

UI/UX: Designing the Look, Feel, and Functionality of the Customer Experience



Tyler Beaty is the Creative Director at SMPL Studio, a Branding Agency in San Luis Obispo. Before SMPL Studio, he founded a software startup that built a Customer Management System for fellow entrepreneurs. During this process, Tyler discovered his passion for design and user experience and started SMPL Studio to help businesses become brands. Through strategy and unique positioning, the tech startups he works with are able to obtain the edge against their competition. Tyler received his bachelor's degree in Finance and Economics from Cal Poly's Orfalea College of Business. When he's not creating and strategizing, you can find him playing guitar, tinkering with cars, or keeping up with the latest tech news.



Matthew Carinio is the Vice President of Strategy and consulting at Hathway. With 20 years of digital experience in R&D, Product Management, Marketing, and Strategy, he thrives on formulating executable solutions to complex problems. Matt's experience includes work in automotive, healthcare, entertainment, and restaurant categories as well as mobile hardware and software industries. He has also been awarded multiple patents pertaining to digital platforms services that compile and distribute information optimized by user, contextual, and financial attributes. Matt received his bachelor's degree in International Business from Cal Poly's Orfalea College of Business, where he also studied Global Strategy and Law.



Cait Emma Smith is the UX Writing Manager for MINDBODY. She designs products and writes the words in them. Cait's team maintains brand voice, creates content strategy, and collaborates with UX and UI designers, product marketers, and researchers across a multi-product portfolio. A loyal servant to Kona coffee and the serial comma—she received a Bachelor of Arts in English Literature and Women's Studies from Loyola University New Orleans and a Master of Arts in English from Cal Poly.



Marco Zuniga is a 5th year Liberal Arts and Engineering Student, concentrating in Human Centered Design. He also has minors in both Architectural Engineering and Philosophy. Marco currently works for the California Cybersecurity Institute, where his focus is in virtual reality development as well as UI/UX app development. He is also an Official University Ambassador at Cal Poly, also known as a Poly Rep, and recent winner of the Outstanding Student Employee of the Year award. Marco fosters a true passion for learning, and is a strong advocate for multidisciplinary teams.

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Ways To Get Involved On Campus

- Amercian Marketing Association (Cal Poly AMA)
- Cal Poly Human-Computer Interaction Club (CPUX)
- Information Systems Association (Cal Poly ISA)
- Women Involved with Software and Hardware (Cal Poly WISH)
- Women In Business (Cal Poly WIB)

For more resources and links, visit Career Services Emerging Markets Webpage at careerservices.calpoly.edu/explore-services/emerging-markets

Possible Networking Questions

1. How do you recommend getting experience in your field as a student? What skills and knowledge would be helpful to have?
2. What did you expect working in this field to look like and how does your reality differ from your expectations?
3. Looking back to when you were a student, what advice would you give yourself starting this journey? Would you do anything differently?
4. In your opinion, what are current trends and needs facing your specific industry?
5. I'm really interested in UI/UX but I'm also really interested in _____. Do you know of any way those two worlds connect?

****Use this time intentionally to be genuine with your questions! What do you *really* want to know? If you think of questions for a specific panelist during the panel discussion, write them here:**
