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so imagine my delight when uxmatters asked me to interview john ferrara about his recent rosenfeld media book playful design creating game experiences in everyday interfaces it isn t every day that i get to combine my professional expertise in user experience with my closely related personal interest in gaming

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john ferrara is a user experience designer at vanguard and the author of the new book playful design creating game experiences in everyday interfaces published by rosenfeld media john has worked in ux design for over thirteen years designing web sites desktop software and video games

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in all 69 of articles that focus on design features and their implications are at the organizational level or discuss design more generally corresponding to 335 and 15 articles respectively adding up to a total of 350 articles that constitute our review instead of lower level units of analysis e g teams or higher level units of

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