

What is a User Experience Designer?

Leon Barnard - July 15th, 2021



Wireframing Academy
by balsamiq

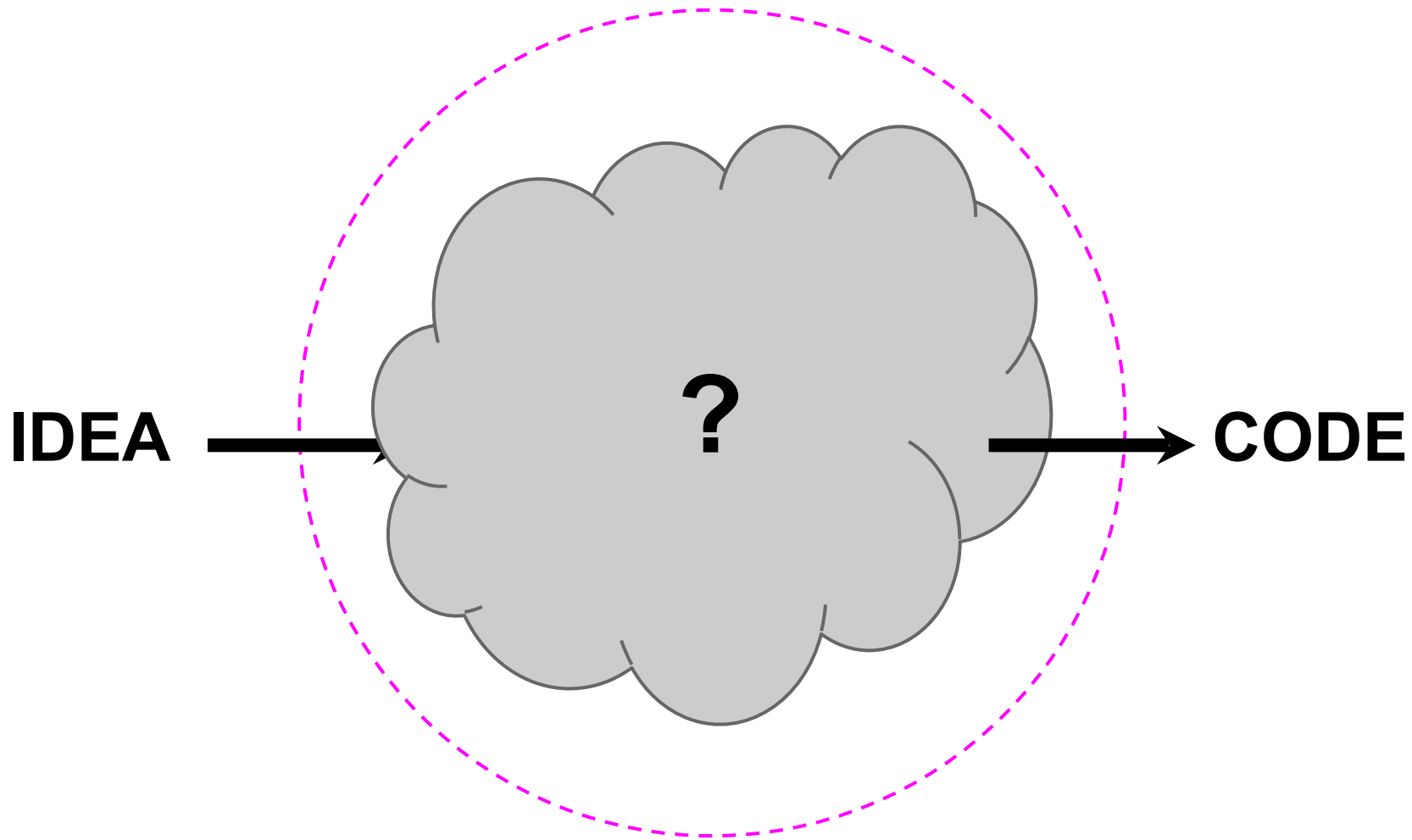
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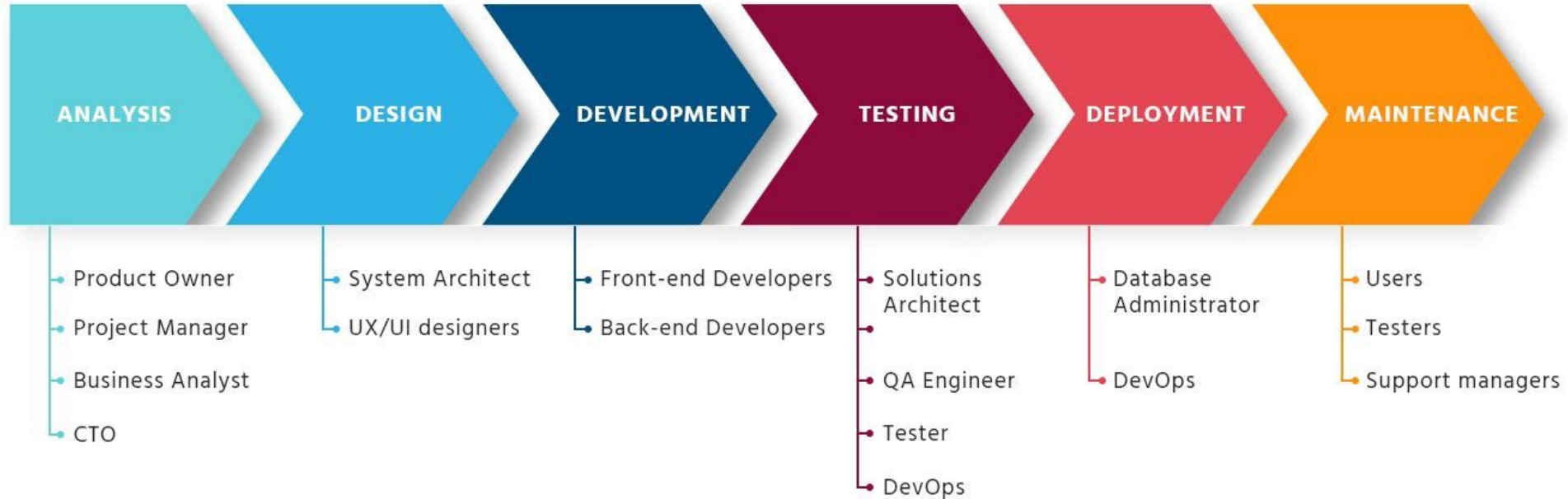
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- You can ask questions anonymously if you don't want to share your name with other attendees.

