



# MX 2009

Sunday, March 1 1:00 - 5:00

## Pre-Conference Workshop: Experience Strategy Challenge

Presented by Margaret Gould Stewart

Last year, Margaret gave a 45-minute talk on techniques for managing design teams. It was our highest-ranked session, so we asked her back to offer a 3-hour workshop that provides more opportunity for discussion, activities and feedback.

### In this workshop you will:

- Learn about prioritization and project tracking
- Gain insight into career development paths within a user experience team
- Find out about performance management
- Discover how to tailor your own management style

Looking for tools and techniques to more effectively manage a user experience team? Or, are you a member of a team who is looking to understand your manager better? In this workshop Margaret Gould Stewart will share insights gleaned from managing user experience teams in a variety of settings. She will also tackle other tough issues, such as:

- Building a culture of constructive feedback
- Developing leadership within a team
- Effectively managing team dynamics
- Evangelizing user experience practices
- Managing stakeholders

Margaret will provide takeaway tools you can put to use right away or shelve for a later date. She will also leverage the experience and knowledge of the workshop's participants, breaking into small groups so you can propose solutions for the big challenges that face both UX managers and members of UX teams. Finally, the workshop will end with a User Experience Manager panel, where veteran UX leaders from a variety of contexts will field questions from the audience about what makes a great UX manager and how you can get the most out of your team.



### Margaret Gould Stewart

Manager, User Experience Team for YouTube, a subsidiary of Google

Margaret currently manages the User Experience Team for YouTube, a subsidiary of Google.

Margaret has been a practitioner and manager in the field of User Experience for over 10 years. After graduating from New York University's Interactive Telecommunications Program, Margaret consulted extensively with New York media companies such as the New York Times, Time-Warner, and Scholastic to develop many of their first forays into the Web.

She subsequently joined Tripod, Inc, the pioneering homepage building site and online community, in 1995 as its first Creative Director. Tripod was acquired by Lycos, Inc in 1998. Margaret served as Senior Director of Network Design and Integration for the Lycos Network.

In 2005, she joined Wachovia as its Web Usability Manager. She relocated to California in early 2007 to join Google, and has never been better fed. She lives in Palo Alto with her husband and three children.