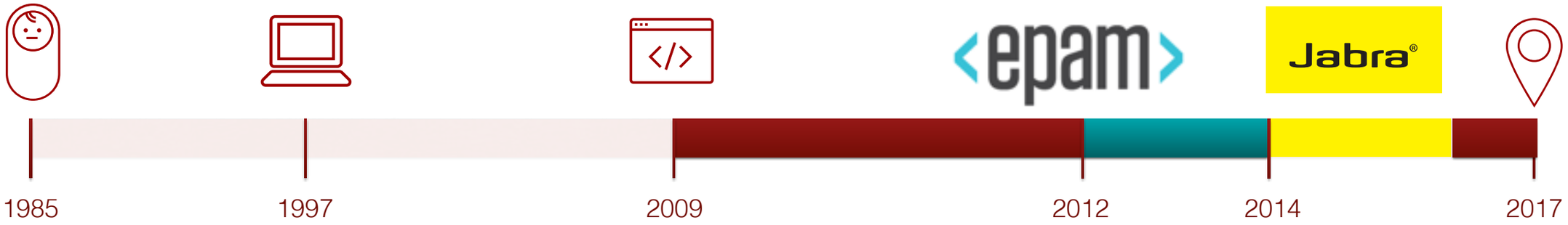
How To Survive in 2019

or Where Is the Design Going

Anton Parkhomenko | Product designer

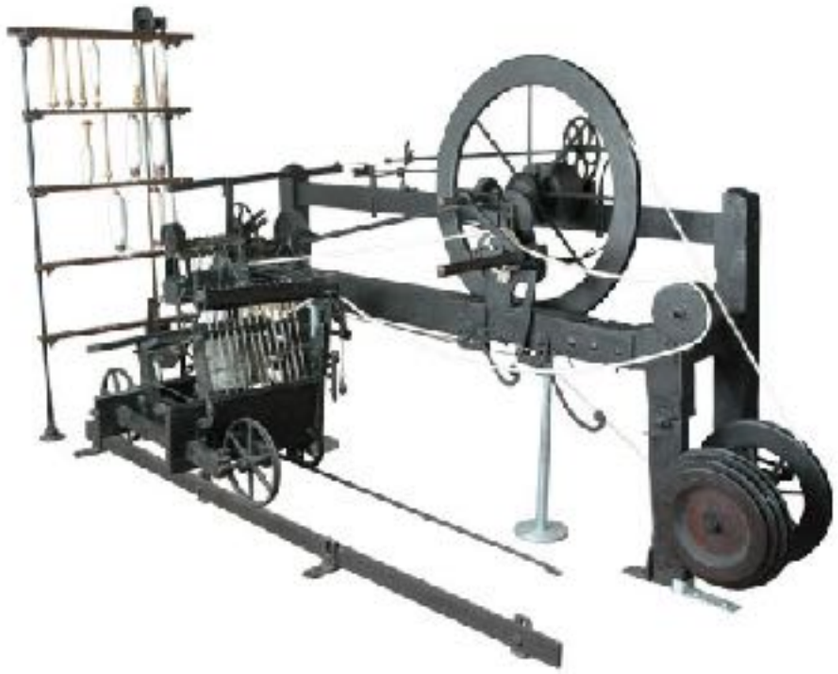


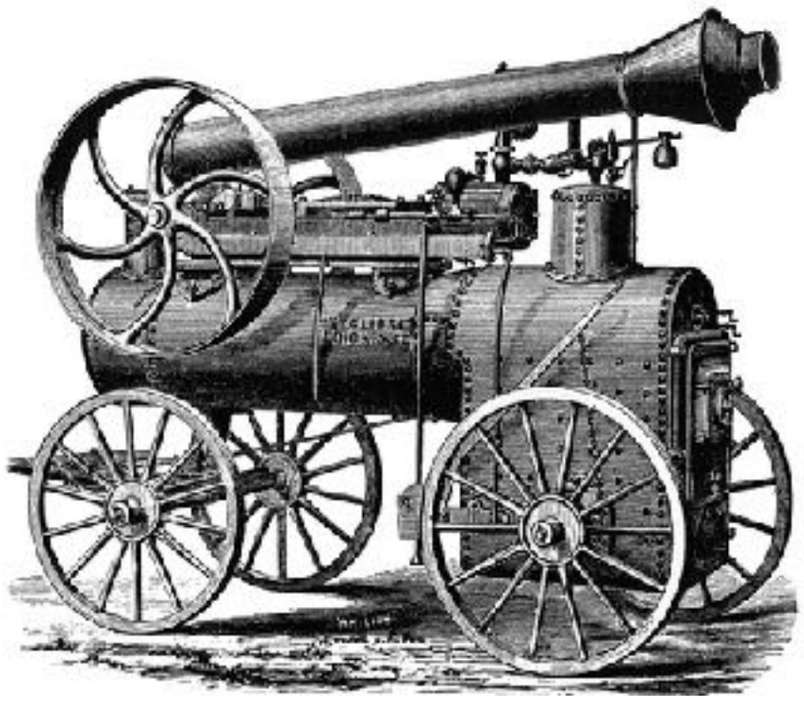
4 years as a freelance web designer

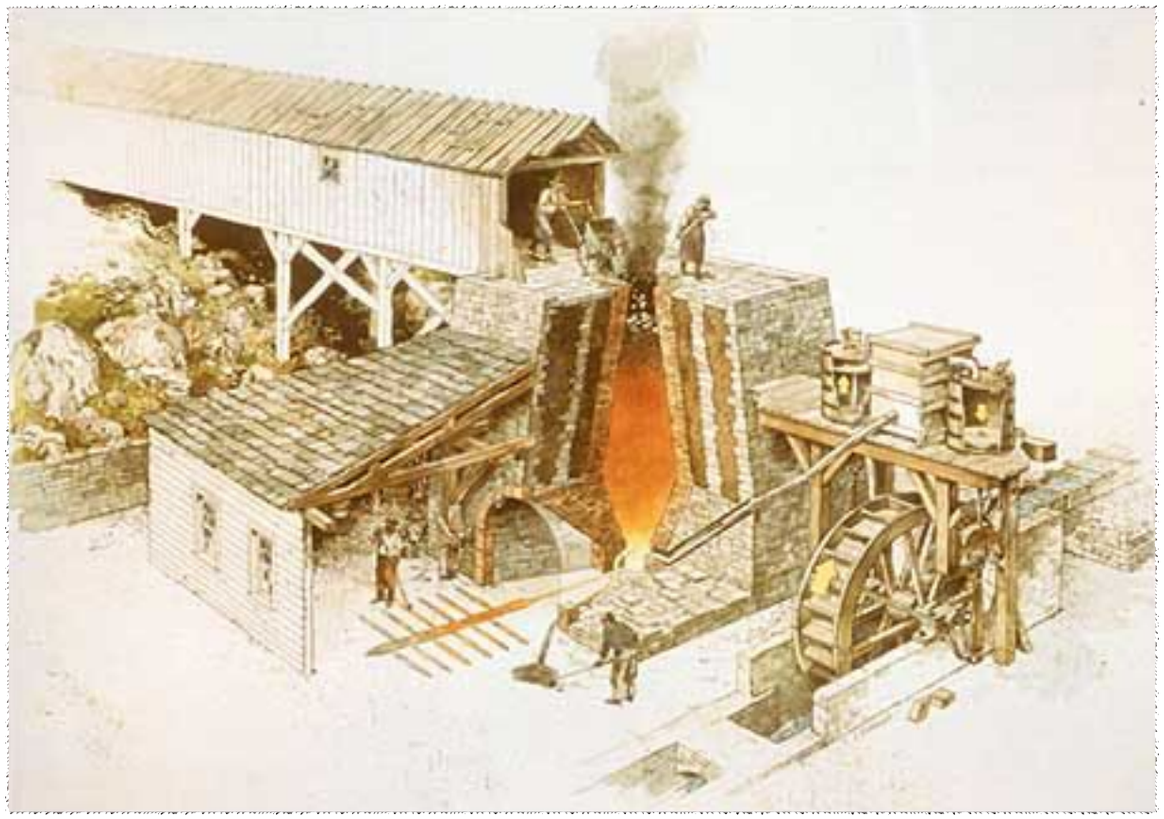
2 years in Epam Systems

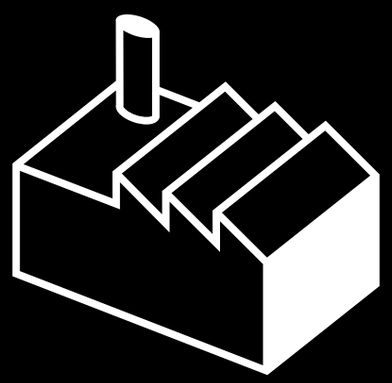
2 years in Jabra (GN Netcom)