Agenda

1. How software gets made
2. What is User Experience (UX)?
3. Types of UX roles and what they do
4. Working in UX
5. Next steps



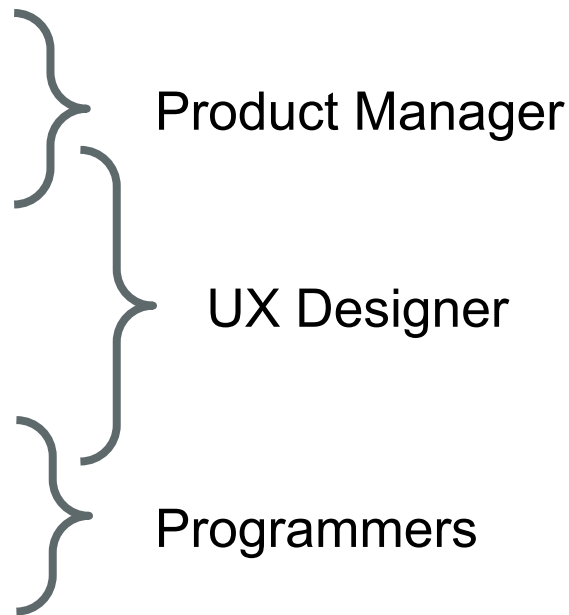
6 PHASES OF THE SOFTWARE DEVELOPMENT LIFE CYCLE



What is User Experience (UX)?

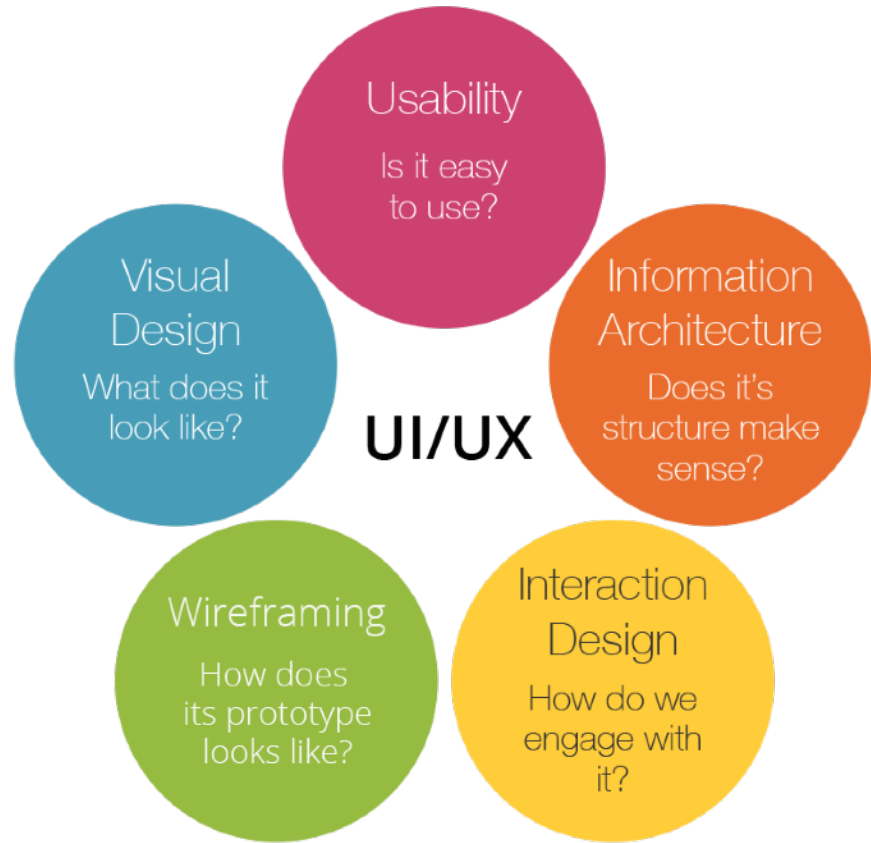
Zooming In

1. Identify a problem
2. Understand the problem
3. Design a solution
4. Plan and communicate the solution
5. Build it



UX Designers facilitate the transition from idea to code

They think about creative ways to solve customer problems and work with business and technical roles to get everyone on the same page and get the product built.



