

# CHOOSE YOUR ADVENTURE!



**START  
HERE**





# 1997

Me = 13 years old





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[Starcraft](#)

[Patches](#)



Zaps Page

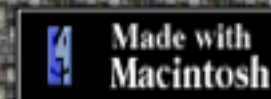
Welcome to my Starcraft and Warcraft 2 Page

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made  
with  
Mac





I'm **Kyle Neath**

**Find me @kneath**





I'm **Director of Design**

I work at GitHub. It's a tech thing.



Mostly, I **discuss features**  
**write code**  
**sketch**  
**design**



I'm  $\cong$  **Designer**

That label frustrates me.



I'm a **Builder**

I build things with computers.



**START  
HERE**

.....**GAMES**

.....**TOOLS**.....

.....**PHOTO-SHARING**



Our tools are kinda **shitty**

**Well, historically they've been shitty.**



# THE FIGHT OF THE DECADE



**DESIGNER**

**VS.**

**DEVELOPER**



Pretty dumb.



Things are **looking up!**





AppKit    UIKit



django

github  
SOCIAL CODING





Deployment just  
**isn't a thing**



Remembering **my first time**





The most **challenging** part  
of building Nightfire...



ASP 3.0

Game concept

SQL

**Getting the @\*!;#\*; hosted**



Getting the @\*!;#\*; hosted

**Time spent not building the game**



> Please enter cheat code...



> Please enter cheat code...

>  heroku



> Please enter cheat code...

>  heroku

> Skipping Stage 1: Learn Ubuntu



> Please enter cheat code...

>  heroku

> Skipping Stage 1: Learn Ubuntu

> Please continue building rad shit









*The way you get programmer productivity is not by increasing the lines of code per programmer per day.*

***That doesn't work.***





*The way you get programmer  
productivity is by **eliminating  
lines of code you have to write.***



# NeXT Philosophy

**RADNESS**

**EFFORT**

**FRAMEWORK**

**EFFORT**



# NeXT Philosophy

**RADNESS**

**EFFORT**

**FRAMEWORK**

**EFFORT**

*Manages complexity*



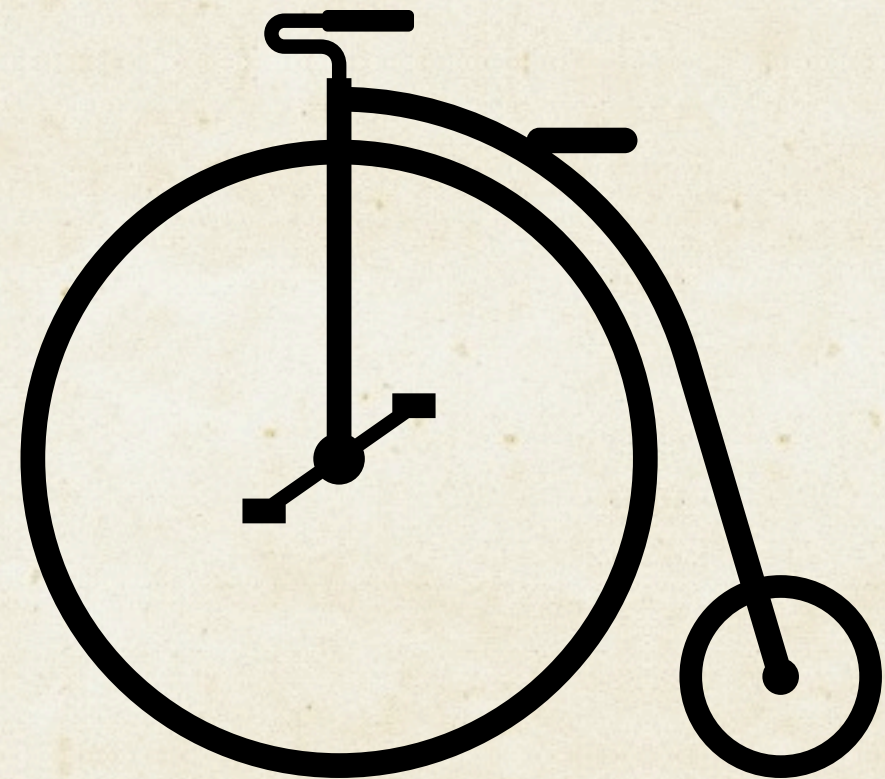


# EFFORT

We're still **writing code**  
**solving hard problems**  
**pushing limits**



**FRAMEWORK**





...**TOOLS**

**INCREASE YOUR POTENTIAL  
FOR BUILDING RAD SHIT**



# Spectrum of **Builders**

Where do you want to apply your potential?