UX consultant / Product Designer



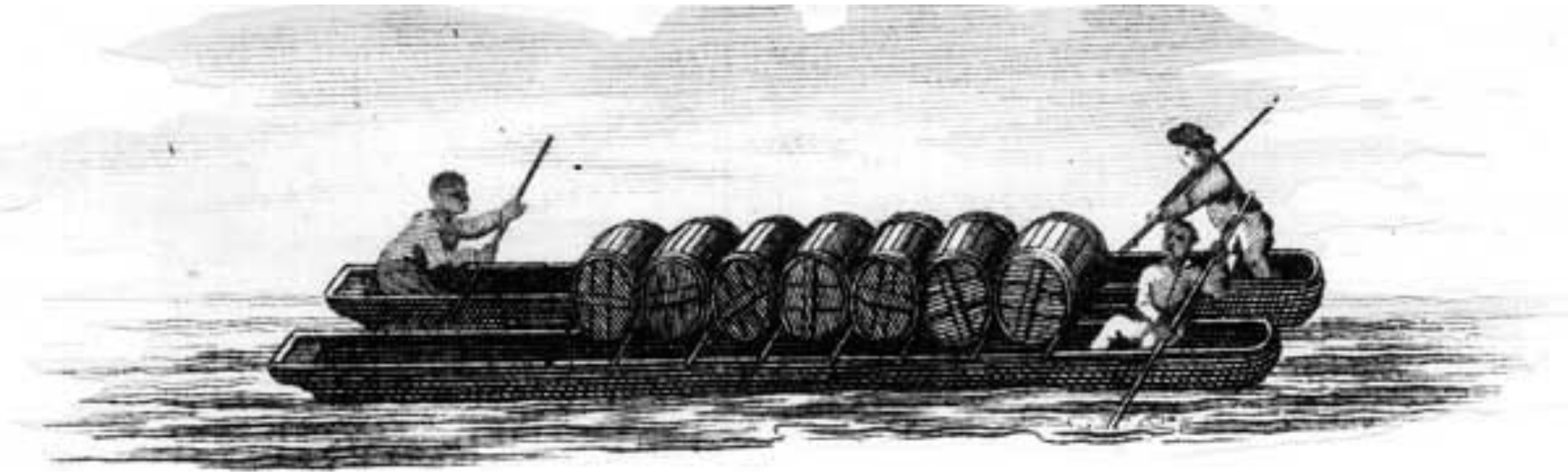




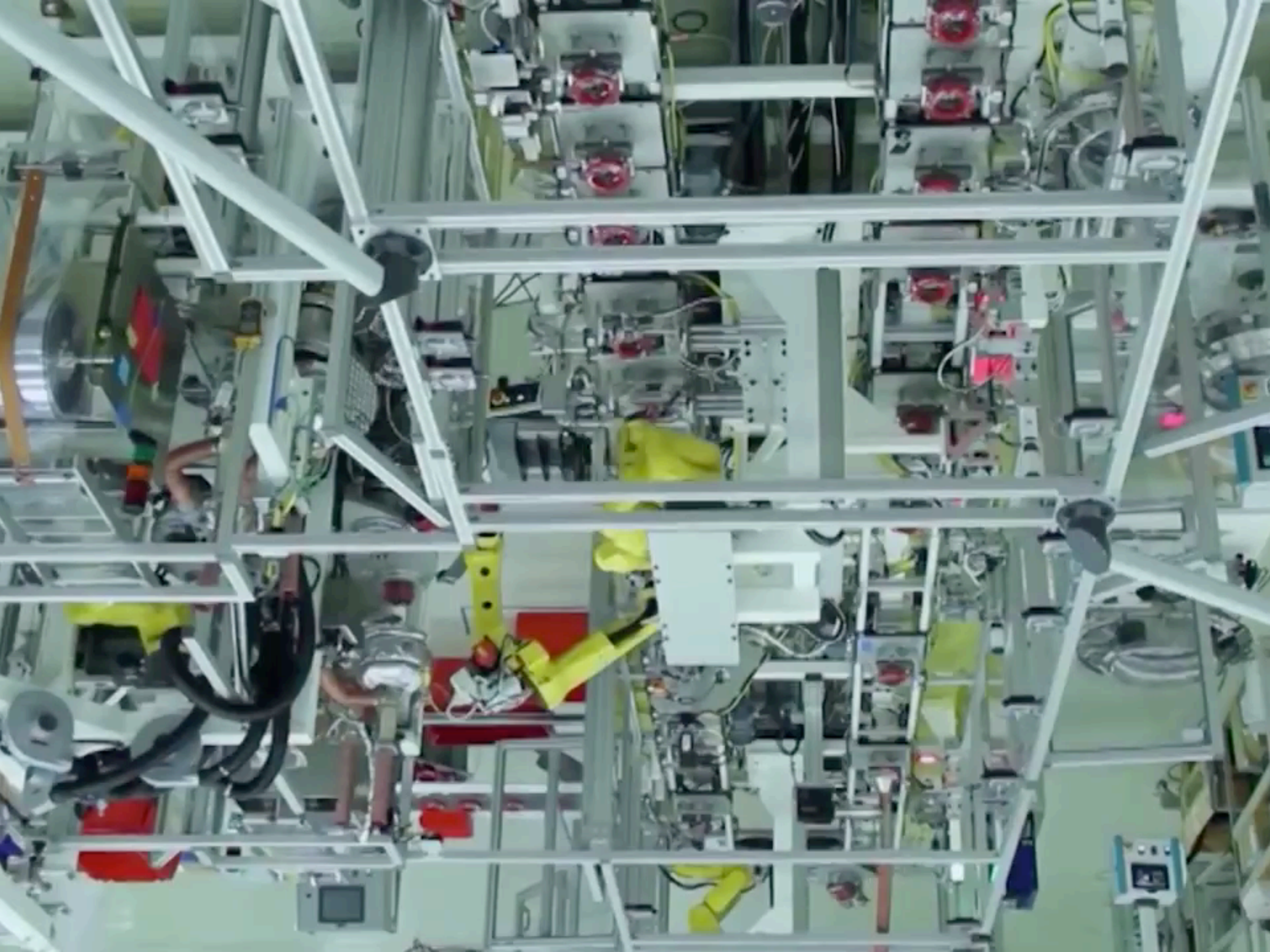


Industrial Revolution

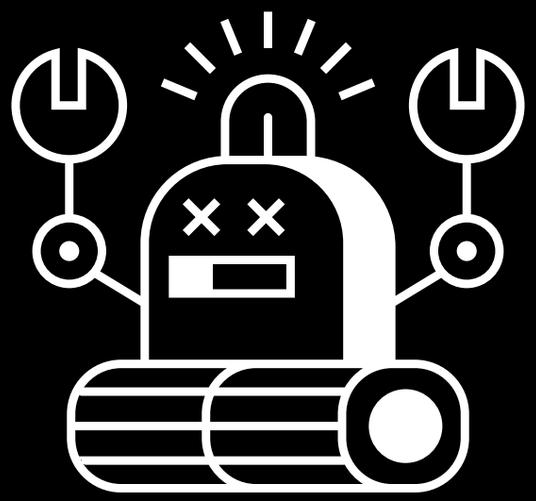
Agriculture



Transportation



THIS IS
DISAPPOINTING
imgflip.com

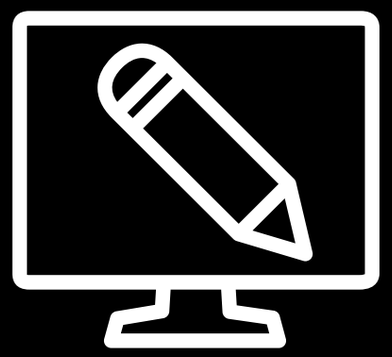


Digital Revolution

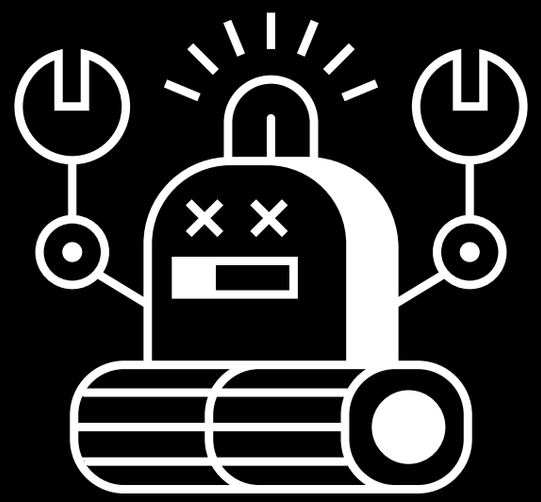
More new devices
More easy-to-use tools
More power users

IoT, Wearables
Less design for screens
Chat bots
Voice Interfaces

Generators for Print
Generators for Websites
Generators for Landing Pages
Generators for Icons
Generators for generators?

