



# Reading

## What I’m Reading

A curated collection of books, articles, and resources that inspire my design thinking and professional growth.

### Currently Reading

#### "The Design of Everyday Things" by Don Norman

*Essential reading for understanding the psychology of design and how users interact with products.*

A foundational text that every UX designer should read. Norman's insights into affordances, signifiers, and the human-centered design process continue to shape how I approach design problems.

**Why I'm reading it:** This book provides the theoretical foundation for understanding how people interact with designed objects and systems.

### Recently Read

#### "Atomic Habits" by James Clear

*An excellent guide to building good habits and breaking bad ones through small, incremental changes.*

Clear's approach to habit formation through small, consistent actions has profound implications for design processes and team workflows.

**Key Takeaway:** The concept of "systems over goals" applies beautifully to design processes. Focus on improving your design system rather than just hitting specific metrics.

#### "Thinking, Fast and Slow" by Daniel Kahneman

*A deep dive into the two systems of thinking and how they influence decision-making.*

Kahneman's research on cognitive biases and decision-making processes provides valuable insights for creating more intuitive user interfaces.

**Design Application:** Understanding cognitive biases helps create more intuitive interfaces and better user experiences.

#### "The Lean Startup" by Eric Ries

*How to build a sustainable business through validated learning and iterative development.*

While focused on startups, Ries's methodology has direct applications to UX design and product development processes.

**UX Connection:** The build-measure-learn cycle is fundamental to user-centered design and continuous improvement.

### Design & UX Favorites

#### “Don’t Make Me Think” by Steve Krug

*The classic guide to web usability that every designer should read.*



## “The Elements of User Experience” by Jesse James Garrett

A comprehensive framework for understanding and implementing user experience design.

## “About Face” by Alan Cooper

Essential reading for interaction design and user-centered design methodologies.

## “Hooked” by Nir Eyal

Understanding how to build products that create lasting user engagement.

# Business & Strategy

## “Good to Great” by Jim Collins

What makes companies transition from good to great performance.

## “Crossing the Chasm” by Geoffrey Moore

Marketing and selling disruptive products to mainstream customers.

## “The Innovator’s Dilemma” by Clayton Christensen

Understanding disruptive innovation and its impact on established companies.

# Psychology & Human Behavior

## “Influence” by Robert Cialdini

The psychology of persuasion and how it applies to design and user experience.

## “Predictably Irrational” by Dan Ariely

Understanding the hidden forces that shape our decisions.

## “Nudge” by Richard Thaler

How small changes in choice architecture can lead to better decisions.

# Articles & Resources

## Design Blogs I Follow

- **Nielsen Norman Group** - Evidence-based UX research
- **UX Planet** - Community-driven design insights
- **Smashing Magazine** - Web design and development
- **A List Apart** - Web standards and best practices

## Newsletters

- **UX Weekly** - Curated UX articles and resources
- **Designer Hangout** - Community insights and job opportunities
- **The UX Newsletter** - Latest trends and case studies

# Reading Goals for 2024

- ☐ “The Mom Test” by Rob Fitzpatrick
- ☐ “Continuous Discovery Habits” by Teresa Torres
- ☐ “Escaping the Build Trap” by Melissa Perri
- ☐ “User Story Mapping” by Jeff Patton
- ☐ “The Lean Product Playbook” by Dan Olsen

# Book Recommendations

Have a book recommendation for me? I'm always looking for new perspectives on design, business, and human behavior. Feel free to **reach out** with your suggestions!

“The more that you read, the more things you will know. The more that you learn, the more places you’ll go.” - Dr. Seuss

Haider Ali	Navigation	Resources	Connect
UX Designer crafting digital experiences	Home	Insights	hello@haiderali.co
	Work	Resume	Twitter
	Writing	About	GitHub
	Reading		LinkedIn
	Contact		
© 2024 Haider Ali. All rights reserved.			