

#DesignForSocialGood // BRIDGEGOOD.org

BRIDGEGOOD

UX Design Apprenticeship Handbook

Preparing student Creatives for meaningful design & tech careers.

Get to know BRIDGEGOOD.

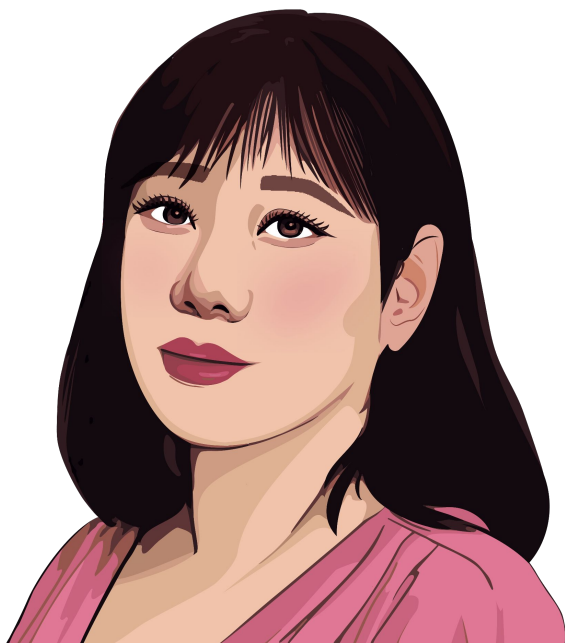
We are a 501(c)(3) nonprofit organization.

We operate a community design studio.

We have a portfolio platform, BRIDGEGOOD.com.

We are supported by Google + Adobe + Warriors.

We are here to provide real-world opportunities.



Hi, I'm Elisa Feng

- Program Manager @ BRIDGEGOOD
- World explorer (Japan, Australia, England)
- B.A. & Certifications in Design
- 12 years at Levi's as Fabric Developer
- Portfolio at bridgegood.com/elisafeng



design for social good

summit by **BRIDGEGOOD**



Hi, I'm Shaun Tai

- Executive Director @ BRIDGEGOOD
- Born & raised in the Oakland Bay Area
- B.A. Design, B.S. Comms, M.A. Architecture
- 13+ years in design & tech-for-good industry
- Learn more at shauntai.com



95 Washington St

BRIDGEGOOD

#BRIDGEGOOD
BRIDGEGOOD.org

#InspireOakland
BRIDGEGOOD.org/donate

#DesignForSocialGood
BRIDGEGOOD.org

BRIDGEGOOD Community Studio // Jack London Square



THE HAPPY JOURNEY WITH BRIDGEGOOD

- Inspire Oakland Design Challenge
- **UX Design Apprenticeship**
- Tech Career Incubator
- Graduation & Fundraiser





APPRENTICESHIP

At BRIDGEGOOD, we help students design for social good.

BRIDGEGOOD provides equitable tech access, design opportunities, and professional resources to job seekers.

Learn more, BRIDGEGOOD.org.

PROGRAM HIGHLIGHTS | UX Design Apprenticeship

- Participate in an exclusive 3-month real-world experience.
- Gain direct access to tech & design coaching.
- Complete portfolio-building activities and work projects.
- Obtain equitable access and design opportunities.
- Be a part of the #DesignForSocialGood movement.
- Receive tuition-free learning & hands-on training.

**Bootcamps typically cost \$7,500 to \$15,000*



APPRENTICESHIP

Learn User Experience, User Interface, and Visual Design while conceiving, designing, and “shipping” a live feature on BRIDGEGOOD’s portfolio platform funded by Google.org, the Golden State Warriors, and tech leaders.

Communicate professionally with team members and key stakeholders to present ideas and designs effectively. Showcase work that is easy to understand, straightforward, and based on research.

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

Push yourself to take on challenges and step outside of your comfort zone. Maintain your professionalism and show respect in and out of the studio.



Build camaraderie while learning in a safe and creative studio with like-minded creatives.



APPRENTICESHIP

Twenty (20) scholarships awarded (*no tuition cost to participants*). Made possible by BRIDGEGOOD sponsors.

Access exclusive design work sessions at industry tech companies including Google, Adobe, and Salesforce.

Access to technology, software, and professional coaching. Meetings in-person at BRIDGEGOOD Community Studio three (3) times a week (*Tue, Wed, and Thu*), 11:00am-4:00pm, June 6 to August 31, 2023.

Receive professional development and skill-building opportunities (*e.g., Communicate as a professional, Learn UX/UI, Design Sprints, Document your Case Studies*).