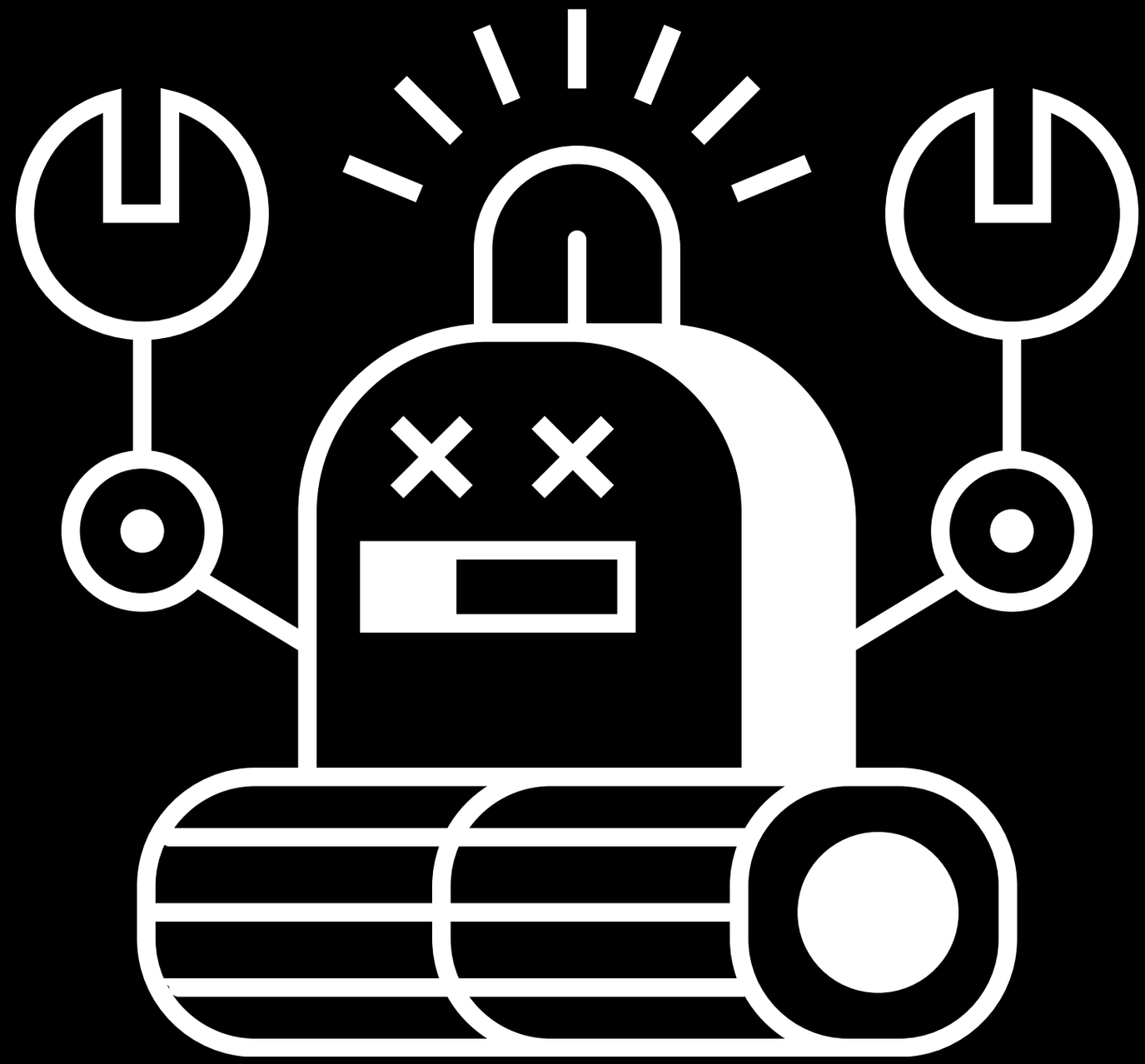


Web Design



Web Design

2019



WordPress

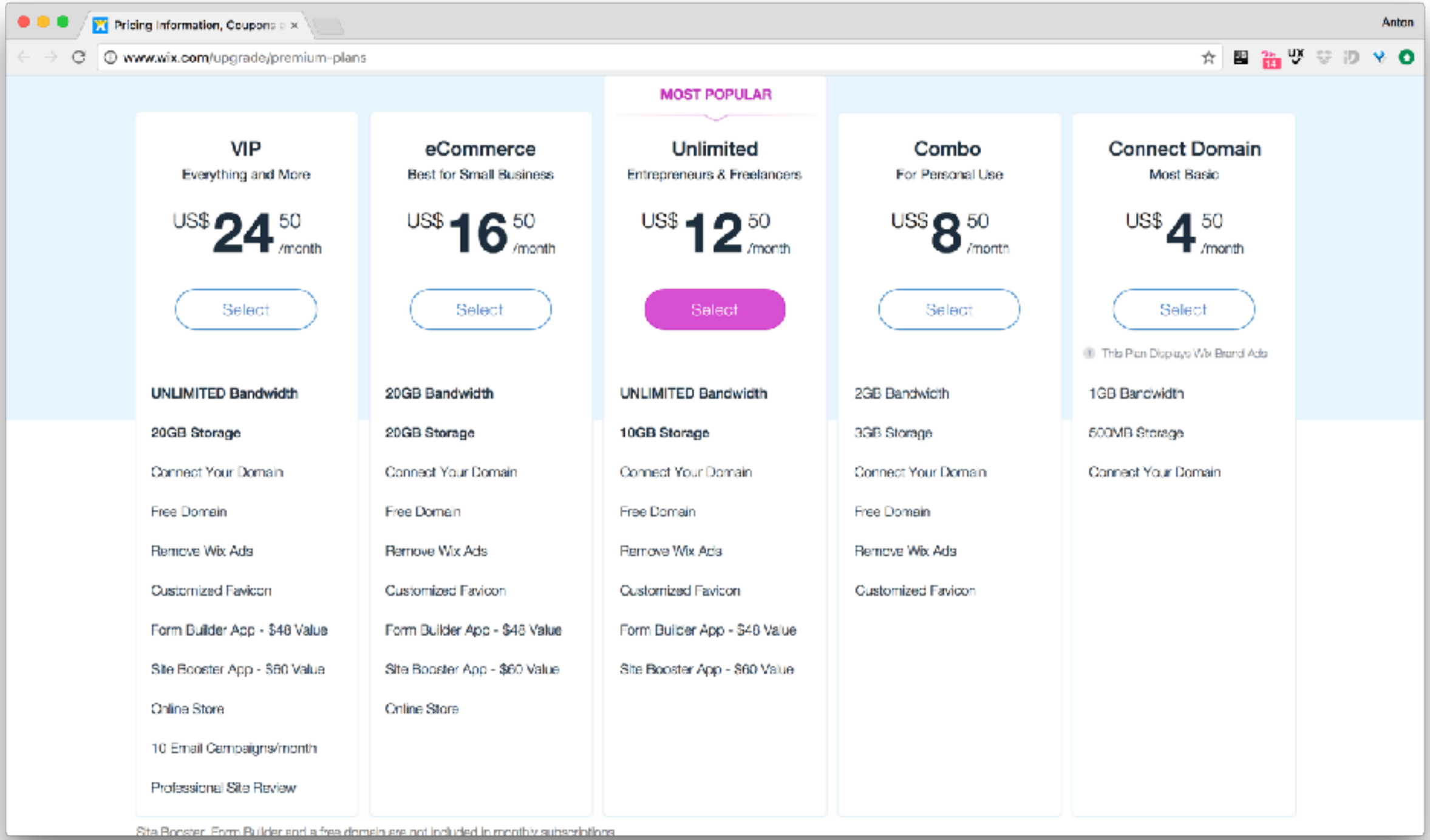
Wix.com

themeforest

readymag

TemplateMonster

webflow


Pricing Information, Coupons
Anton
www.wix.com/upgrade/premium-plans
MOST POPULAR
VIP
Everything and More
US$ 24 50 /month
Select
UNLIMITED Bandwidth
20GB Storage
Connect Your Domain
Free Domain
Remove Wix Ads
Customized Favicon
Form Builder App - $48 Value
Site Booster App - $60 Value
Online Store
10 Email Campaigns/month
Professional Site Review
eCommerce
Best for Small Business
US$ 16 50 /month
Select
20GB Bandwidth
20GB Storage
Connect Your Domain
Free Domain
Remove Wix Ads
Customized Favicon
Form Builder App - $48 Value
Site Booster App - $60 Value
Online Store
Unlimited
Entrepreneurs & Freelancers
US$ 12 50 /month
Select
UNLIMITED Bandwidth
10GB Storage
Connect Your Domain
Free Domain
Remove Wix Ads
Customized Favicon
Form Builder App - $48 Value
