

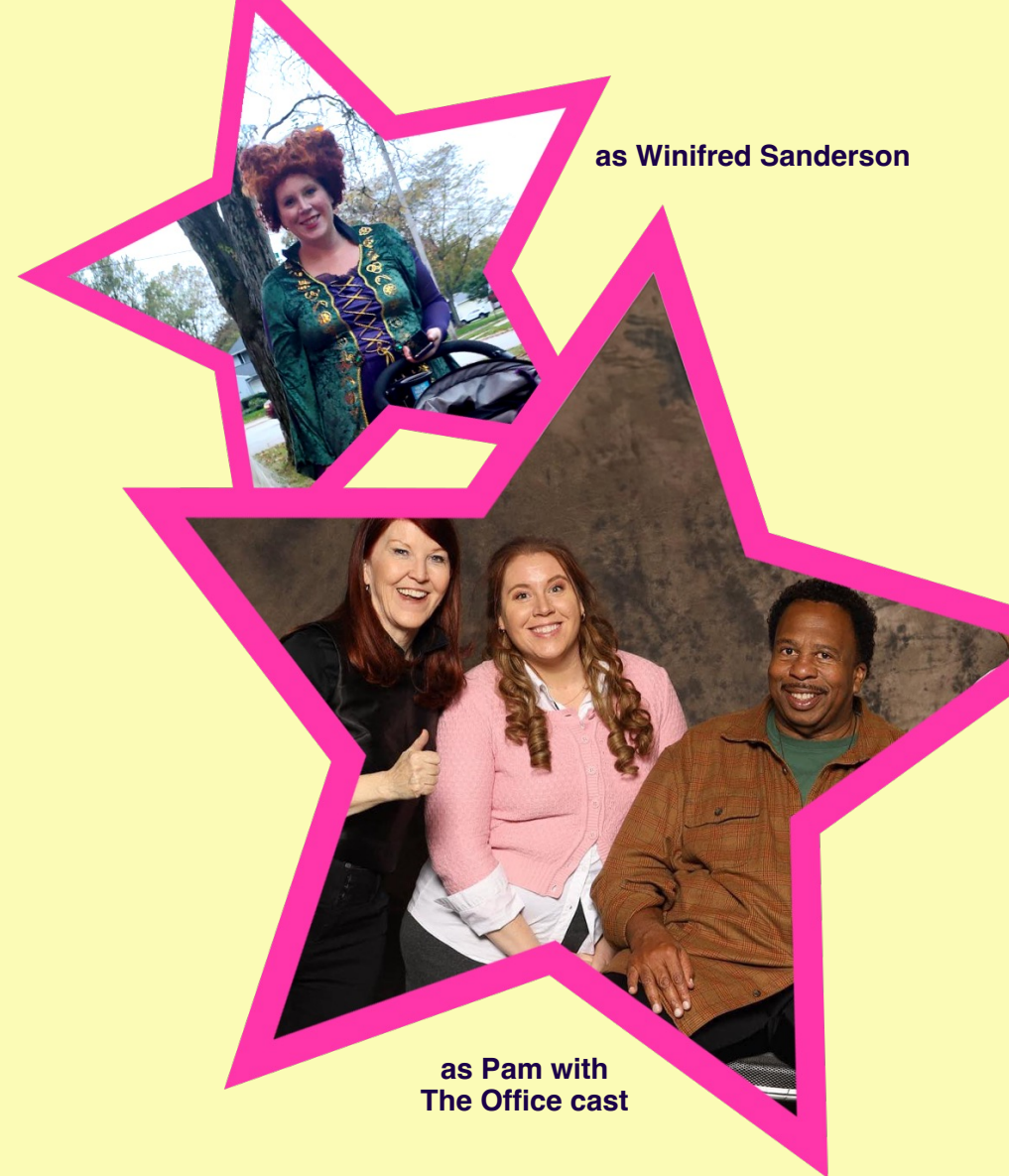
UX SYNERGY

Strategies for Effective Cross-Team Collaboration



But first, a bit about me:

- Designing web experiences professionally since 2005. Unprofessionally since 1998. (yep, I'm dial-up old.)
- A huge nerd, clearly.
- Worked on product AND marketing teams throughout my career.
- Currently, work for OverDrive, and we make reading apps. (Please download Libby!)
- 2nd year grad student at Kent State in the UXD program.



as Winifred Sanderson

as Pam with
The Office cast

Shannon Kelly

I started in web UI and visual/graphic design and moved into CRO, became a huge data nerd, and learned digital marketing, and then eventually got into UX and was focused on strategy, and now I'm back in marketing and...