**Assembly  
Hacker**

**Sysadmin**

**UX  
Designer**

**Marketer  
Copywriter**



**Kernel  
Hacker**

**Network  
Ops**

**Mac  
Developer**

**Visual  
Designer**

**Business  
Executive**



Mastered



Proficient



← **This is your potential**

How do you want to spend it?



1997

Mastered  
✓

I want to be a master  
**Mac Developer**



1997

Mastered  
✓

I want to be a master  
**Visual Designer**



1997

Proficient



I want to be a proficient  
**Visual Designer**

and play around as a  
**Mac Developer**





2012

Mastered  
↓

Proficient  
↓

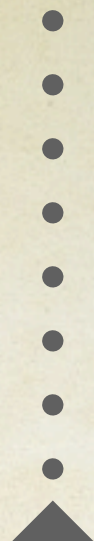
and a proficient  
**Mac Developer**

I want to be a master  
**Visual Designer**



and learn me some  
**Unix!**

TOOLS



and a proficient  
**Marketer!**





What does it mean when we hit  
**Double Rainbow?**

Proficient



TOOLS





**INCREASE YOUR POTENTIAL  
FOR BUILDING RAD SHIT**

**BETTER COMPANIES** .....



GitHub is a **web shop**  
**mac shop**  
**java shop**  
**iphone shop**  
**windows shop**  
**android shop**



