

InComunicado

Communicating about UX with innies

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American Funds Web Team
Capital Group Companies

World IA Day, February 11, 2012



Javier Prieto (ganso.org)
<http://www.flickr.com/photos/ganso-org/3415460965/>

Capital Group Companies

- 7,000 associates in 23 offices worldwide
- Privately held organization founded 80 years ago
- Blah blah blah....

American Funds

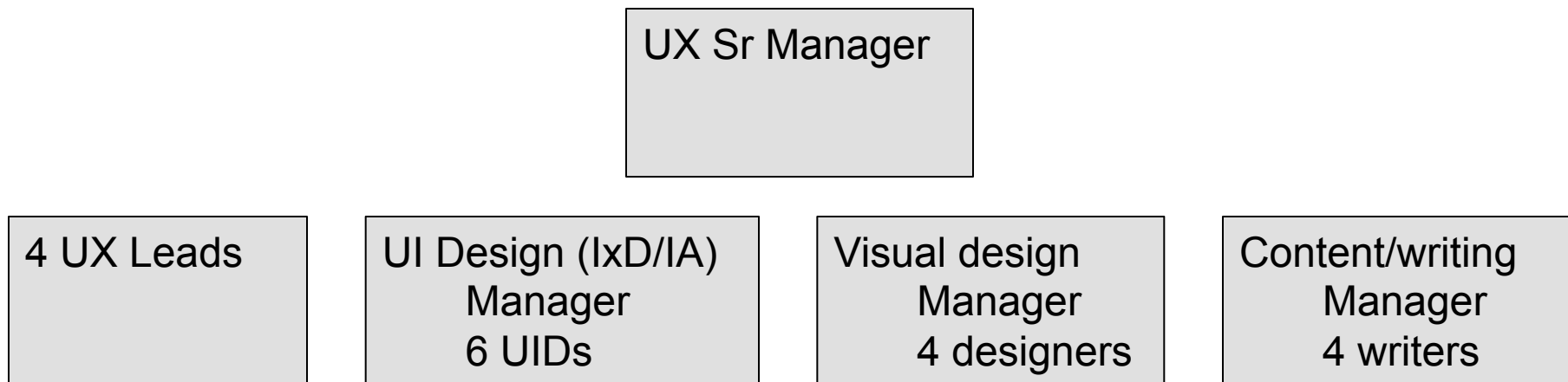
- One of the nation's largest mutual fund families with more than \$900 billion in investments and over 50 million shareholder accounts.
- Blah blah blah

Old | Big | Humble (but proud of it)

Serious about mission and corporate values

American Funds web (digital) UX team

- Part of “Product & Strategy” team (roughly $\frac{1}{3}$ of web team)
- Centralized design/UX is new for us
- Roughly doubled in size in past year



What we look for

Fit with team and company

- Strong corporate culture and value set (braggarts don't get too far)

Skills

- T-shaped, though that might be different for us
- Presentations → like this ~~amateurish~~ awesome slide deck 😊
- Relationships

Experience

- We like to overdo it here

Work style

- Collaborative, good with inputs
- Even-keeled

Communicating to us

Articulate your role in projects/teams

- Not “what the project did”
- **What you did and why:** how you made a difference.

Visuals can help

Show/tell how work evolved, how you moved through the process
(core value = rigorous analysis)

More junior / straight from school: bring us the new ideas from
the academy