**I'm the dreaded
UX unicorn you've
been told not to
become.**



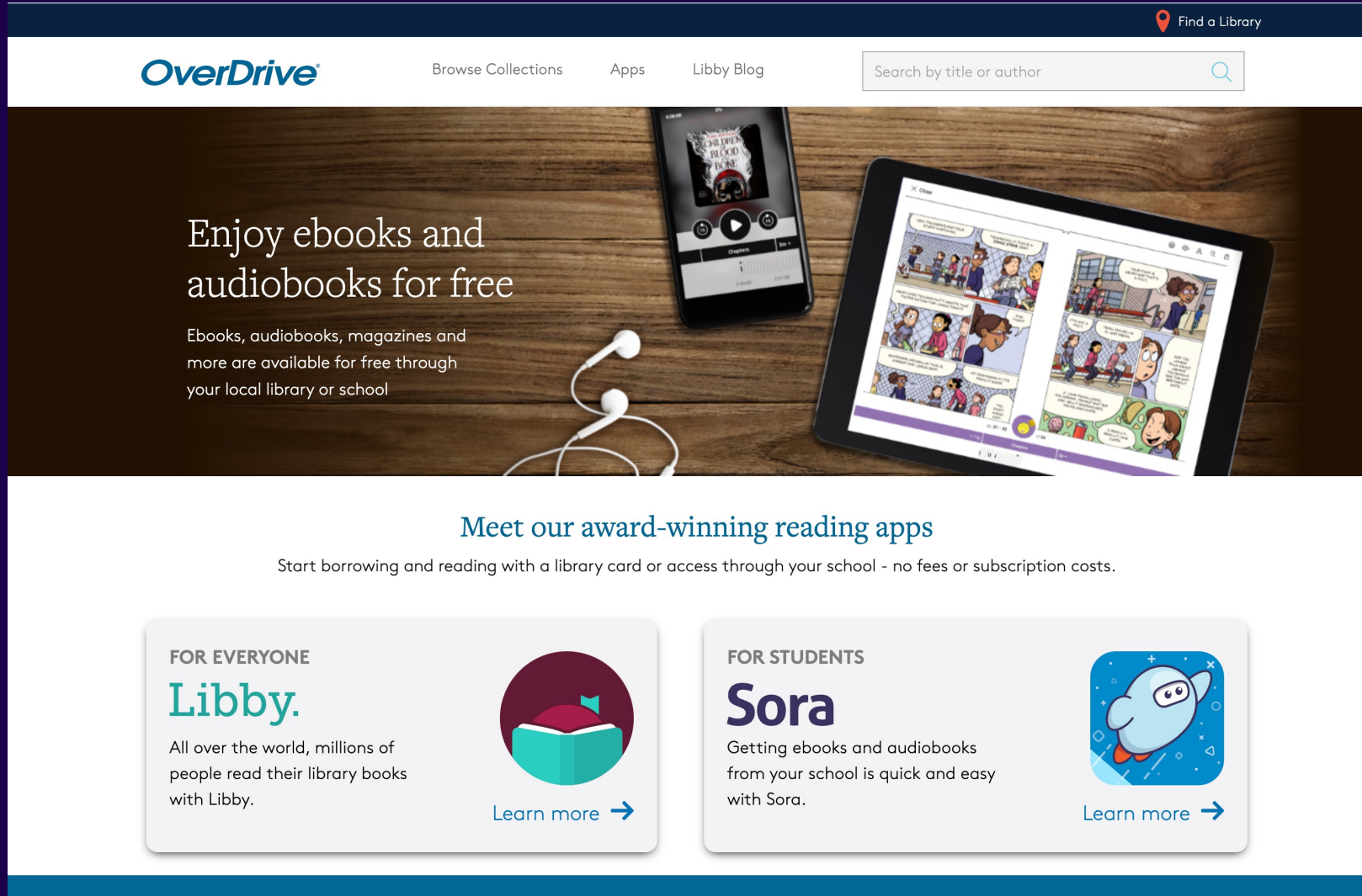
It's "truly, truly, truly outrageous" to think I haven't picked up a few things along the way...