Site Booster App - $60 Value
Combo
For Personal Use
US$ 8 50 /month
Select
2GB Bandwidth
3GB Storage
Connect Your Domain
Free Domain
Remove Wix Ads
Customized Favicon
Connect Domain
Most Basic
US$ 4 50 /month
Select
This Plan Displays Wix Brand Ads
1GB Bandwidth
500MB Storage
Connect Your Domain
Site Booster, Form Builder and a free domain are not included in monthly subscriptions

Readymag — Design anything

Anton

Secure https://readymag.com

readymag

Tour Pricing Explore Community

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Get Started

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Business Card Maker

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Customize your business card

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Position

Organization
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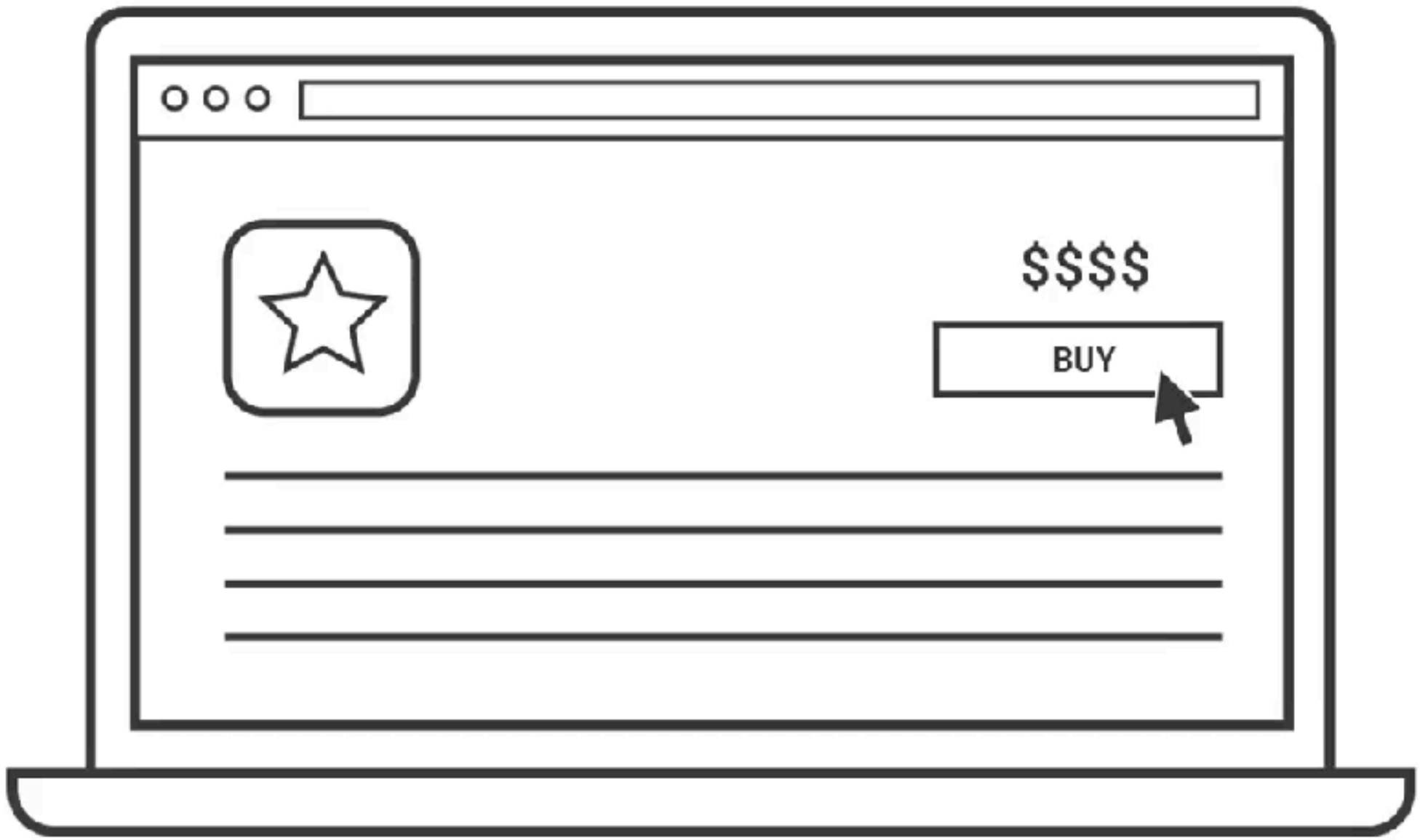
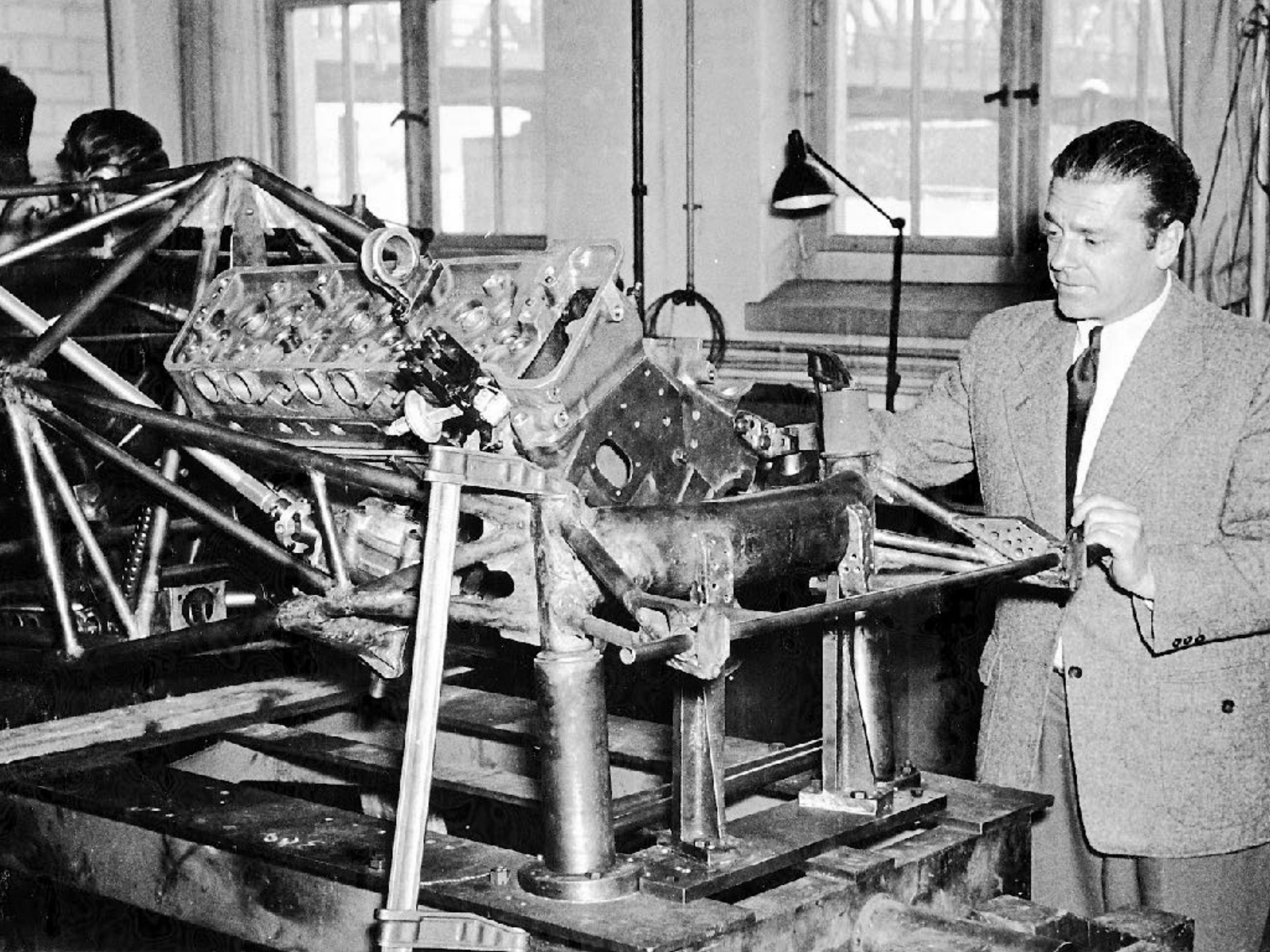

