

HUMAN CENTERED DESIGN & ENGINEERING

CORPORATE AFFILIATES PROGRAM





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The HCDE Corporate Affiliates Program (CAP) provides a direct line between industry partners and HCDE students and faculty. Affiliates gain a deep connection with HCDE that fosters technical exchange, research collaboration, student mentorship, job and internship recruitment, industry networking, and access to highly competitive faculty, students, and alumni.

Learn more at hcde.uw.edu/cap.

ABOUT HCDE

Putting people first, students and faculty in HCDE research, design, and engineer interactions between humans and technology. Students in HCDE build a strong foundation in designing user experiences and interfaces, creating information visualizations, conducting usability research, designing for the web, and building web technologies. Our highly competitive program offers BS, MS, and PhD degrees from the College of Engineering at the University of Washington.

HCDE CAREERS

HCDE graduates find careers as designers and researchers who improve people's interactions with technology and the world around them. Common job titles of our graduates are:

Interaction Designer Software Developer UX Manager
Software Developer Experience Researcher Product Designer **UX Designer** Instructional Designer
Product Manager User Researcher Design Researcher
Designer **UX Researcher**
Engineer Software Engineer
Systems Analyst Program Manager Experience Designer

CAP MEMBER ORGANIZATIONS

Our list of CAP members is growing every day. Well-known past and present Corporate Affiliates include Airbnb, Amazon, Blink UX, Boeing, Dell, Deloitte Digital, Expedia Inc, Facebook, Google, Groupon, HTC, IBM Design, Intel, Microsoft User Research, Nordstrom, Tableau, NASA Jet Propulsion Labs, and many others.

CAP COLLABORATION OPPORTUNITIES

RECRUIT

Discuss your company career opportunities with competitive UW students. Host a table at the **HCDE Career Fair**, share job and internships on the **HCDE Job Board**, invite students to a **First Friday Tour** of your company, and host **Information Sessions and interviews** on UW Campus.



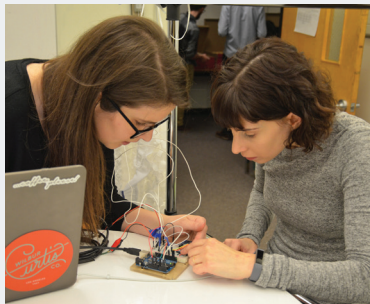
EXPAND NETWORK AND BUILD COMMUNITY

Build meaningful relationships through **exclusive networking, research collaboration, and career connection events** throughout the year.



COLLABORATE

Sponsor a capstone, design jam, or a class research project and work together with students and faculty mentors to tackle your real-world issues in human centered design and engineering.



CAPSTONE PROJECTS

HCDE's culminating, two-quarter capstone projects provide the opportunity for students and industry partners to work together to tackle real-world human centered design and UX research issues. Capstones are student-run, large-scale projects that encompass two quarters of student work.

CLASS PROJECTS

Smaller in scale than capstone projects, these industry partnership class projects can last anywhere from 3-9 weeks, and usually cover one component of human-centered design (i.e. user research). In HCDE's Usability Studies course, students perform user testing and provide recommendations to industry clients.

DESIGN JAMS

Design Jams are very short events where industry sponsors present a focused design problem or topic for student teams to tackle in a condensed timeframe (one evening to one weekend). Teams brainstorm and work together to create a deliverable and share back ideas.

DIRECTED RESEARCH GROUPS

Directed Research Groups (DRGs) are the most in-depth and collaborative of the opportunities. A DRG is formed around a particular topic or research area, and the project can vary from one quarter to multiple quarters. An HCDE faculty member and project sponsor will work together with the students to explore the topic.

INTERNSHIPS

HCDE students are encouraged to complete an internship to consolidate and extend what they have learned in class by working in a professional setting. Internships are typically paid, can be completed any quarter (most commonly summer), and they do not necessarily have to follow the academic calendar.

MENTOR PROGRAM

Launch a tailored mentor program to connect your employees with HCDE students for one-on-one career coaching and mentorship.

Do you have other ideas? We are always interested in finding new ways to partner with Affiliates. If you have an idea, we are willing to work with you to make it happen.

MEMBERSHIP LEVELS AND BENEFITS

More information at hcde.uw.edu/cap

	ASSOCIATE PARTNER \$1,500	STRATEGIC PARTNER \$6,000
JOB AND INTERNSHIP RECRUITMENT		
HCDE Career Fair registration	✓	✓
HCDE Job Board access – post internships & job opportunities	✓	✓
Onsite information sessions and interviews, organized with HCDE staff	✓	✓
ONGOING CONNECTIONS AND NETWORKING EVENTS		
Research poster session and PhD student engagement event	✓	✓
HCDE Capstone Showcase	✓	✓
Sponsor First Friday Industry Tours	✓	✓
Portfolio review events	✓	✓
Networking events, career development speaker invites	✓	✓
Corporate Affiliates Day	2 guests	5 guests
COLLABORATION AND TECHNICAL EXCHANGE		
One capstone project, Design Jam, or equivalent engagement (i.e. Mentor Program)		✓
BRAND RECOGNITION		
Logo, link, and bio on HCDE Current Members webpage	✓	✓
Logo, link, and bio on HCDE Career Fair webpage	✓	✓
Logo on print program and signage for HCDE Career Fair	✓	✓
Logo, link, and sponsor acknowledgement for sponsored special event participation (i.e. First Fridays) via event webpage, email, social media, and talking points	✓	✓
Logo, links, sponsorship acknowledgement for HCDE Open House via event webpage, email, social media, program, and talking points		✓