

By [Layne Foit](#)

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Two weeks ago I made the hardest professional decision thus far in my career. After almost three years, I'm leaving Blink for another opportunity.

I've had gigs in the past where the decision to move on was much simpler. The recession in particular created desperate times, which often called for desperate measures for both employer and employee.

Leaving Blink is not so cut and dried. I came to Blink and thrived here because they practice what they preach when it comes to Evidence-driven Design. There is never a need to fight to justify adding research to a project plan. Research is baked in to every project at Blink in order to gain insight, understanding, and generate empathy for the people who ultimately use what we design. The icing on the cake is that people at Blink are smart. WICKED smart.

I believe clients seek Blink out specifically for the above reasons. They know they'll come away from a Blink engagement with a deeper understanding and appreciation of the people on the receiving end of their products. They know they'll be able to make design decisions with confidence, drawing from a solid bed of evidence.

Other agencies may talk UX, but Blink walks it.

I'm excited for my new opportunity, yet very sad to be leaving. So, at this point I must say thank you to my friends and colleagues at Blink. Thank you for imparting on me a higher level of process in user-centered research and design. You never have to "fake it 'til you make it" with rigor and process in your toolkit. Thank you for getting me into the labs and out in the field, face-to-face with users. Thank you for letting me be a Blink ambassador to awesome clients like Shure, NASA, and Seattle Sounders FC. Thank you. Thank you. Thank you.

Blink on, Blinkers, Blink on.



Layne at ConveyUX

*Layne combines punk rock talent with heavy metal aspirations. He treats the younger folks in the office like the little brothers and sisters he never had, noogies and all. He estimates Blink will achieve UX world-dominance in 3-5 years.*