$$$$
BUY

How to survive in 2019

DESIGN	ART
Solving a problem	Raising a question
Being an actor and following a script	Writing and interpreting your own story
Needs a collective acceptance	Only needs an inner approval
Is an act of empathy	Is an act of freedom.



Customer Journey Map

Who: Ellen Schwartz
Real Estate Agent

Stages: Discover > Investigate > Signup > Use > Experience > Interact > Buy > Learn > Use > Continued Use > Share

Doing

Talking to friends/co-workers
google
google
bb.com
website
Web App
Phone Screen share
Web app
support site
iTunes
Play Store
Chrome Extension → Gmail inbox
mobile device
Email in person

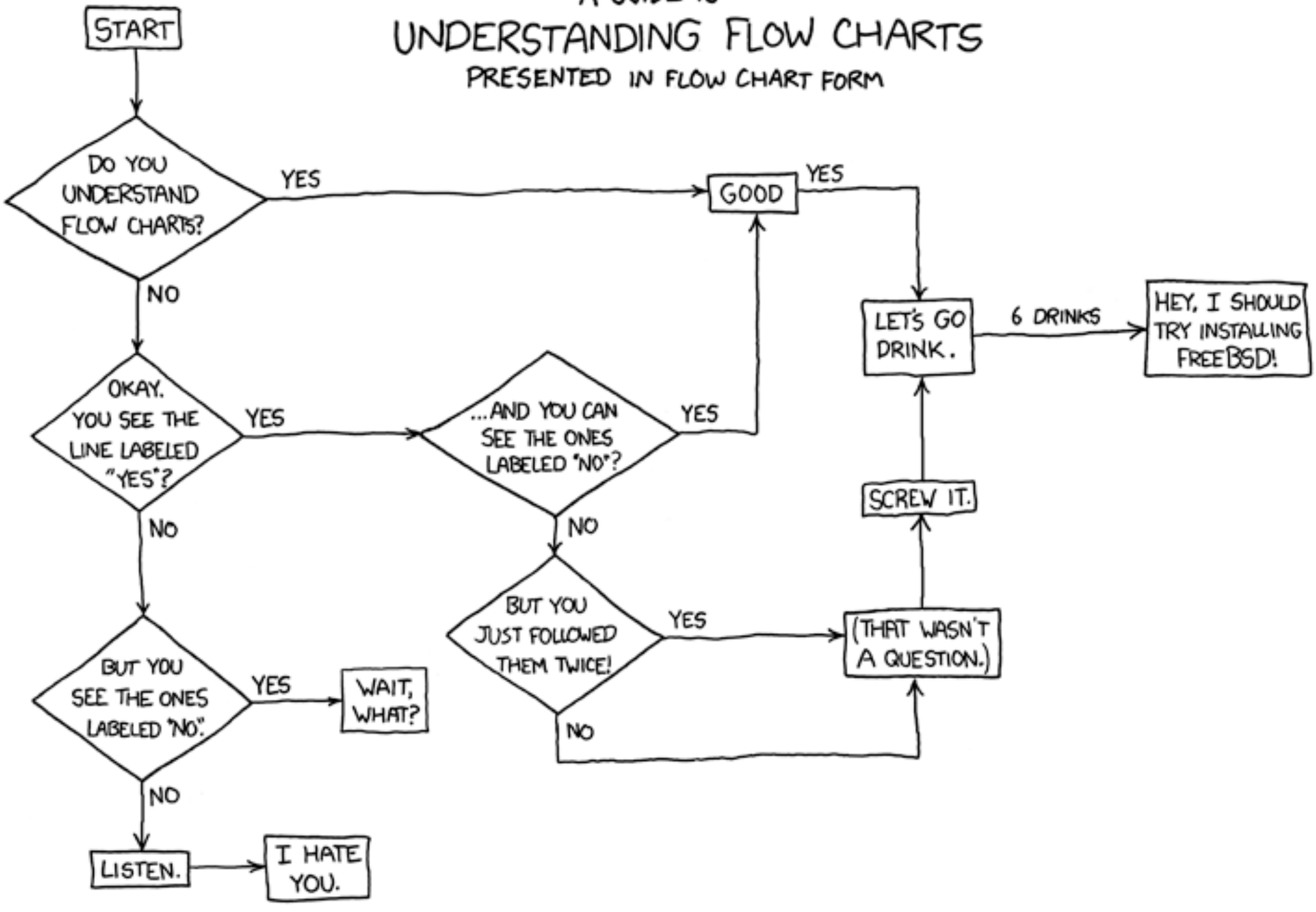
Thinking

Feeling

Clear
Unclear

A GUIDE TO UNDERSTANDING FLOW CHARTS

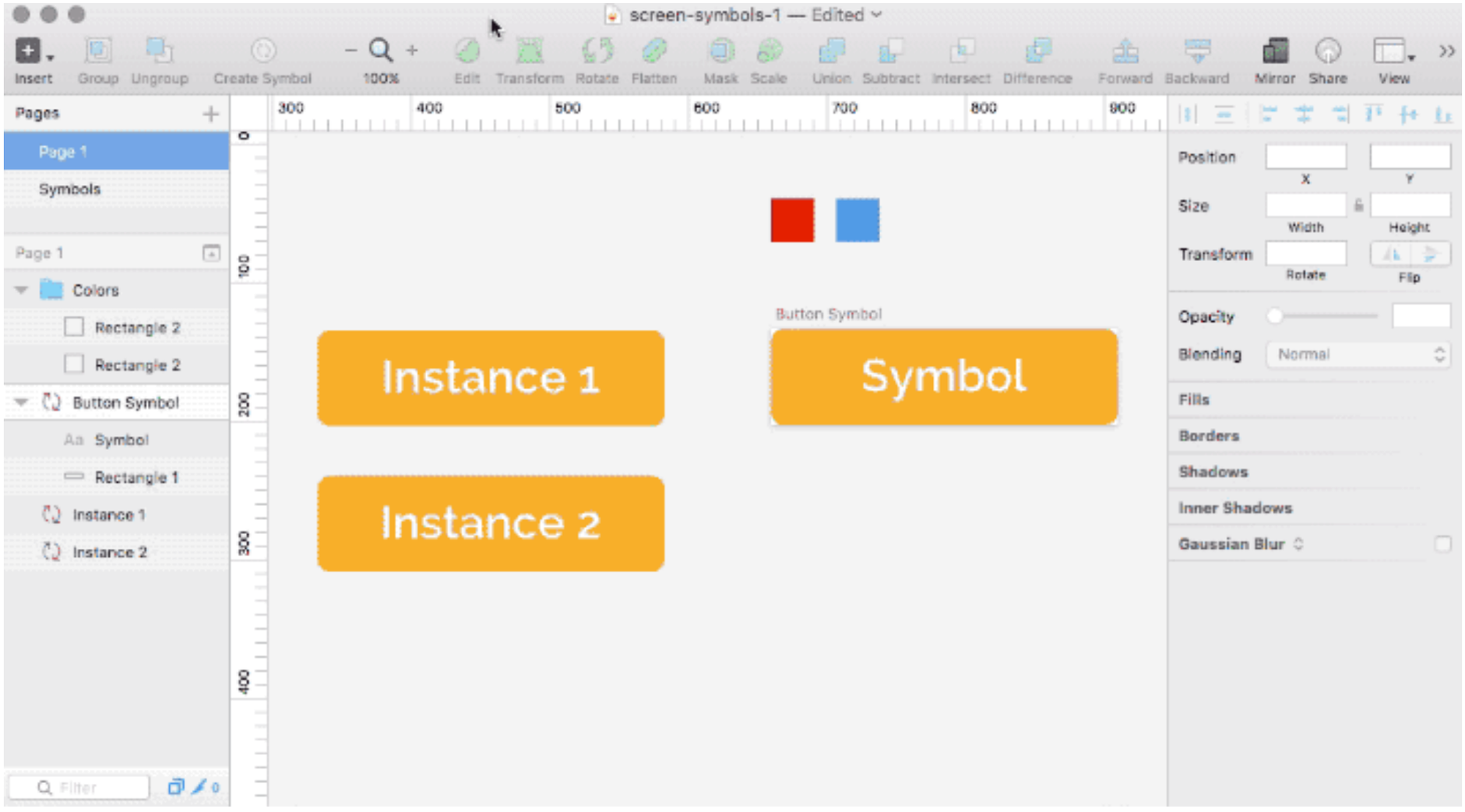
PRESENTED IN FLOW CHART FORM

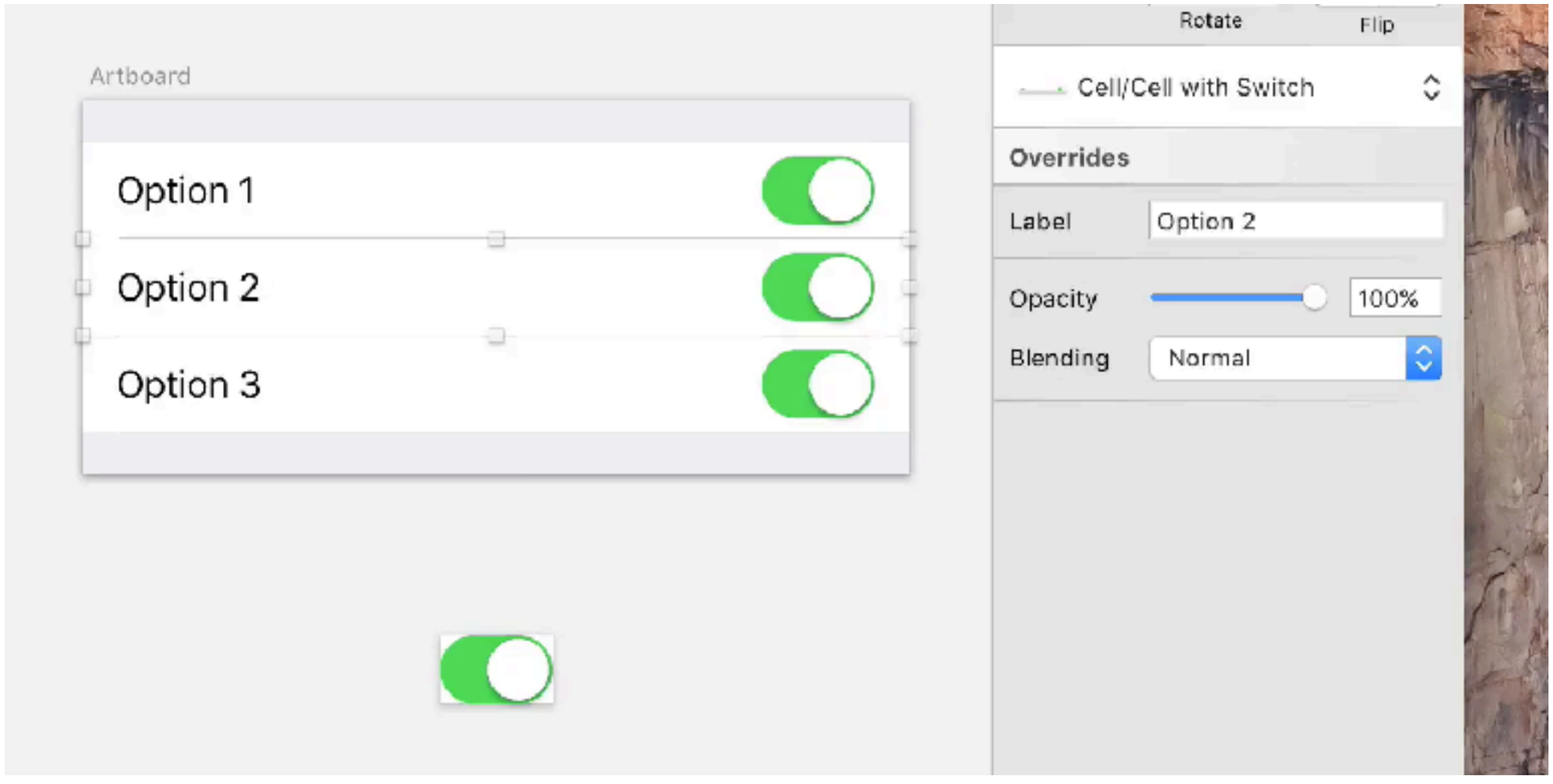


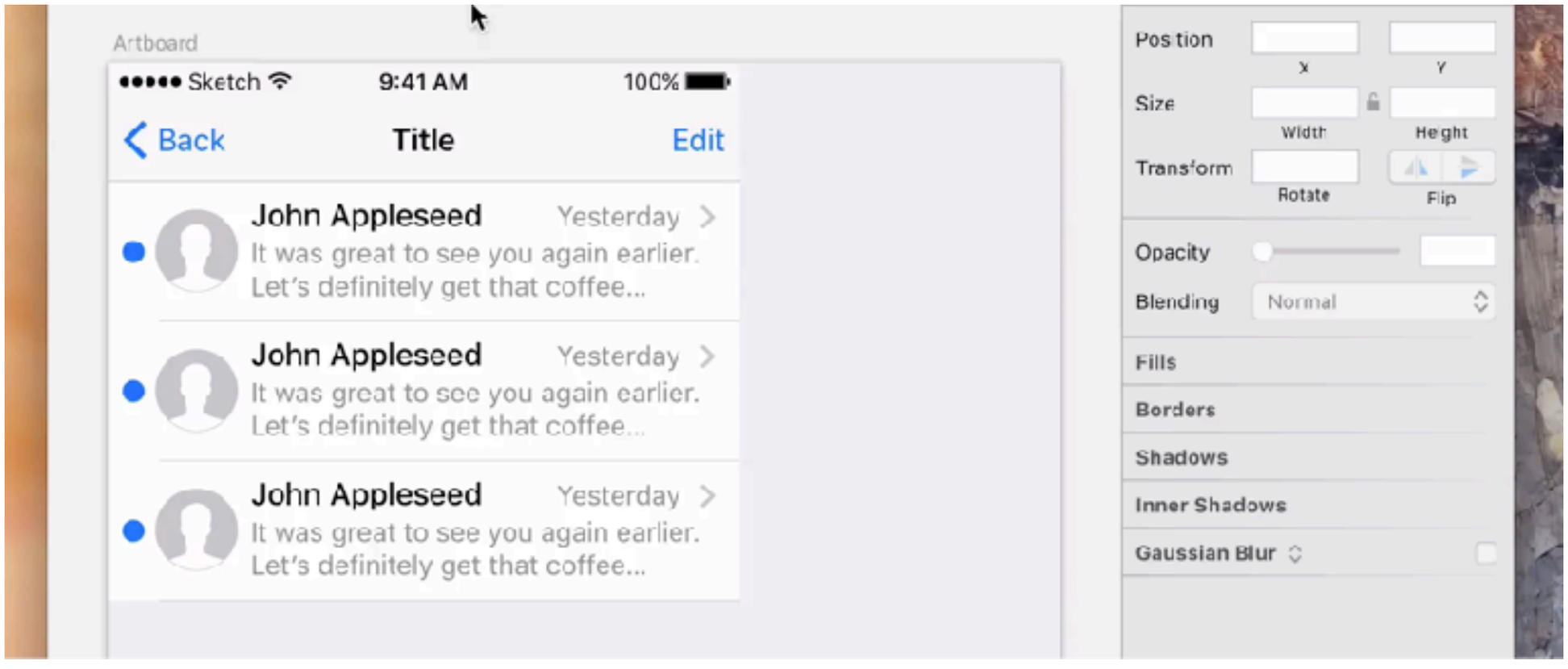