Types of UX Jobs

- **UX** (or Product / Interaction) **Designer**
- **User** (or UX) **Researcher**
- **UI** (or Visual) **Designer**
- **Content Designer** / **UX Writer**

UX Designer *Based on study respondents*



Top Skills

- Prototyping
- Visual design
- Research

Most Desired Skill

Data analysis

Background

Undergraduate degree, often in graphic design, product design, industrial design, digital media, visual communications, or fine arts

Regular Activities

- Prototyping and wireframing
- Constructing user journeys
- Contributing to design systems and style guides
- Designing visuals

Common UX Designer Artifacts



MEN

WOMEN

BOYS

GIRLS

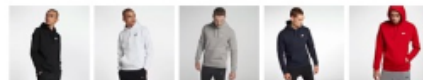
CUSTOMIZE

Q Search

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NIKE SPORTSWEAR FLEECE

Men's Pullover Hoodie \$45



CHOOSE SIZE

[Size Guide](#)

XS	S	M	L	XL
2XL	3XL			

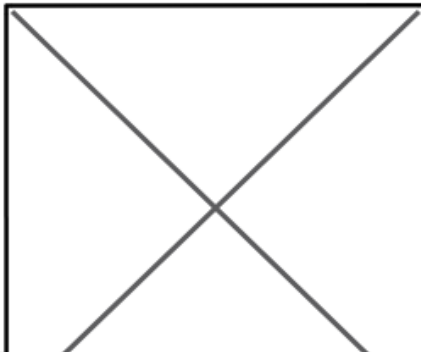
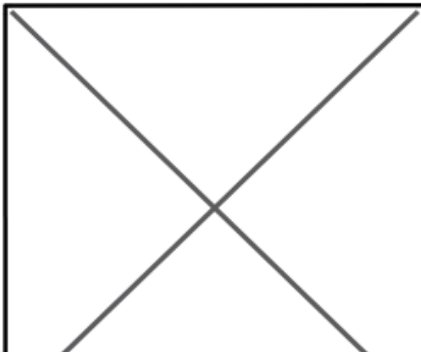
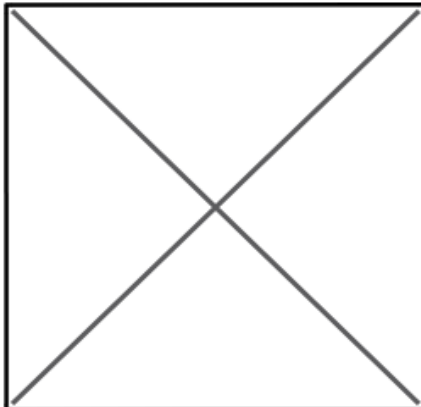
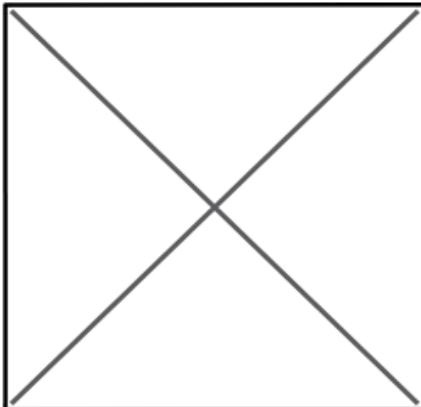
ADD TO CART



The Nike Sportswear Fleece Men's Pullover Hoodie is made with an ultra-soft interior for everyday comfort.

- Shown: Dark Grey Heather/Dark Grey Heather/White
- Style: 804346-063

[Read More](#)

[Men](#) [Women](#) [Boys](#) [Girls](#) [Customize](#)[Download the NIKE App](#) [Learn more](#)

Nike Sportswear Fleece

Men's Pullover Hoodie \$45



Choose Size

[Size Guide](#)

