring four ten minute talks on Virtual Reality, Art Installations, Wearables and Lean Practices.

SPEAKERS

Michael Murdock, Creative Director, Otherworld Interactive

Megan Geckler, Installation Artist

Jeremiah Gardner, Author/Founder, Lean Brand Lab

Eric Olsen, Director of Design, Karten Design

Tommy Chang, VP of eCommerce and Digital Marketing, Misfit

EVENINGS AT THE LOFT: LOUNGE, PLAY PARTY AND PRIZES!

Friday June 26, 5-6pm @ Edgewater Room

Come on in and kick your feet up with Kluge. We will be ending the day with a creative play workshop. We will have walls of interactive activities, a UX sketching station, a virtual reality booth and much more! Or just step in for a drink and kick your feet up while you gear up for all of the SBF after-party shenanigans!

To close the day we'll be raffling off prizes, including a General Assembly \$500 Class Credit, a one year membership to Adobe Creative Cloud, an Axure License, an Axure Training Bootcamp, free tickets to Evenings at the Loft, a few Misfit Shines and much more!

Buy your ticket at www.siliconbeachfest.com
Discount code SBFDesign gives you 15% off!