



San Diego Experience Design (SDXD) is a catalyst for a vibrant San Diego experience design community. A professional networking and education organization, we serve primarily UX research and design practitioners but welcome anyone who works in, or is simply interested in, the various experience design disciplines and techniques (UX, usability, prototyping, HCI, service design, industrial design, etc.).

Contact Information

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Organization Purpose

Education, Inspiration, Community

Organization Goals

- Attendees leave having learned something they can apply the next day.
- Speakers come from our community.
- Events expand and push attendees' personal processes and repertoire.
- Attendees are exposed to new concepts and extraordinary organizations.
- Events are free (or very low cost) to remain accessible to the entire community.

Member Count

2,114 (Oct 2018)

Typical Meeting Draw

80-120

Meeting Frequency

Monthly (3rd Wednesday)

Member Profile

Our members are User Experience professionals. SDXD is a community of design professionals that work at the intersection of product development and use.

Event Goals

- **Networking:** an opportunity to socialize with colleagues and meet new people. Doing so improves career opportunities and builds in stickiness for the San Diego community.
- **Access:** advance our members' skills and professionalism through access to people, ideas, activities, and companies not normally encountered in their daily work life.
- **Human-centered, user-centered:** reinforce best practices in user empathy and business acumen through training focused on our members' business imperatives.

Past Event Highlights

- [Design System Show and Tell](#)
- [Once Upon a Product: The Power of Storyboarding](#)
- [Improv for UX Leaders: Experiential Exercises to Reframe Conversations](#)
- [Strategic Organization Design](#)