XS	S	M	L	XL
2XL	3XL			

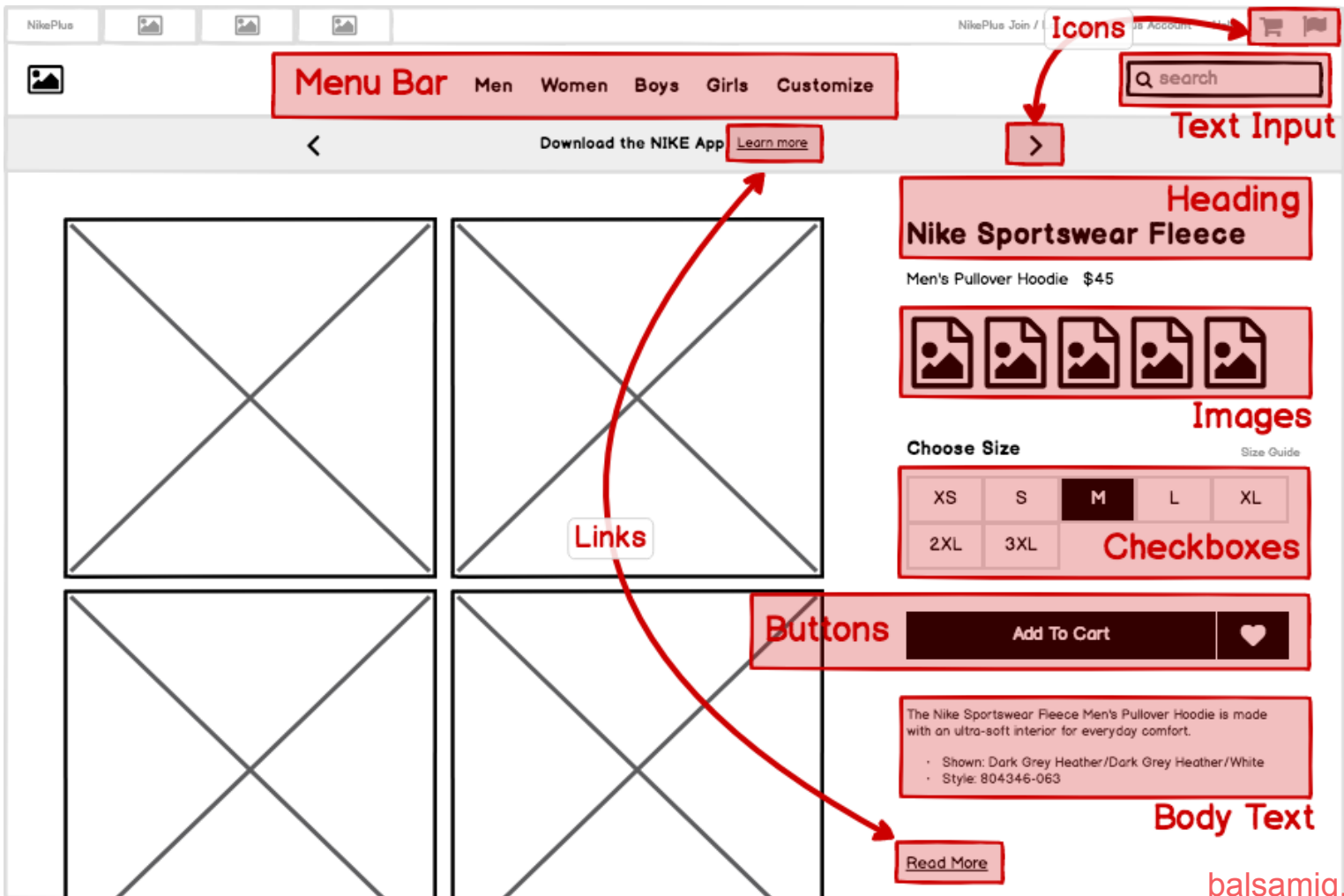
Add To Cart

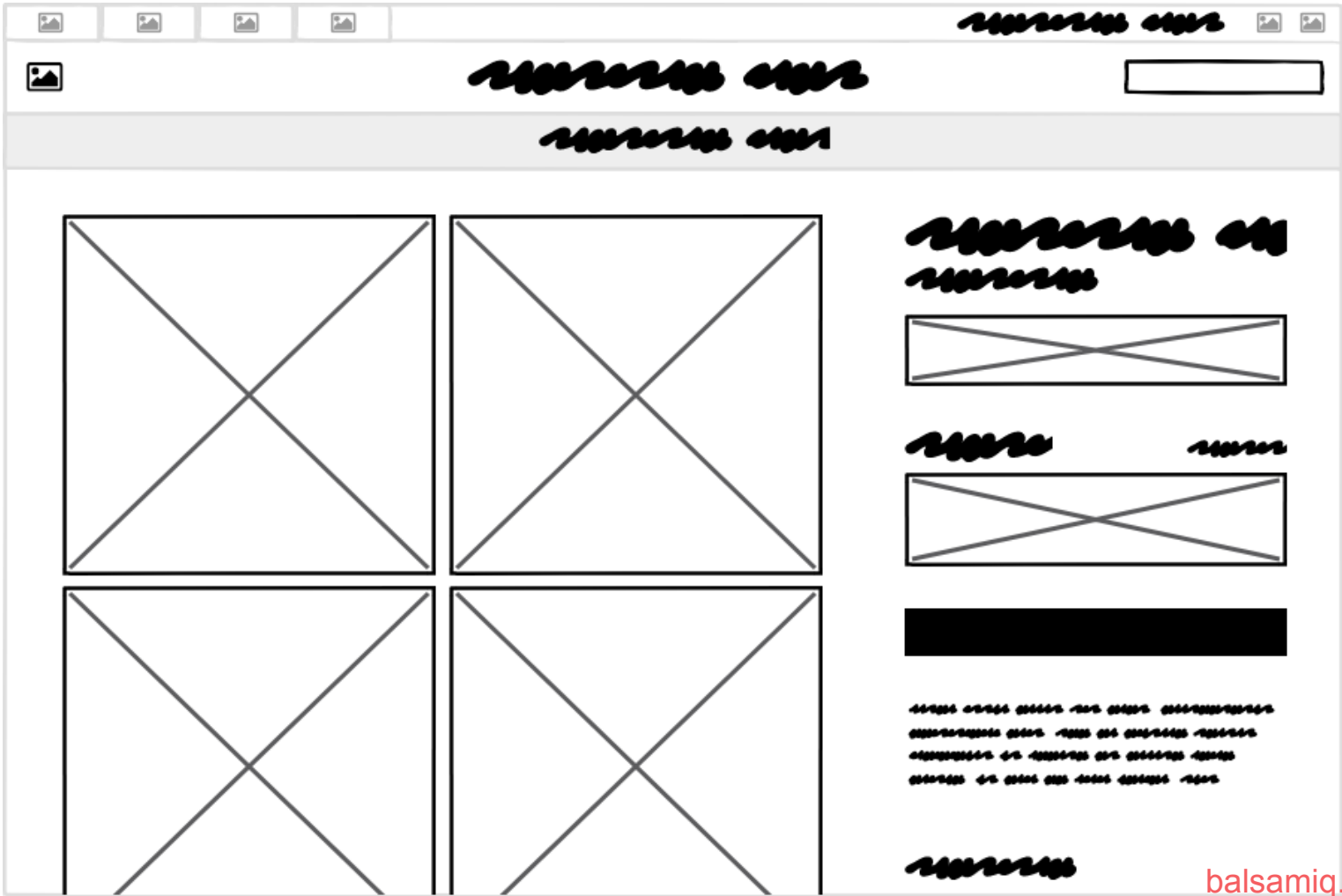


The Nike Sportswear Fleece Men's Pullover Hoodie is made with an ultra-soft interior for everyday comfort.

- Shown: Dark Grey Heather/Dark Grey Heather/White
- Style: 804346-063

[Read More](#)





Layers Assets Master Components

Search

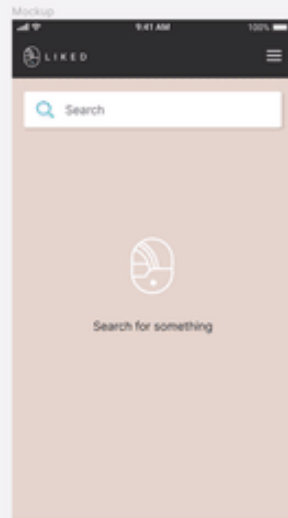
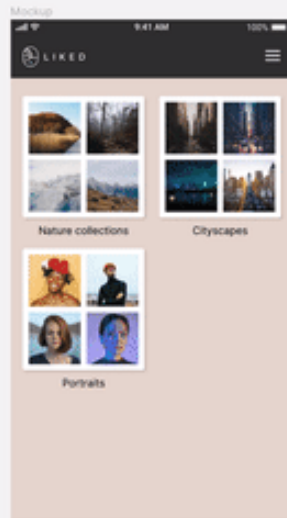
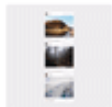
Master Components