https://www.sketchapp.com/

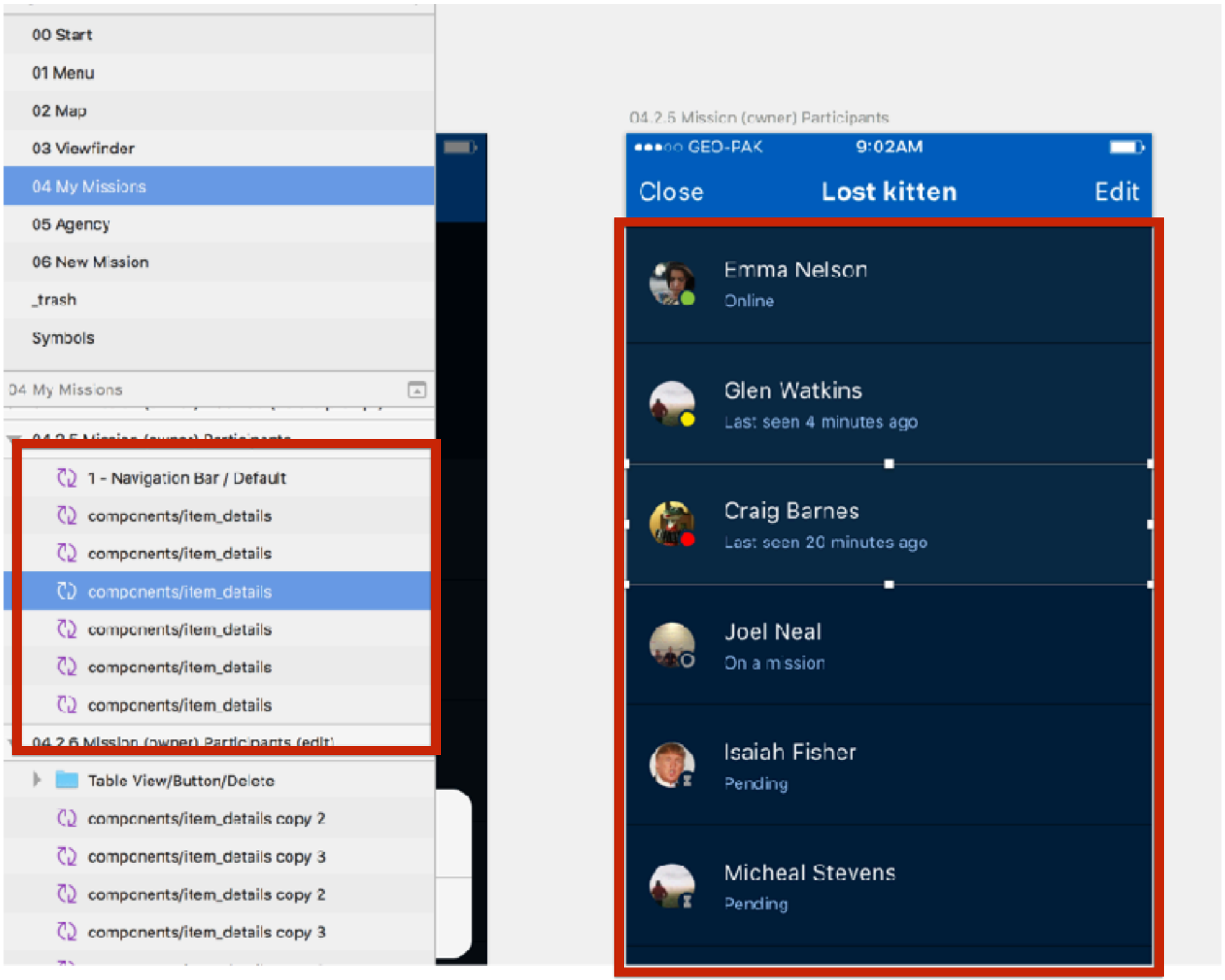
https://www.figma.com/

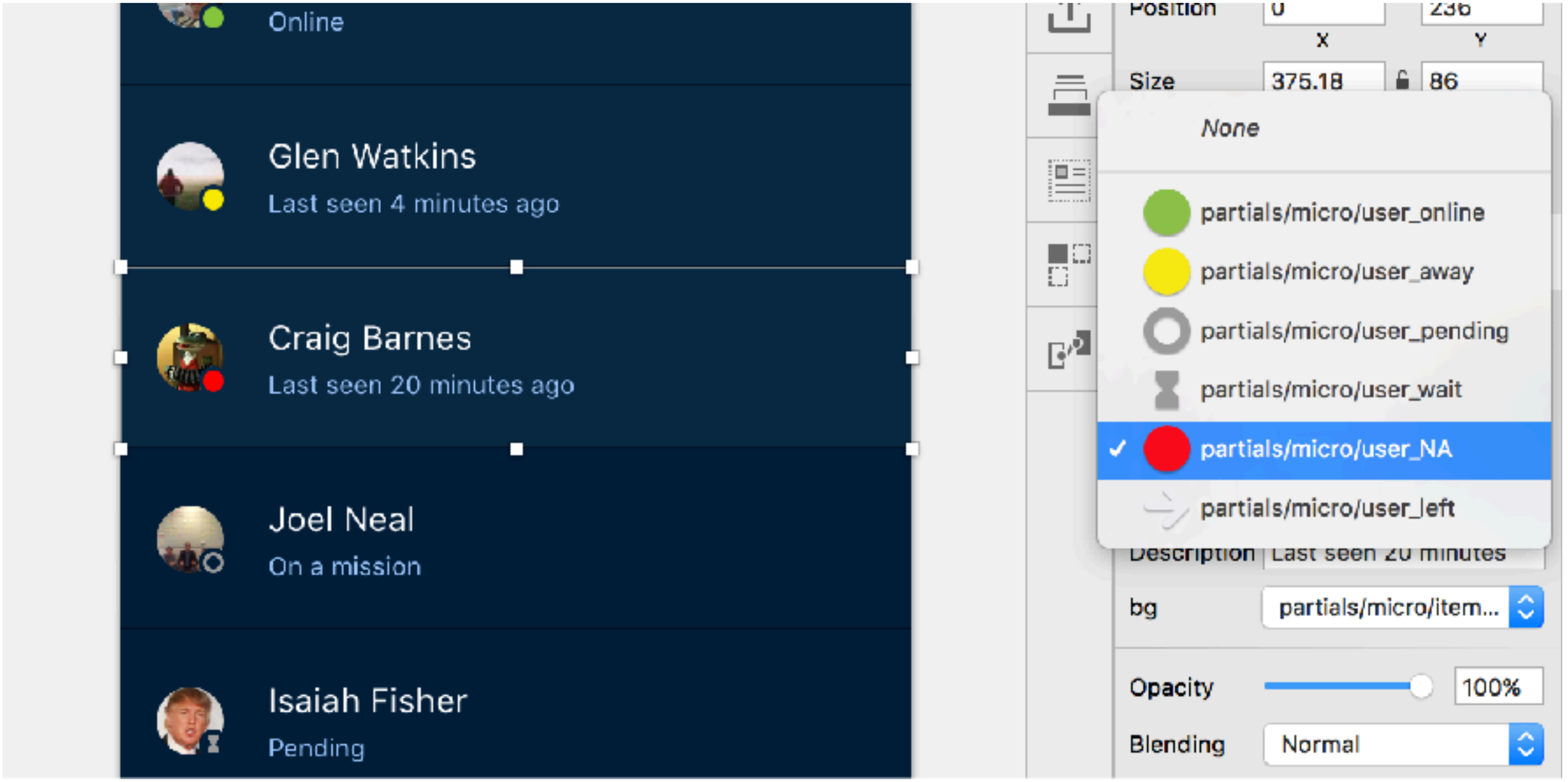
https://affinity.serif.com


screen-symbols-1 — Edited
Insert
Group
Ungroup
Create Symbol
100%
Edit
Transform
Rotate
Flatten
Mask
Scale
Union
Subtract
Intersect
Difference
Forward
Backward
Mirror
Share
View
Pages
Page 1
Symbols
Page 1
Colors
Rectangle 2
Rectangle 2
Button Symbol
Symbol
Rectangle 1
Instance 1
Instance 2
Filter
300
400
500
600
700
800
900
0
100
200
300
400
Button Symbol
Instance 1
Symbol
Instance 2
Position
X
Y
Size
Width
Height
Transform
Rotate
Flip
Opacity
Blending
Normal
Fills
Borders
Shadows
Inner Shadows
Gaussian Blur


Artboard
Option 1
Option 2
Option 3
Rotate
Flip
Cell/Cell with Switch
Overrides
Label
Option 2
Opacity
100%
Blending
Normal


Artboard
Sketch
9:41 AM
100%
Back
Title
Edit
John Appleseed
Yesterday
It was great to see you again earlier.