XS
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S
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M
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Portfolio Primary Button Normal #C79100

Portfolio Primary Button Hover #FFC107

Portfolio Primary Button Normal #002171

Portfolio Primary Button Hover #0047A1

Portfolio M_Primary_Blue #002171

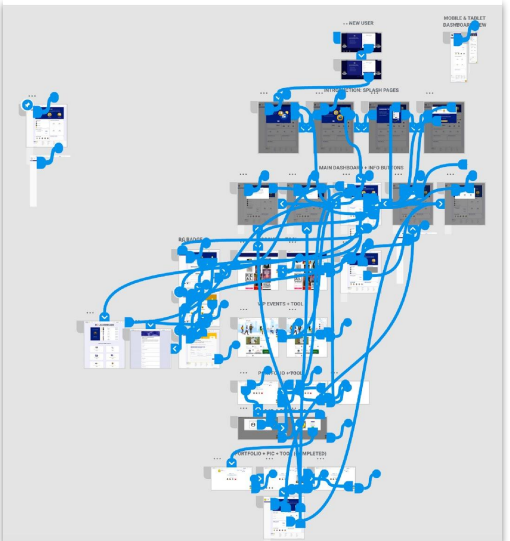
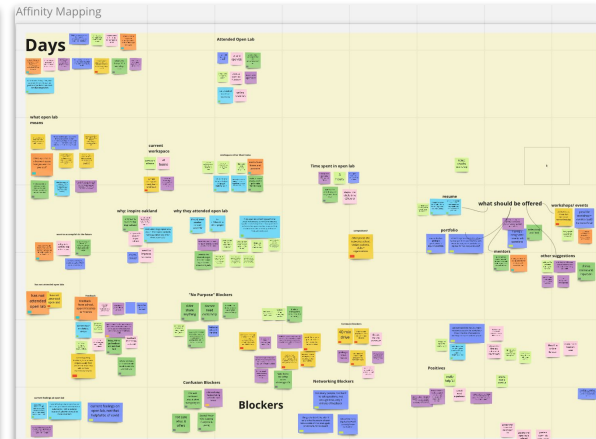
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Portfolio M_2nd_Blue #002171

Portfolio M_Action #009624

Portfolio M_Revision #C44838

Make an Impact



Salesforce Design Thinking

miro Salesforce Design Thinking

GAVIN + ELIZABETH

TEAM PURPLE

Empathy + Listening

Chatter Notes

Craft a HOW Statement

Chatter MIBOs

Dot Voting on HOWs

Mission

Chatter

Top 3 Takeaways



Example of design activities during the UX Design Apprenticeship.

WEEK 1 & 2:

Team Onboarding

Organization Protocols, Intros, and Design Theory

WEEK 3 & 4:

Fundamentals

Design Thinking, Interaction & Experience Design,
Design Software, and More

WEEK 5:

Intro to Design Sprints

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 & Capstone Work

Develop Features in Pairs and Small Groups, Group
Critiques, Go/No Go, and More

WEEK 11 - 13:

Stakeholder Presentation & Graduation

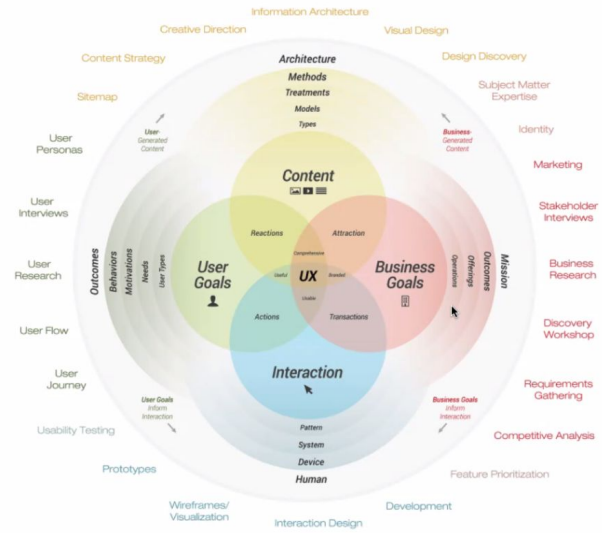
Deck & Content Creation, Presentations, Resume +
Portfolio Essentials, and Program Reflection

Program Session: Learning the Business Value of Design with Etsy



01:19:40

Business Value of UX Desi x +
docs.google.com/presentation/d/1zRv7NZJia9oABC_L6b8L9T5j5hPb_JQkWrpaF-syEj/edit?slide=id.gdffae81f7f_0_0



Program Session: Design Thinking Framework with Salesforce



A screenshot of a Zoom meeting interface. The top bar shows four meeting tabs: 'Meet - jou-vren-jpa', 'Meet - rxu-shtt-tea', 'Meet - oxv-smfh-mdz', and 'Meet - qja-knxd-sum'. The main window is split into two panes. The left pane shows a 'Salesforce Design Thinking' document with a sidebar containing icons for navigation and editing. The right pane displays a design thinking framework with three main sections: 'ELHAM' (teal header), 'KYLE' (yellow header), and 'MARYBETH' (red header). Each section contains a row of orange boxes labeled 'HMW...' (How Might We...). The right side of the screen features a grid of participant video feeds. The participants shown are: Gavin Pham, Diego Muñoz, Elizabeth Glenewinkel, alize fletcher-carrillo, Kyle Perey, elham bahar, Diego Muñoz, Marybeth Soriano, Yudy Herrera Orellana, and Neimy Sarmiento. At the bottom, there are meeting controls including 'Meeting details', a mute button, a video off button, a screen share button, 'Turn on captions', and a notification that 'Gavin Pham is presenting'.

