

Podcast Episode 115 - Human Centered Design and Why UX is Not Just Software, it's People, featuring Nik Parekh

Nik Parekh is a founder and author of the new book **The Future of Extraordinary Design**. As Design Strategy Lead for Samsung, Nik bolstered earning potential by **\$35B** by contributing product management to 'go to market' 17-person team for 4 separate ventures.

We discuss the values and vision of great human-centered design and how empathy is not just a buzzword when it comes to understanding how to build great products. Nik shares great insights for product managers and creators everywhere.

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