Jem and the Holograms

Story Time!

Picture it...



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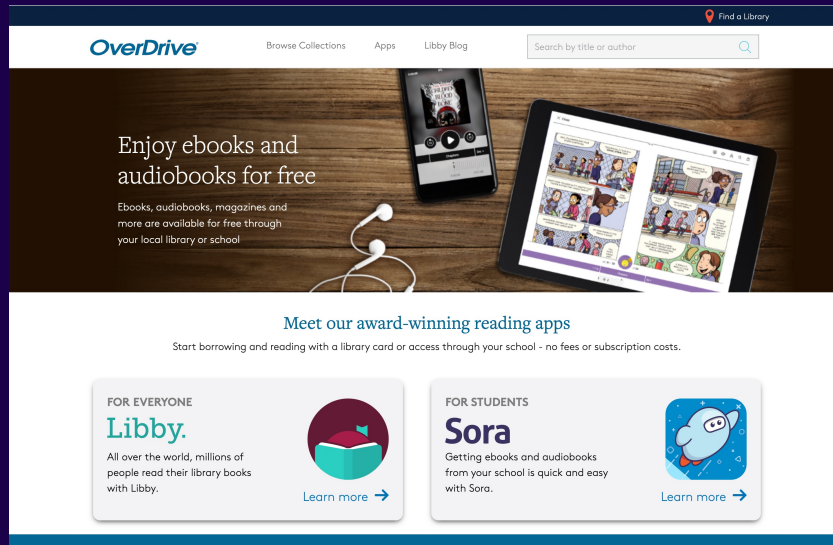
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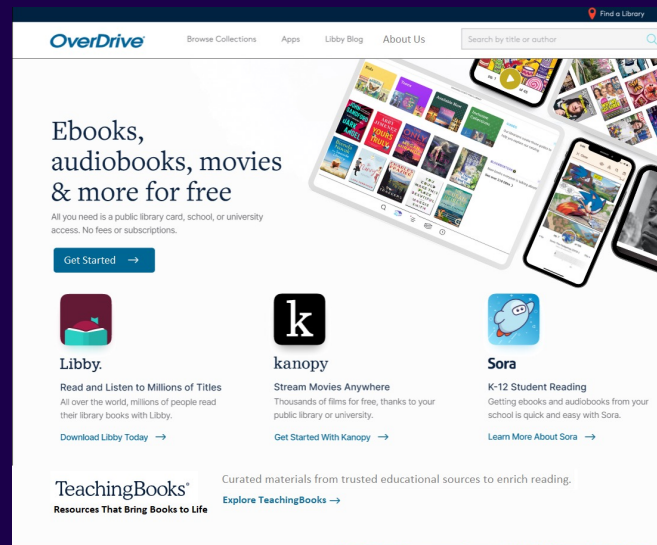