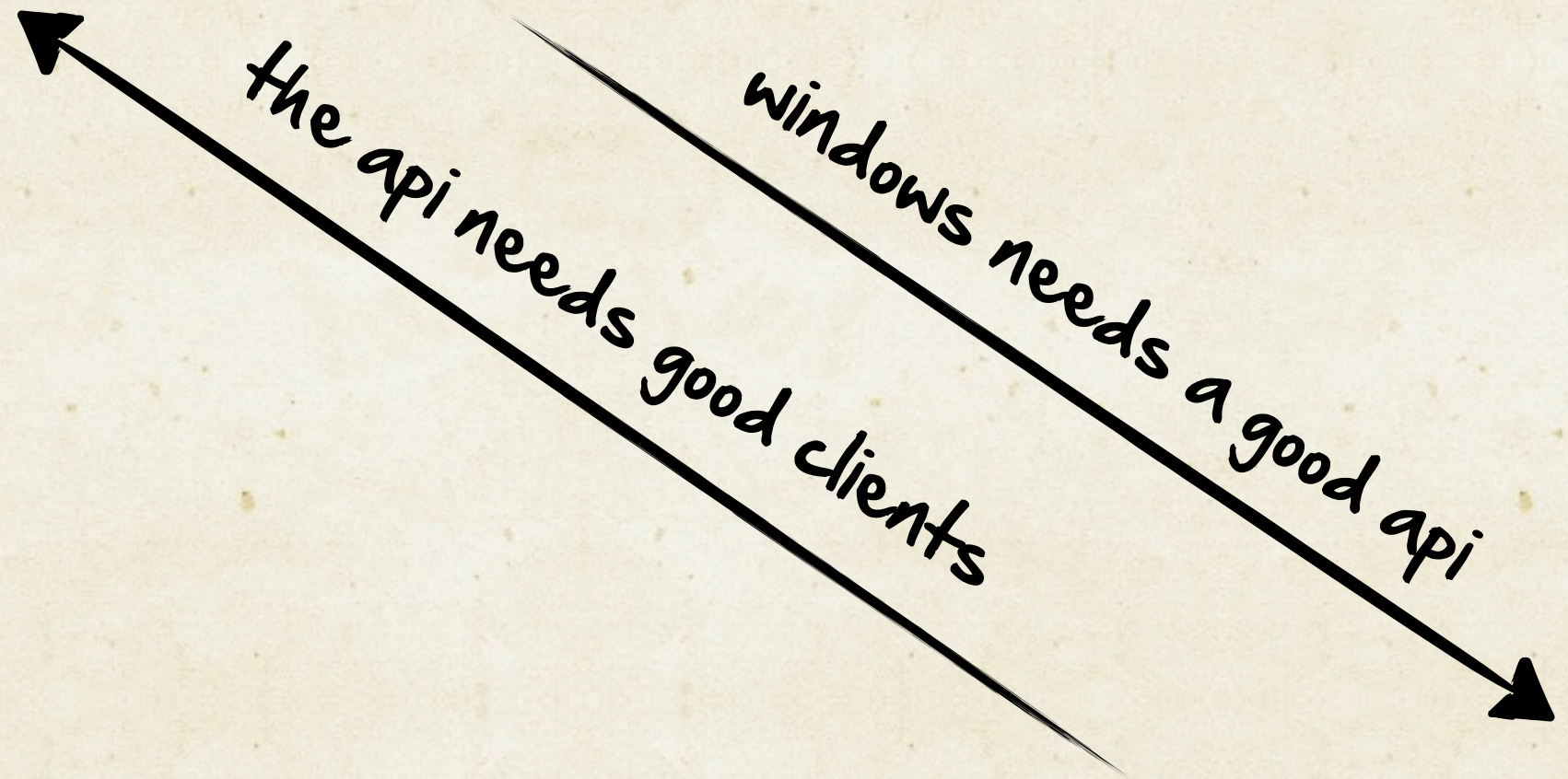
GitHub **builds good tools**



GitHub hires for **web**  
**mac**  
**java**  
**iphone**  
**windows**  
**android**  
**...**



Our **windows** developer

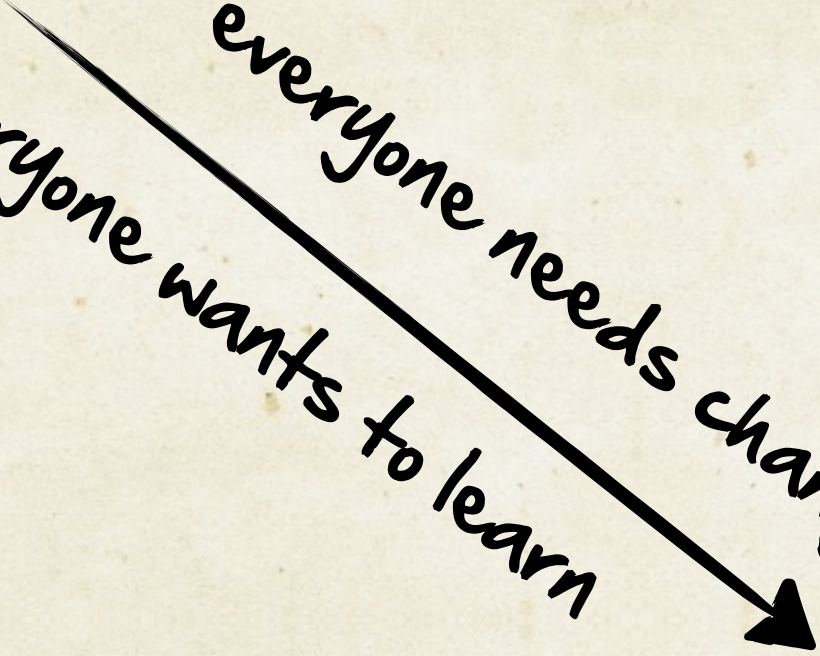


Loves to work on the **web api**



Our **iPhone** developer  
Got sick of iOS development

*everyone needs change*  
*everyone wants to learn*



Now works on a **CoffeeScript** app



GitHub hires **really good builders**  
**and keeps them happy**  
**so they build great tools**



## Browser Requests

Top-level page loads by logged in users in real web browsers. Also, pjax.

Week

**200**ms  
average response time

480,906 requests over 958ms  
24,045 requests over 4.86s



	Response Time		Throughput		CPU Burn	
Browser	200 ms		2,385 rpm		8.2 cpus	
Public	109 ms		2,351 rpm		4.4 cpus	
Ajax	57 ms		2,944 rpm		2.9 cpus	
API	85 ms		7,399 rpm		10.6 cpus	
Googlebot	309 ms		1,560 rpm		6.7 cpus	
Raw	25 ms		5,103 rpm		2.2 cpus	
Feed	69 ms		1,397 rpm		1.7 cpus	
Other	88 ms		1,397 rpm		2.0 cpus	
			24,540 rpm	38.7 cpus		