At the end of the apprenticeship, you will improve your skill sets in the following areas:

Craft

- Understand the fundamentals of visual, user experience, and interaction design, so that you can bring it into your work (*professionally and personally*).
- Learn and utilize industry tools to visualize your design (*e.g. Adobe Creative Cloud, Miro, etc.*).
- Refine and practice your creative problem-solving process and apply it to real-world projects.

Communication and Intentionality

- Present a point-of-view on your work and how you arrived there with your decision-making (the “why”) and creative process.
- Learn how to provide constructive critiques on group work and how to receive critique on their own work.
- Develop and give presentations to an audience to develop your communication skills such as storytelling and the art of persuasion.

Proactivity and Drive

- As a group lead, take ownership of the project(s) and learn to develop proactive problem-solving.
- Learn time & project management while developing ways of sharing out progress and priorities for optimized collaboration.

Recording... 41:34 View

BRIDGEGOOD.com

Running research sessions

Remember, the goal isn't to solve users' problems, the goal is to **understand** their problems.

Lindsey Pooi
Joyce Shen
Jihyun Jeon
Christopher Cruz
@shaun_tai | BRIDGEGOOD

BRIDGEGOOD
UX Design
Apprenticeship
2022

BRIDGEGOOD

Group 1 - Design Sprint (Dev | Week 7 & 8)

BRIDGEGOOD.com/user/dashboard Dashboard Overview & Tool [Reported by Gaspar, Kyle, and Raymond]

Team Meeting Jul 23, 2020

Organization - Community Folder

Group 2 - Design Sprint (Dev | Week 7 & 8)

BRIDGEGOOD.com/inclusion - BRIDGEGOOD Inclusion Resource Feature - [Group 2: Afua, Justin, Sarrah] (August 13, 2020)

Miro Board - Group 2 Design Sprint (Dev)

Team bonding! Jul 24, 2020

Group 3 - Design Sprint (Dev | Week 7 & 8)

BRIDGEGOOD.com/support - BRIDGEGOOD Support, Volunteer, Donation, Teach Feature - [Group 3: Alize, Ben, Koka] (August 11, 2020)

Miro Board - Group 3 Design Sprint (Dev)

Team Intro + Brainstorming Jul 27, 2020



Surround yourself with Creatives that inspire you.

ELIGIBILITY | UX Design Apprenticeship

BRIDGEGOOD



- Be a **current or recent student** (AY 2021, 2022, 2023) age 18+ and a Bay Area resident during the duration of the UX Design Apprenticeship
- Attend at least **one BRIDGEGOOD event through BRIDGEGOOD.com/vip** (e.g., *open lab at Google*)
- Attend an **in-person interview** at 95 Washington Street in Oakland (may take up to two hours)
- Commit to and **fully participate in the UX Design Apprenticeship** (takes place in-person from June 6 through August 31, 2023)

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.

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APPRENTICESHIP

You are eager to contribute to a product that benefits the SF Bay Area design community.

Ideally pursuing a degree in Design (e.g., graphic, visual, multimedia), or a related field during the 2021, 2022, or 2023 academic year.

Proficient or highly comfortable using at least one industry standard design software (e.g., Photoshop).

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

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

BRIDGEGOOD WILL...

- Provide up to 200 hours of training, work, and/or design activities. Classes are led by working professionals and/or the BRIDGEGOOD team.
- Introduce, inform, and provide Apprentices with professional opportunities including on-site work sessions with tech and design companies.
- Provide ongoing mentorship and professional development for UX Design Apprentices through an optional Tech Career Incubator post-Apprenticeship.
- Upon successful completion of the UX Design Apprenticeship, graduates may be invited to work on paid opportunities and projects.

APPRENTICE(S) WILL...

- Be open-minded and eager to take on new challenges while developing a fresh mindset to take on new opportunities.
- Able to excel and thrive as a self-learner in a fast paced environment.
- Utilize resources provided, proactively meet deadlines, and follow professional etiquette.
- Support your colleagues and the unique perspectives and journeys travelled.
- Champion and promote BRIDGEGOOD's mission/vision/impact. Share success stories that emerge as a result of the Apprenticeship and help spread the word about the #DesignForSocialGood movement.



BRIDGEGOOD

Broadening our Horizons



APPRENTICESHIP

Application Due Date:

Tue, May 9, 2023 by 11:59 pm

Video and In-Person Interviews:

Between Mon, April 17 through Fri, May 19, 2023

Application decision email notification by Fri, May 26.

Apprenticeship Start - End Date:

Tue, June 6 through Thu, August 31, 2023

Application link:

uxapprenticeship.info

A team member will contact you within 5 business days.

BRIDGEGOOD

**UX DESIGN
APPRENTICESHIP
CHECKLIST**

APPLICATION
PROCESS

Review Handbook



Upload Transcript



Submit Application



MEET
THE TEAM

Schedule Interview



Prepare for Interview



Interview In-Person



SELECTION
PROCESS

Notify Candidate



Sign Documents



Start Program





UX Design Apprentice Graduates 2022

Where BRIDGEGOOD Graduates Work



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