Mockup



Scrolling components



Design Prototype Code

Background

FSFSFS 100%

Local Styles

Color Styles

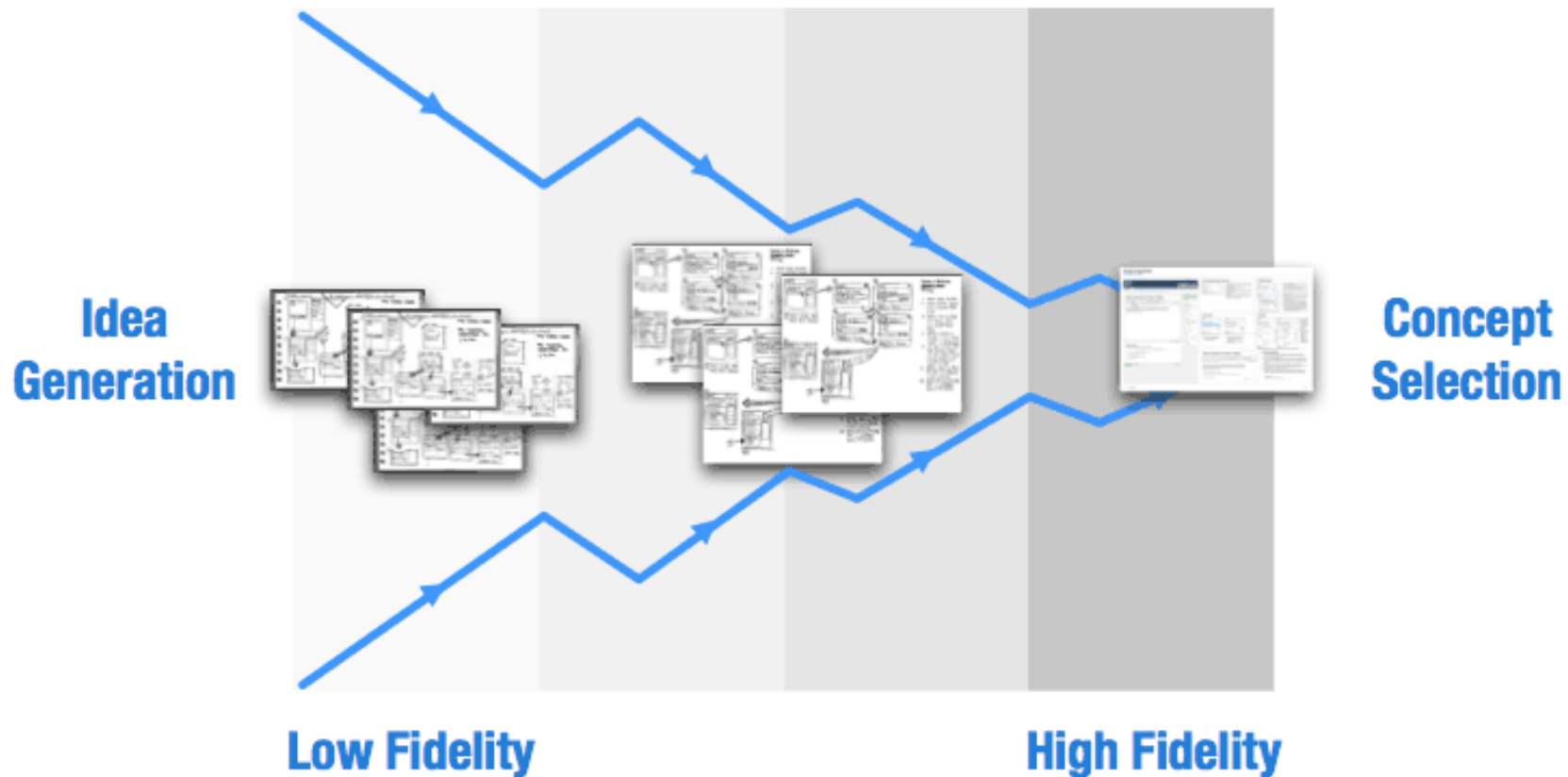
Primary Accent

Cream

Export +



The Design Funnel



UX Researcher *Based on study respondents*



Top Skills

- Research
- Writing
- Public speaking

Most Desired Skill

Visual design

Background

Undergraduate degree, often in social sciences (psychology, sociology, anthropology) or humanities

Regular Activities

- Qualitative usability tests
- Interviews
- Field studies
- Surveys

Common User Researcher Artifacts

Usability Test Plan

The template consists of a generic test plan including Copy this page to your test project wiki and adapt it to your session requirements as you see fit.

Executive summary

Scope

What's being tested?

What's the specific experience goal of what's being tested?

Why are we conducting a test; what triggered it?

Test Objectives

What are the goals of the usability test?

What specific question will be answered?

What hypothesis will be tested?

Participants

How many participants will be recruited?

Characteristics?

List of Participants

Add your definitive list here



Cognitive Walkthrough Template



File Edit View Insert Format Data Tools Add-ons Help [Last edit was 3 minutes ago](#)



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fx

	A	B	C	D	E
1	Goal & Actions	Will the user try and achieve the right outcome?	Will the user notice that the correct action is available to them?	Will the user associate the correct action with the outcome they expect to achieve?	If the correct action is performed; will the user see that progress is being made towards their intended outcome?
2	Goal 1: Sign Up				Yes
3	Select the Sign Up button	Yes	Yes	Yes	
4	Enter Email Address				
5	Enter Password				
6	Select Sign Up to submit the form				
7	Read confirmation message instructions				
8	Check Email to confirm				
9	Goal 2: Lorem Ipsum				
10	Task 2.1				
11	Task 2.2				
12					
13					
14					
15					
16					
17					
18					
19					

Clark Andrews

AGE 26
OCCUPATION Software Developer
STATUS Single
LOCATION San Jose, CA
TIER Experiment Hacker
ARCHETYPE The Computer Nerd

Friendly

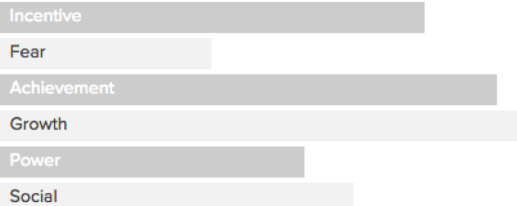
Clever

Go-Getter



"I feel like there's a smarter way for me to transition into a healthier lifestyle."

Motivations



Goals

- To cut down on unhealthy eating and drinking habits
- To measure multiple aspects of life more scientifically
- To set goals and see and make positive impacts on his life

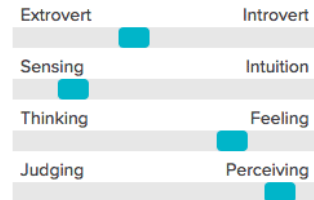
Frustrations

- Unfamiliar with wearable technology
- Saturated tracking market
- Manual tracking is too time consuming

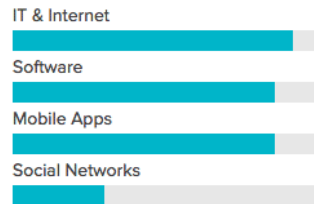
Bio

Aaron is a systems software developer, a "data junkie" and for the past couple years, has been very interested in tracking aspects of his health and performance. Aaron wants to track his mood, happiness, sleep quality and how his eating and exercise habits affects his well being. Although he only drinks occasionally with friends on the weekend, he would like to cut down on alcohol intake.