Let's definitely get that coffee...
John Appleseed
Yesterday
It was great to see you again earlier.
Let's definitely get that coffee...
John Appleseed
Yesterday
It was great to see you again earlier.
Let's definitely get that coffee...
Position
X
Y
Size
Width
Height
Transform
Rotate
Flip
Opacity
Blending
Normal
Fills
Borders
Shadows
Inner Shadows
Gaussian Blur


00 Start
01 Menu
02 Map
03 Viewfinder
04 My Missions
05 Agency
06 New Mission
_trash
Symbols
04 My Missions
1 - Navigation Bar / Default
components/item_details
components/item_details
components/item_details
components/item_details
components/item_details
components/item_details
Table View/Button/Delete
components/item_details copy 2
components/item_details copy 3
components/item_details copy 2
components/item_details copy 3
04.2.5 Mission (owner) Participants
GEO-PAK
9:02AM
Close
Lost kitten
Edit
Emma Nelson
Online
Glen Watkins
Last seen 4 minutes ago
Craig Barnes
Last seen 20 minutes ago
Joel Neal
On a mission
Isaiah Fisher
Pending
Micheal Stevens
Pending


Online
Glen Watkins
Last seen 4 minutes ago
Craig Barnes
Last seen 20 minutes ago
Joel Neal
On a mission
Isaiah Fisher
Pending
Position
0
X
236
Y
Size
375.18
86
None
partials/micro/user_online
partials/micro/user_away
partials/micro/user_pending
partials/micro/user_wait
partials/micro/user_NA
partials/micro/user_left
Description
Last seen 20 minutes
bg
partials/micro/item...
Opacity
100%
Blending
Normal

CLOSE
DRAWER OPEN
THE 14 YEAR OLD WHO BOUGHT A HOUSE
AW, YOUR EBYSORE IS OVER. YOU MIGHT LIKE THIS ONE:

Invision
invisionapp.com

Marvel
marvelapp.com

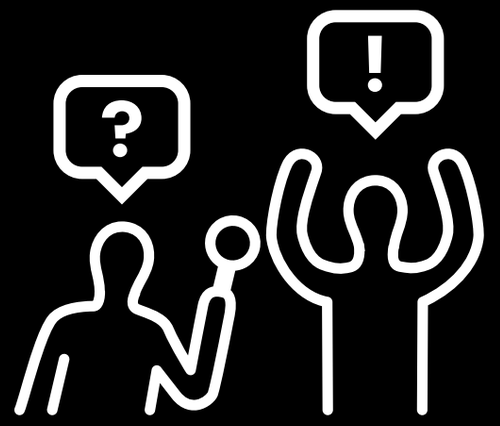
Origami
facebook.github.io/origami

Framer
framerjs.com

Principle
principleformac.com

Axure RP
axure.com

Q&A



KEEP IN TOUCH

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THANK YOU