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This hands User experience (UX) strategy requires a careful blend of business strategy and UX design, but until now, there hasn't been an easy-to-apply framework for executing it Jaime Levy is a user experience strategist based in Los Angeles. Try NOW! User experience (UX) strategy lies at the intersection of UX design and business strategy, but until now, there hasn't been an easy-to-apply framework for executing it. She heads a consultancy called JLR Interactive that caters to startups and enterprises, helping them Author Jaime Levy shows UX/UI designers, product managers, entrepreneurs, and aspiring strategists simple to advanced methods that can be applied right away. You'll UX strategy consultant Jaime Levy takes you through the process, including instructive business cases, historical context, and real-world examples so you can see these tactics Read & Download PDF UX Strategy by Jaime Levy, Update the latest version with high-quality.

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