**17.77 TB** used  
**57.67 GB** added per day  
**54 days** until capacity

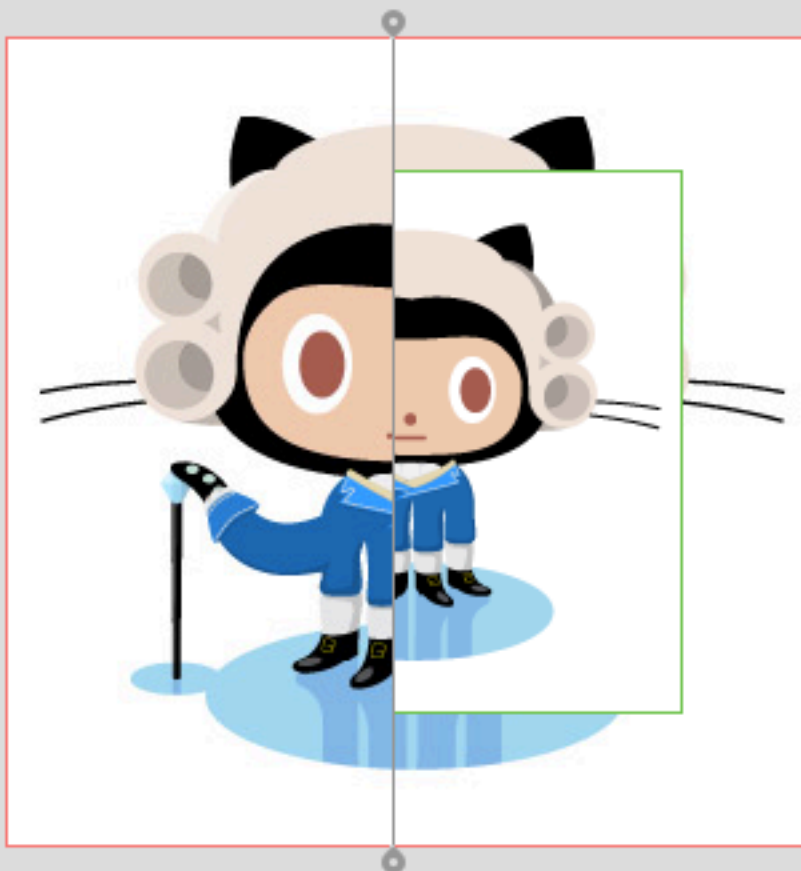






 4\_differentSize.jpg

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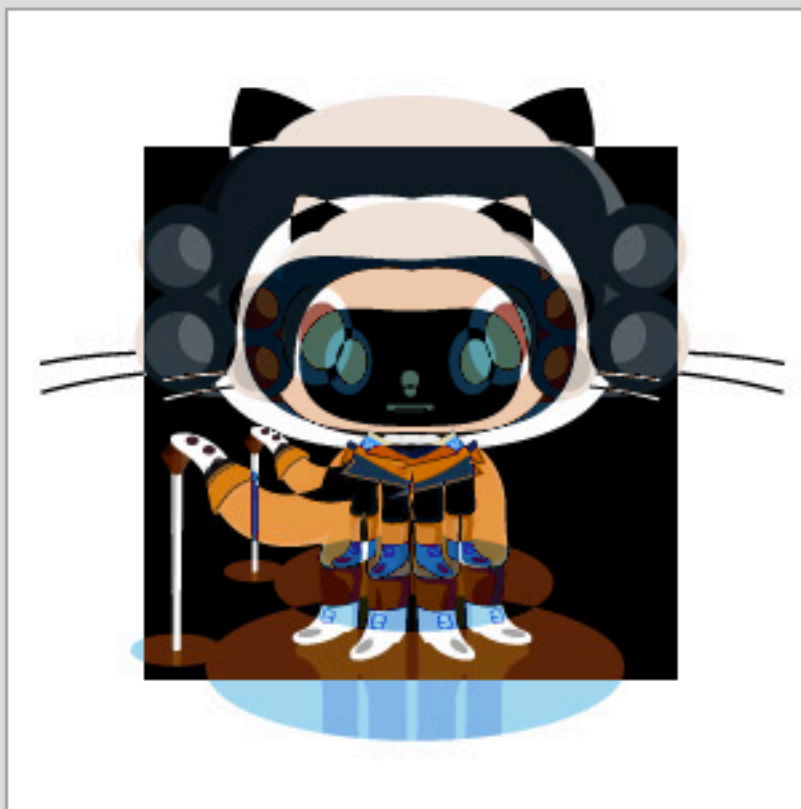
2-up | **Swipe** | Onion Skin | Difference





4\_differentSize.jpg

[View file @ 8e95f70](#)



2-up | Swipe | Onion Skin | Difference



# BETTER COMPANIES ...



**CLOSING  
THOUGHTS**



Design is a **philosophy**

**Not a profession.**



Engineering is a **philosophy**

**Not a profession.**



If the end product is well-designed software,  
Why can't you **code**?





If the end product is well-designed software,  
Why can't you **design**?





It's your personal *responsibility*

Know how to design **and** code