Personality



Technology



Brands



CUSTOMER JOURNEY MAP *Shopping for a New Car*

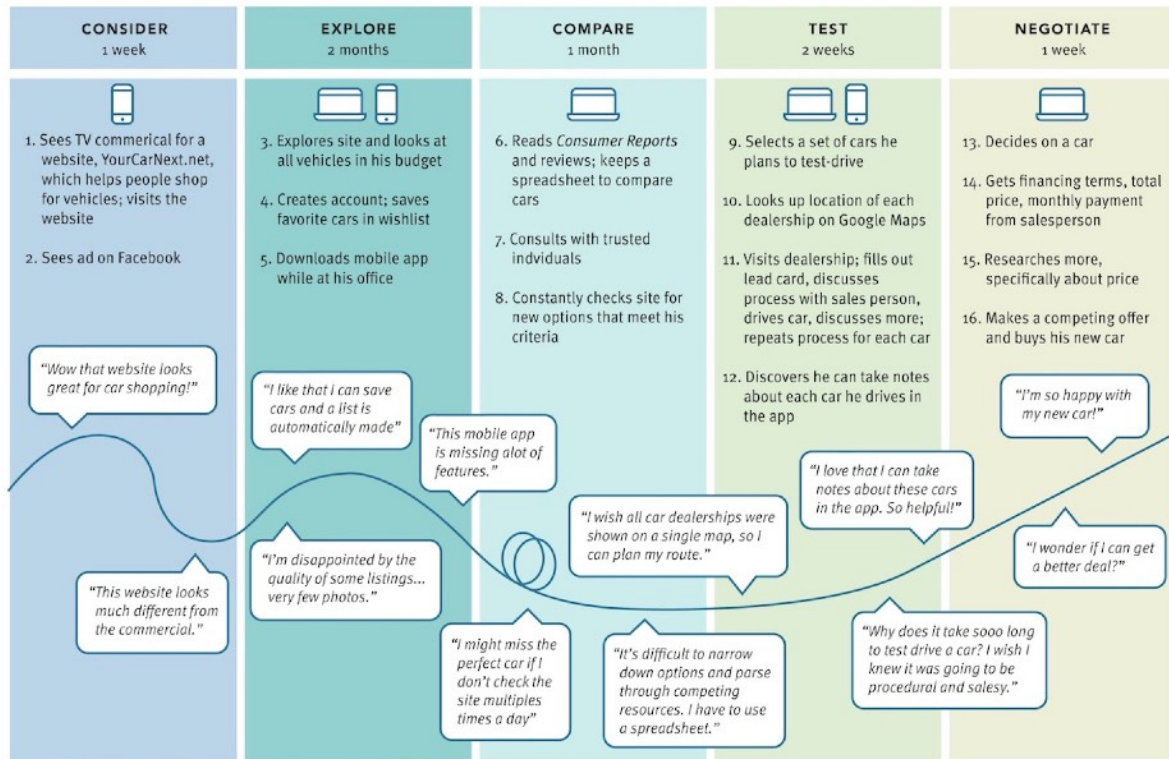


EMOTIONAL ERIC

Eric is an emotional car buyer. He purchases based on aesthetics and status.
Scenario: Eric recently moved to the area. He is shopping for a car that is fun to drive and dependable enough for use for everyday commuting.

EXPECTATIONS

- Ability to compare cars and their breakdowns
- Good photography with closeups, inside and out
- Video overview of car with demonstrations



Other UX Jobs

UI Designer



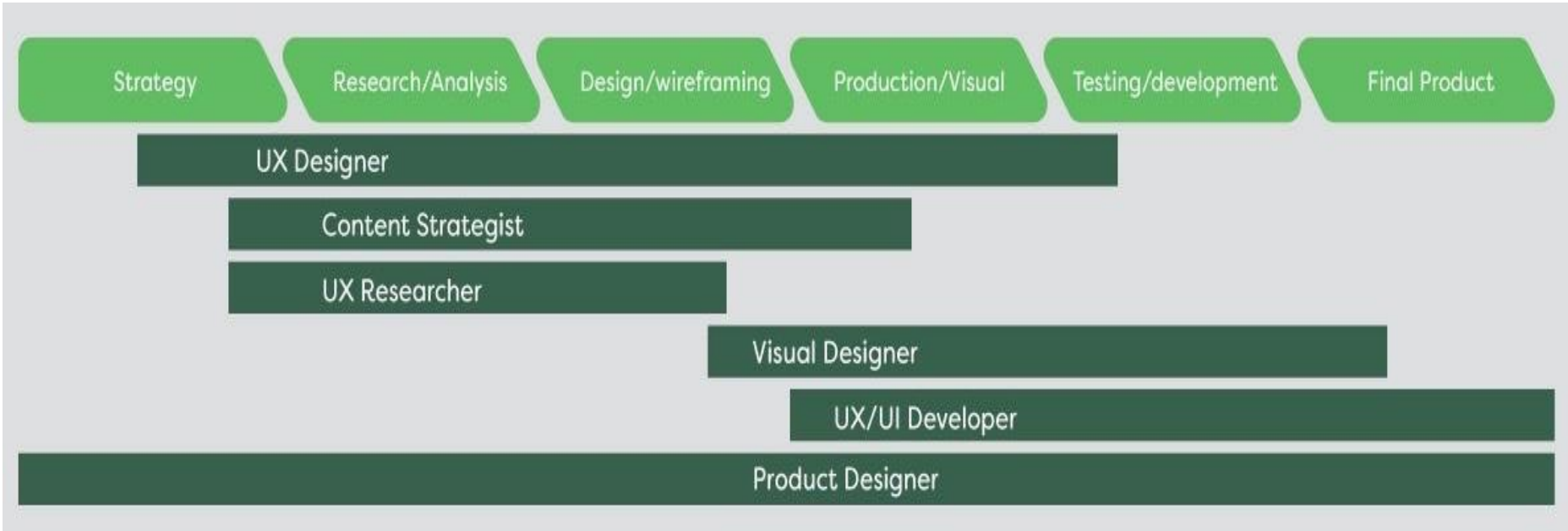
“Unicorn” / Team of One



UX Writing and
Content Design



UX is Expanding



Job Opportunities

UX Maturity Stages

	1	2	3	4	5
	Beginning	Awareness	Adopting	Realizing	Exceptional
Timing of Initial UX	No UX	After coding	Mixed: after coding, before coding, and sometimes in parallel with coding	Prior to coding	As part of business & market requirements
Availability of Resources	None	Visual Design	Visual, Interaction, Research, Lower Level Management	Visual, Interaction, Research, Lower and Upper Level Management	Visual, Interaction, Research, Management Executive
Leadership and Culture	None	None	No clear owner, shared amongst functions	Clear owner in Upper Management	Clear owner and well understood, represented at executive levels

“UX design is one of the top five in-demand skills according to a LinkedIn report. This is expected to continue in 2021 as UX becomes a Google ranking factor, meaning businesses will need to focus on their UX to remain competitive.”

