UX/UI GRAPHIC COMMUNICATION

CAL POLY
SAN LUIS OBISPO

User Experience / User Interface Design

User experience is a key component of business and product success. Creating positive user interactions requires the skills and experience to conduct meaningful research, interface designs, and creative prototypes. If you're recruiting for your UX/UI team, the Cal Poly Graphic Communication department is your best source for recent graduates and interns with the up-to-date technical knowledge and creative skills to contribute immediately to the success of your UX/UI team.

Cal Poly's foundational education in graphic communication skills and business processes includes digital design, cross-media reproduction technology, packaging, printing and much more. Our students learn in the classroom as well as by doing practical hands-on work that embodies the Cal Poly "learn by doing" philosophy. They know not only about user research, design thinking, persona building and usability testing — they've already done it.
Cal Poly San Luis Obispo is one of the most recognized and selective universities in California. Our UX/UI curriculum shapes students into graduates who will become your new UX/UI stars.

Come to the Cal Poly Graphic Communication Department for the best in UX/UI. Explore the GrC Industry web page for opportunities to recruit on campus, post jobs or sponsor events.

Faculty Spotlight: *Charmaine Farber*

Professor Charmaine Farber has been in several leadership positions, from running two graphic and web design businesses, helping countless start-ups, and currently working as an assistant professor teaching web and mobile app design at Cal Poly. Farber was recently awarded a fellowship through the Center of Innovation and Entrepreneurship, Cal Poly in San Luis Obispo, for her interdisciplinary project proposal aimed at helping business incubators understand how user experience design relates to new technology start-ups.

Professor Farber was previously a professor at Quinnipiac ,Youngstown State University, and the University of Iowa, teaching web design and graphic design courses. Farber has an MFA. in Design from the University of Iowa and MA in Interactive Media Design and Game Development from the Savannah College of Art and Design. To learn more about the UX/UI program at Cal Poly, contact Charmaine Farber: cfarber@calpoly.edu 805-756-1158.

Curriculum & Skills

UX/UI Design
» User needs
» Design thinking
» Task analysis
» UI wireframes
» User-centered design
» Navigation design
» Interactive design
» Mobile design
» Responsive design
» Adaptive design
» Native design
» Visual design
» UX layers
» Prototypes
» Site maps
» Usability testing
» Personas

Product Design
» User research
» Gestalt psychology
» Ethnographic research
» Contextual inquiry
» Concept design
» Product ideation
» Information architecture
» Minimum viable product

Business Processes
» Business goals
» Strategic planning
» Lean management principles
» Heuristic evaluation

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To enhance your recruitment efforts
Contact Cal Poly Career Services Employer Parnerships:
Danielle Epstein (depstein@calpoly.edu) or Dale Stoker (dstoker@calpoly.edu) at 805-756-5707.

Poly Hacks 2017
Camp Poly Hacks hackathon

With just over 100 student participants, 13 teams — an ethnically and gender diverse group — participated in a 1.5 day annual hackathon called Poly Hacks on January 13–14, 2018 at the downtown San Luis Obispo Hot House location. An annual event, the Camp Poly Hacks hackathon was the first to be entirely managed by students, the first to be held off-campus, and the first to receive over $25k in sponsorships.

Over the course of 24 hours, students from Graphic Communication, Art & Design, Business, and Computer Science worked on applying technology to social topics posed by community and business leaders — this year being G.E. Digital, the City of San Luis Obispo, and SLO Safe Ride — for prizes, recognition and the experience. The outcome of this student competition? Mobile apps, websites, augmented reality and internet-of-things solutions were judged by representatives from G.E. Digital, Amazon, TransUnion, MINDBODY, and Pariveda Solutions.
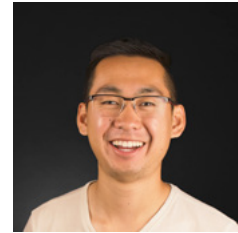
Alumni Spotlight: *Jared Hirata*

Jared Hirata is a Product Designer for Workday, Inc. His roles at Workday include taking complex problems and solving them by designing simple, elegant user workflows for Workday's products. He conducts research, creates wireframes and prototypes, and performs usability tests. He collaborates with other designers, researchers, developers, and product managers to create a consumer-level experience for enterprise software across both desktop and mobile platforms.

Companies who hired GRC Graduates in UX/UI field (2017):

- » Apple
- » Dropbox
- » Evernote
- » G.E. Digital
- » Glassdoor
- » GoDaddy
- » Juniper
- » LinkedIn
- » MINDBODY
- » Pandora
- » Rosetta
- » Workday, Inc.

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