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## Design Meets Efficiency in Waterloo - Mixer

Wednesday, March 30, 2011 from 5:30 PM - 8:00 PM (ET)

Waterloo, Ontario



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### Ticket Information

TYPE	REMAINING	ENDS	PRICE	QUANTITY
Design Meets Efficiency in Waterloo - Mixer	149 tickets	Mar 30, 2011	Free	<input type="text" value="1"/>

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### When

Wednesday, March 30, 2011 from 5:30 PM - 8:00 PM (ET)

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### Where

**Caesar Martini's**  
140 University Ave. E  
Unit 1A  
Waterloo Ontario  
Canada

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### Event Details

**Theme:** Efficiency in Design

Many businesses are geared towards efficiency. Should this be an end goal of the process or is there flexibility to improve the overall experience? Does experience come at the cost of efficiency?

Discuss how we as designers can really begin to think about designing more efficiently. Network among colleagues and friends in the Waterloo area and share in open discussions with industry professionals. With 5 ideas and 5 images, prominent, local speakers will discuss the idea of Efficiency in Design as it relates to design in the 2010's.

**When:** Wednesday, March 30 • 5:30 pm – 7:30 pm

**Where:** Caesar Martini's – 140 University Ave. W, Unit 1A, Waterloo, Ontario, Canada

### Speakers:

#### 1) Robert Barlow-Busch

**Director of User Experience**

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

Robert is co-founder of UX Waterloo ([uxwaterloo.org](http://uxwaterloo.org)), which hosts monthly events for anyone in our community with an interest in product design and user experience. He's championed UX locally at companies such as Primal and Quarry Integrated Communications, and most recently at Demeure — a new player in the luxury travel industry. Robert has spoken on design and UX at conferences across North America, Europe, and Asia. Track him down online at [about.me/becubed](http://about.me/becubed)

#### 2) Anastasia (Asia) Nelson

**Director of Pranalife Yoga, Lead Yoga Teacher Trainer,**

**Intrepid Explorer of Real and Imagined Landscapes**

[www.pranalife.ca](http://www.pranalife.ca)

After completing her MA in Rhetoric and Communications Design from UW Asia spent a year at Quarry Integrated Communications as a super-agent of interaction design before launching her own company, Pranalife Yoga. Since 2006 Asia has been bending people for a (pretty good) living.

Asia's lifestyle design draws from decades of trial-and-success that's fed a restless soul, tempered with a healthy dose of yogic wisdom. Her basic tenets include yogic integration (work+play, love+money, logic+emotion, mind+heart, abhyasa (dedicated practice)+vairagya (detaching from results)), ahimsa (doing no harm), satya (truthfulness that's useful), cultivating one's Big Curious Mind, and a firm belief in Death.

#### 3) Graham Whiting

**Principal of Whiting Design**

[www.whitingdesign.ca](http://www.whitingdesign.ca)

A sustainable design professional, specializing in reducing architectural and energy footprints. A UW grad, I've operated my own design firm in Waterloo for 7 years, with a particular expertise in energy retrofitting and efficient, healthy buildings. I just can't seem to keep my hands out of other people's ideas, and love working immersed in

### Hosted By

#### Pivot Design Group

We are a group of passionate design professionals with a mission to help our clients develop people-oriented products & services using our informed design process.

Our mixers are about bringing together Canadian designers from all walks of life. We are about creating a truly interdisciplinary platform where designers have the opportunity to meet and mingle with other design professionals. This is about collaboration and building a stronger, more connected Canadian design community — and having fun while we're at it!



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**Attendee List**

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