

***EVENT INFO: Speaker Jason Goodman (Tailored UX). User Experience Design and Content Marketing. November 26, 2014 - 9:00AM-noon. Algoma Water Tower Inn***

**Twitter:** [@jgoodtux](#) [@tailoredUX](#)

[www.tailoredux.com/](http://www.tailoredux.com/)

On November 26th, join the Sault Ste. Marie Innovation Centre (SSMIC) and [Tailored UX \(tUX\)](#) for a three-hour session on building business through digital design strategy.

**tUX** is a boutique design agency that works with Social Impact Technology Startups to help build their business through the strategy, design and development of digital products.

This workshop will introduce participants to user experience (UX) and Design thinking, before transitioning to an examination of how UX perspectives and design thinking can be leveraged to improve and grow one's business through strategic digital initiatives, including business canvassing, digital product strategy (website, mobile app, enterprise software & social community building).

Hear from **Jason Goodman**, Director of Strategic Partnerships and Innovation at tUX. Jason's goals for the session include:

1. To educate businesses around the topics of User Experience Design, Design Thinking and Content Marketing in the context of today's marketplace.
2. To empower businesses with some tangible hands-on experiences related to these domains through an engaging workshop session.

**About the Speaker**



**Jason Goodman** is the Director of Strategic Partnerships & Innovation at tailoredUX (tUX) and The Writing Project (TWP). tUX is a boutique design agency that works with Social Impact Technology Startups to help build their business through the strategy, design and development of digital products. Jason's focus today is working with startups in the Education & Healthcare sectors. Blending expertise in Psychology, Design, Education and Digital Marketing, Jason works with Startup Founders on strategies to innovation and grow their digital products businesses. Jason's career began as a special educator in Montreal where he launched several pilot programs for children with Autism and Special Needs while completing his MA in Educational Psychology. In 2007, Jason ventured into the world of design and technology via residency at the CFC Media Lab where he worked with leaders in the field of ideation, prototyping & design of digital products and experiences. Thereafter, Jason co-founded a digital design studio for children that licensed product concepts to the toy industry and went on to work with some of Canada's leading Digital Marketing Agency's before joining tUX in 2014.

**Suggested Software Applications from Jason Goodman's Presentation**

- Asana for Project Management - <https://asana.com/>

- Invision for collaboration on design - <http://www.invisionapp.com/>
- Slack for Internal Communication - <https://slack.com/>
- Medium for Publishing - <https://medium.com/>
- Dribbble for Design Inspiration & Portfolio <https://dribbble.com/>