DISCUSSION:
What is UX Design?

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BRIDGE GOOD

UX Design Apprenticeship 2020

Preparing student Creatives for meaningful design & tech careers.
What is BRIDGEGOOD?

We are a nonprofit organization.

We are a design studio.

We have a web application.

We are supported by Google + Warriors + Adobe.

We are here to provide opportunities.
ABOUT BRIDGEGOOD

A nonprofit design studio that provides resources and professional opportunities to emerging Creatives.

Our community-based web application allows students to create a free online portfolio, explore jobs in tech, and accept donations to build their career.

ABOUT THE UX DESIGN APPRENTICESHIP

BRIDGEGOOD's signature 3-month experience that provides tuition-free access, hands-on training, and portfolio building activities for up to twenty (20) Bay Area Artists and Designers. Similar programs (e.g., bootcamps) cost $7,500 to $15,000.
Receive professional development and skill-building opportunities (e.g., Communicating as a professional, Teamwork, Leadership, Mentorship, Learn UX / UI / Design Sprints, Build your Resume and Portfolio).

Access to exclusive design work sessions at industry companies including Google, Twitter, and Salesforce.

Awarded scholarships (Apprenticeship at no cost to student) and travel stipends (up to $400 at the end of apprenticeship; based on distance and participation): Note: Applicant(s) must live within a 25-mile radius of Oakland, California.

Access to technology, software, and professional mentorship. Apprenticeship requires meeting on-site at BRIDGEGOOD studio three (3) times a week (Tuesday, Wednesday, and Thursday), 11:00am-5:30pm, June 2 to September 3, 2020.
Learn User Experience, User Interface, and Visual Design while conceiving, designing, and shipping live features on a web application funded by Google.org, the Golden State Warriors, and technology leaders.

Communicate professionally with team members (Executive, Operations, Design, Engineering) and stakeholders to present ideas and designs effectively. Present work that is easy to read, easy to understand, and easy to find.

Participate in the creation of design collateral for BRIDGEGOOD while following brand guidelines, design methodologies, and community standards.

Push yourself to take on new challenges, try new things, and step outside of your comfort zone, while maintaining your professionalism, and show respect in and out of the studio.
By the end of the apprenticeship, you will improve your skill sets in the following areas:

Craft
- Understand the fundamentals of visual, interaction, and user experience design, so that you can bring it into your work (professionally and personally).
- Utilize industry tools to visualize your design (e.g. Adobe Creative Suite, XD, etc.).
- Gain practice in your creative problem-solving process and apply it to a variety of different projects.
Communication and Intentionality

- Present a point-of-view on your work and how you arrived there with your creative process and decision-making.
- Learn how to provide constructive critiques on design work and how to receive critique on their own work.
- Develop and give presentations to an audience to develop your communication skills such as in storytelling.

Proactivity and Drive

- Taking ownership over their projects and developing proactive problem-solving.
- Learning time management and project management and developing ways of sharing out their progress and priorities or easier collaboration.
You are eager to contribute to a product that benefits the Bay Area design community.

Ideally pursuing a degree in Design (e.g., graphic, visual, multimedia), or a related field or equivalent practical experience during the 2020-21 academic year.

Proficient with at least one industry standard design tool (e.g., Photoshop, Illustrator, InDesign, Sketch).

Possess problem-solving skills and ability to communicate conceptual ideas and design objectives.

Be open to constructive criticism and team feedback while building upon positive working relationships.
ELIGIBILITY

- Applicants must be 18+ years of age at the time of applying.
- Applicants must be Bay Area residents at the time of apprenticeship.
- Applicants must have attend at least one BRIDGEGOOD VIP Access event (e.g., visits to tech companies and/or open labs).
- Applicants must be able to attend an in-person panel interview in Oakland, CA.

BRIDGEGOOD does not and shall not discriminate on the basis of race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status, in any of its activities or operations. These activities include, but are not limited to, hiring and firing of staff, selection of volunteers and vendors, and provision of services. We are committed to providing an inclusive and welcoming environment for all members of our staff, clients, volunteers, subcontractors, vendors, and clients.
APPLICATION PROCESS

Registration link*:

*You will receive an acknowledgement email after completing form. Please note this email can take up to 48 hours.

Extended Application Deadline:
Friday, May 1, 2020 by 11:59 pm

Video Interviews**:
Between Monday, April 20 - Friday, May 15

**Our team will start contacting you for a video interview on Monday, April 13 2020.
GOALS AND WORKLOADS

WEEK 1 & 2:
Team Onboard
Organization Protocols, Intros, and Design Theory

WEEK 3 & 4:
Fundamentals
Design Thinking, Interaction & Experience Design, Design Software, and More

WEEK 5:
Intro to Design Sprint
How Might We (HMW), Prototyping, Usability Testing, and More

WEEK 6 - 8:
Develop a Web App Feature
Competitor Audit, Personas, Storyboarding, Affinity Mapping, User Journey and More

WEEK 9 & 10:
Project Work
Develop Features in Pairs and Small Groups, Group Critiques, Go/No Go, and More

WEEK 11 - 14:
Stakeholder Presentation & Graduation
Deck & Content Creation, Presentation Skills, Resume + Portfolio Development, and Reflection

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**EXPECTATIONS & DUTIES**

**BRIDGEGOOD WILL...**

- Provide six (6) hours of training, work, and/or design activities each day. Classes are instructed by working professionals and BRIDGEGOOD team members (Product Lead, Senior Designer, Ops Manager, etc.).

- Introduce, inform, and provide Apprentices with professional opportunities including exclusive work sessions with tech and design companies/agencies.

- Provide ongoing mentorship and professional development for UX Design Apprentices through an optional Career Incubator post- Apprenticeship.

**APPRENTICE(S) WILL...**

- Be open-minded and eager to take on new opportunities within the design and tech industry.

- Follow daily instructions provided, proactively meet deadlines, and act professionally.

- Be supportive of their colleagues (during and post-Apprenticeship) while respecting their artistic expression and professional journey.

- Champion and promote BRIDGEGOOD. Share success stories that emerge as a result of the Apprenticeship and help spread the word about the #DesignForSocialGood movement.
WHERE BRIDGEGOOD CREATIVES WORK
@BRIDGEGOOD
// Etsy HQ

Shoutout to Jerrie!
#BGsquad

Etsy x BG

Shoutout to Jerrie!
#BGsquad
Thank you.
Contact BRIDGEGOOD

Yudy // yudy@bridgegood.org

Phone // 510.435.2945

Org // www.bridgegood.org

Web App // www.bridgegood.com

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