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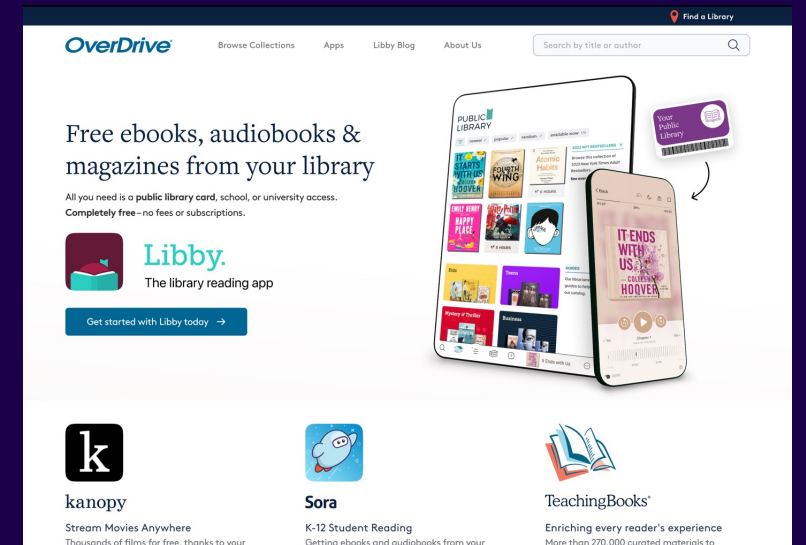
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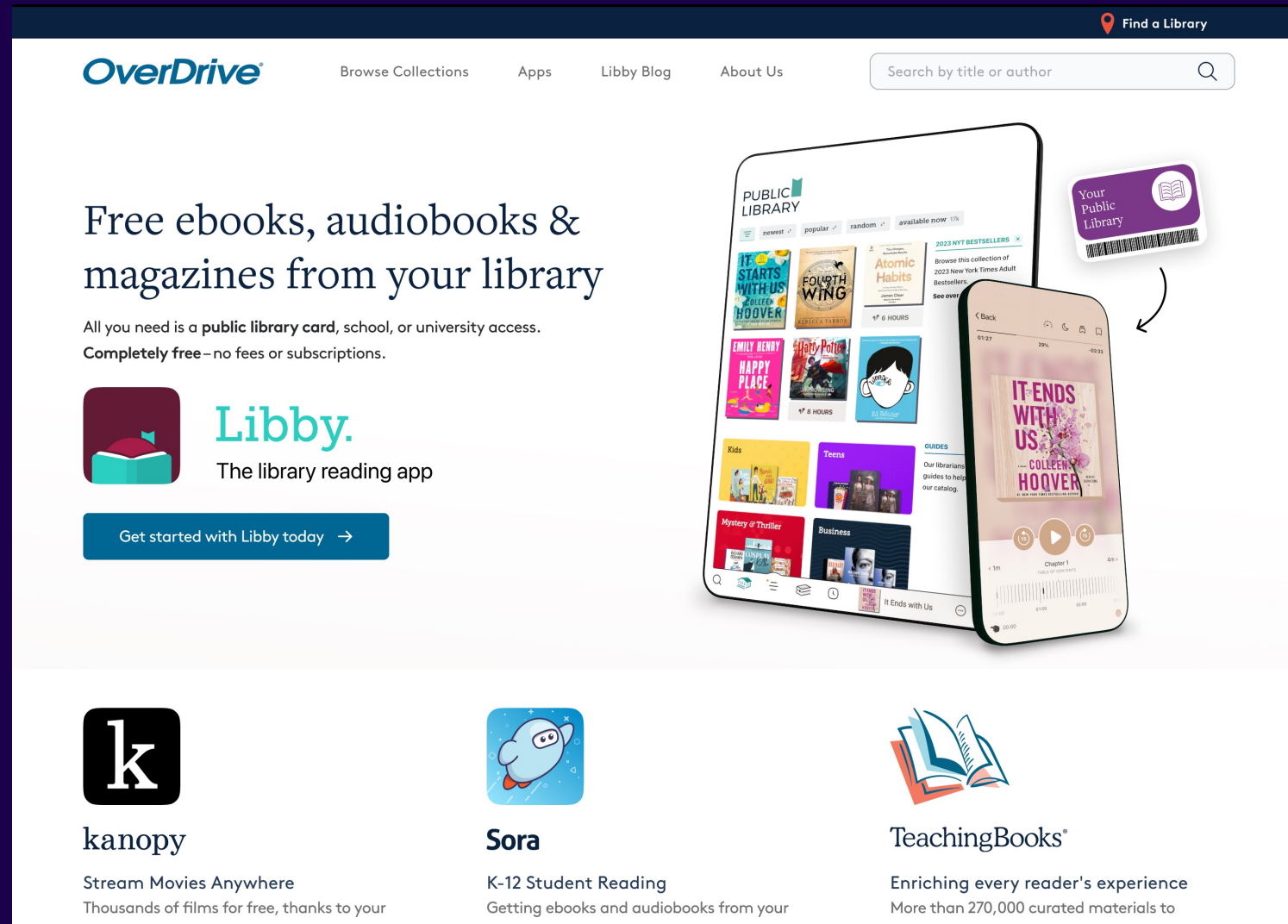
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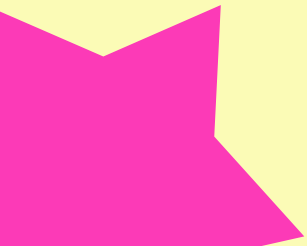
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Cool story, bro....

