

YOUR NEXT
OUTSTANDING GUEST

ANDREW PHELPS

Product Strategy
and Design Expert



ANDREW PHELPS is the Creative Director of User10, a boutique studio focused on SaaS product strategy and design. He leads design teams at small startups as well as enterprise brands. An expert in product strategy and design, he was named one of the Arizona Republic's 35 under 35. He shares his knowledge of strategy, design, and entrepreneurship at ASU, SEEDSPOT, and The CleanTech Open.

SUGGESTED INTERVIEW QUESTIONS

- What is the impact of design on the bottom line?
- What are the biggest misconceptions about UX/UI design?
- What are the biggest design challenges you see in SaaS companies?
- What is the difference between good UX and great UX?
- Where are the biggest opportunities for SaaS companies to innovate?

SUGGESTED INTERVIEW TOPICS

- Product strategy
- UX/UI Design
- Branding and storytelling



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