



PH.D. IN MATHEMATICS AND COMPUTER SCIENCE

COURSE SCHEDULE

ACADEMIC YEAR 2020/2021

**USER EXPERIENCE DESIGN: THE HUMAN SIDE OF TECHNOLOGY
LESSONS LEARNED FROM COMPANIES THAT THRIVE IN SILICON VALLEY**

SILVIO SANGINETO
PRINCIPAL DESIGN MANAGER - AI & INSIGHTS
AT MICROSOFT IN SILICON VALLEY

10 - 21 May

This course aims to share the foundations of User Experience Design. It is the field where every interaction between a person and a company matter. We will dig into why people use products and services in the way that they do and what they actually do. A UX designer has to handle the tricky balance between business needs, user needs, and feasibility. It is a great asset to each company on the planet to build products that people love.

Design is more and more engaged at a strategic level of a company, and we will walk through the evolution of design.

We will share best practices, examples of how to structure the information architecture and design an unforgettable user experience leveraging the multitude of available technologies.

You will walk away from this course learning how successful products are built in Silicon Valley and how to change your mindset to approach problems.