Synergy

/'sinərjē/

The interaction or cooperation of two or more organizations, substances, or other agents to produce a combined effect greater than the sum of their separate effects.





**Synergy starts
with alignment
and speaking the
language.**

**Alignment +
communication =
WIN WIN WIN
synergy**



**It's showtime,
SYNERGY!**



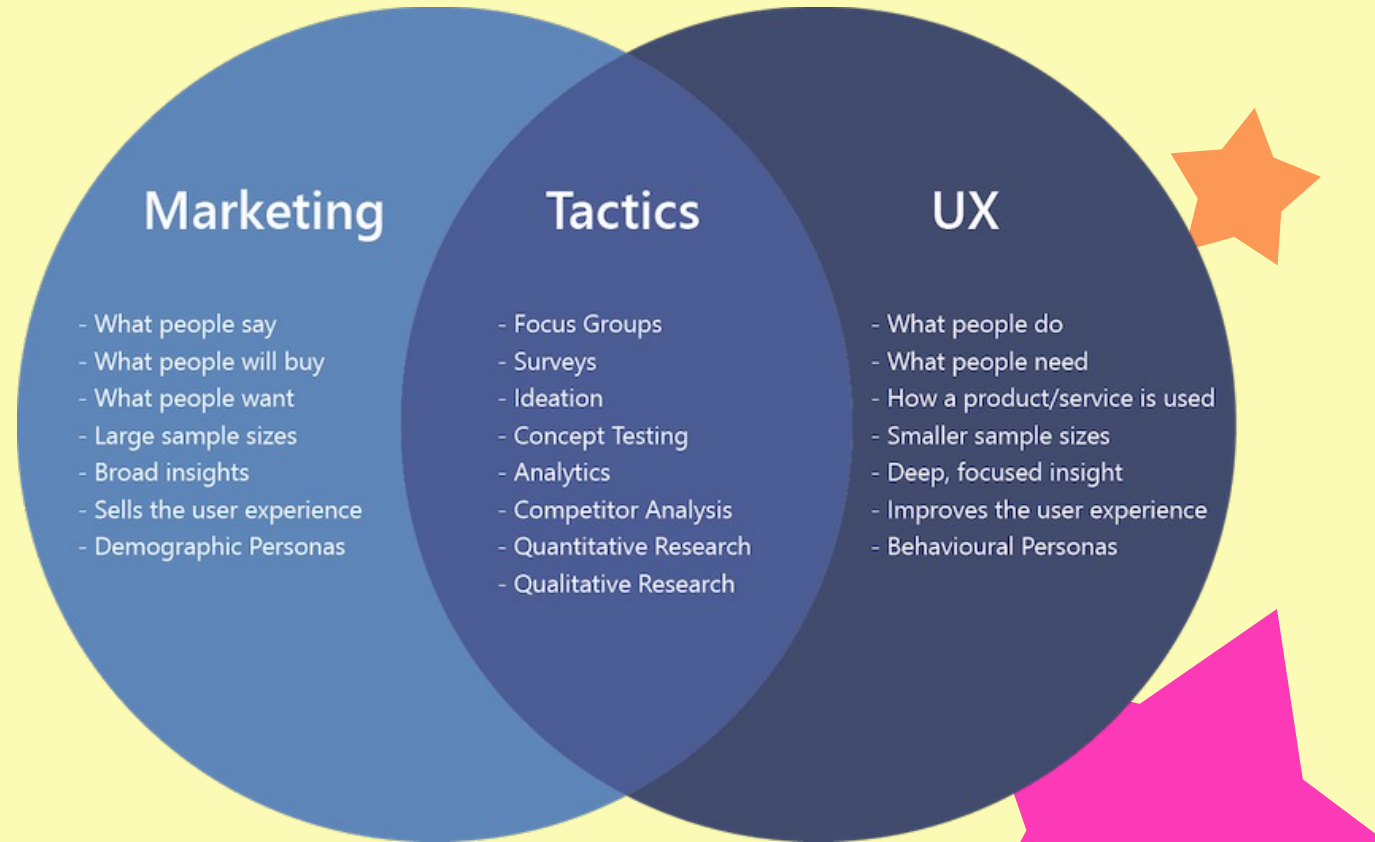
Synergy from
Jem and the Holograms

Marketing & Sales

Marketing & Sales

Focused on KPIs and ROI

- **Be open, but speak up.**
- **Help define project goals, overall strategy, and customer journey.**
- **Share your insights openly and directly.**
- **Be optimization focused.**



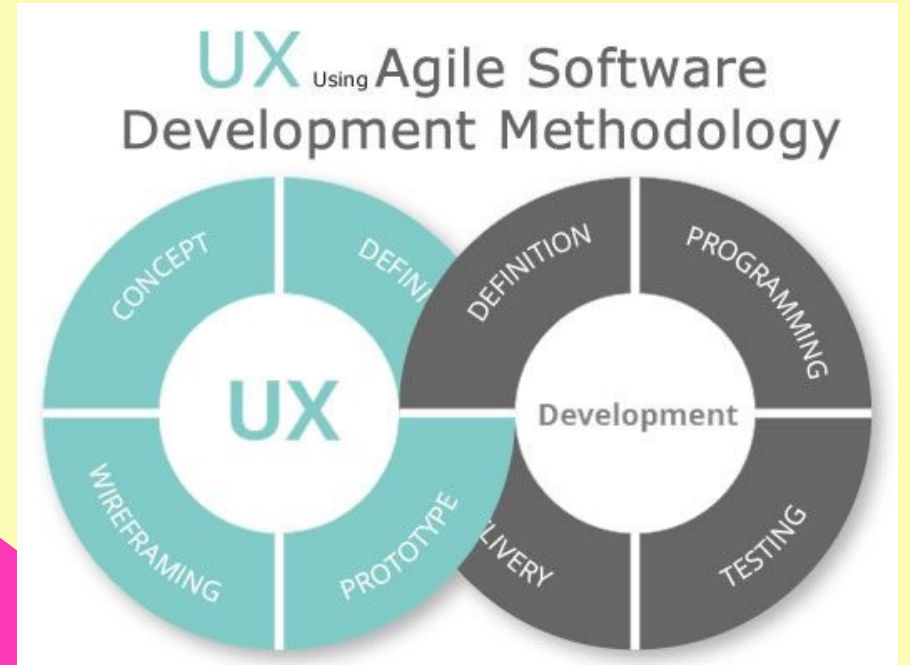
<https://adamfard.com/blog/market-research-vs-ux-research>

Development

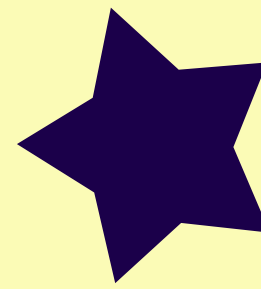
Development

Focused on producing output within an agreed-upon timeframe.

- Be mindful of frameworks, roadmaps, and backlogs.
- Know the technical/industry terms for the features.
- Prove it's the right solution.
- Reusable component? Heck yes!
- Be realistic and flexible.



Top 3 Takeaways



- **Our job is to learn about people and improve things – start internally.**
- **Be goal-driven and conversion-focused.**
- **Be supportive and flexible.**



**There will
always be
Misfits.**



The Misfits from
Jem and the Holograms

**When you can
be a rockstar.**



QUESTIONS? Let's connect...

[linkedin.com/in/ShannonMKelly](https://www.linkedin.com/in/ShannonMKelly)



as Dwight Schrute