([source](#))



Senior Product Designer - UX/UI

Chipotle ★★★★★ 12,025 reviews - Newport Beach, CA

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VMLY&R

UX Writer

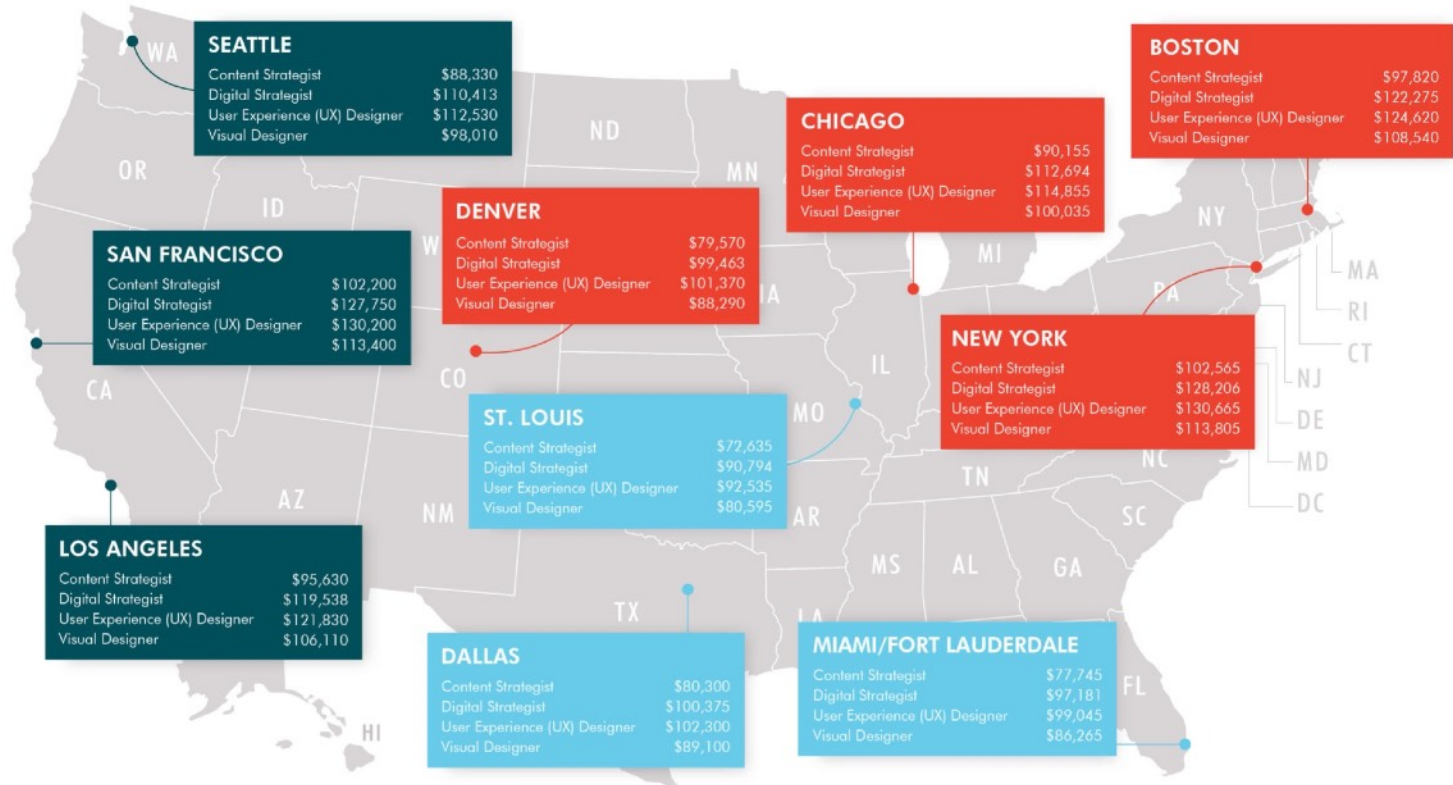
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WHO WE ARE

We are a global marketing agency that creates connected brands. We harness creativity, technology and culture to create connected brands that drive value for our clients and impact the world.

C.R.E.A.M. (Average UX Salaries in 2017)



Getting Into UX as a Career

Highlights from the 2019 UX Careers Report by Nielsen Norman Group



www.nngroup.com/reports/user-experience-careers/

Educational Backgrounds

“Don’t worry so much about your background. I’ve met UX professionals that come from all sorts of backgrounds from finance to anthropology – you don’t **NEED** a special degree to get into the field.”

- Report: What a UX Career Looks Like Today

“My background in graphic design helped immensely to have as a hard skill, because it was easier to get a foot in the door.”

- Report: What a UX Career Looks Like Today

“Since a somewhat accidental discovery of UX seems to be fairly common, it’s quite possible for anyone to work in the field given a level of interest and a certain temperament.”

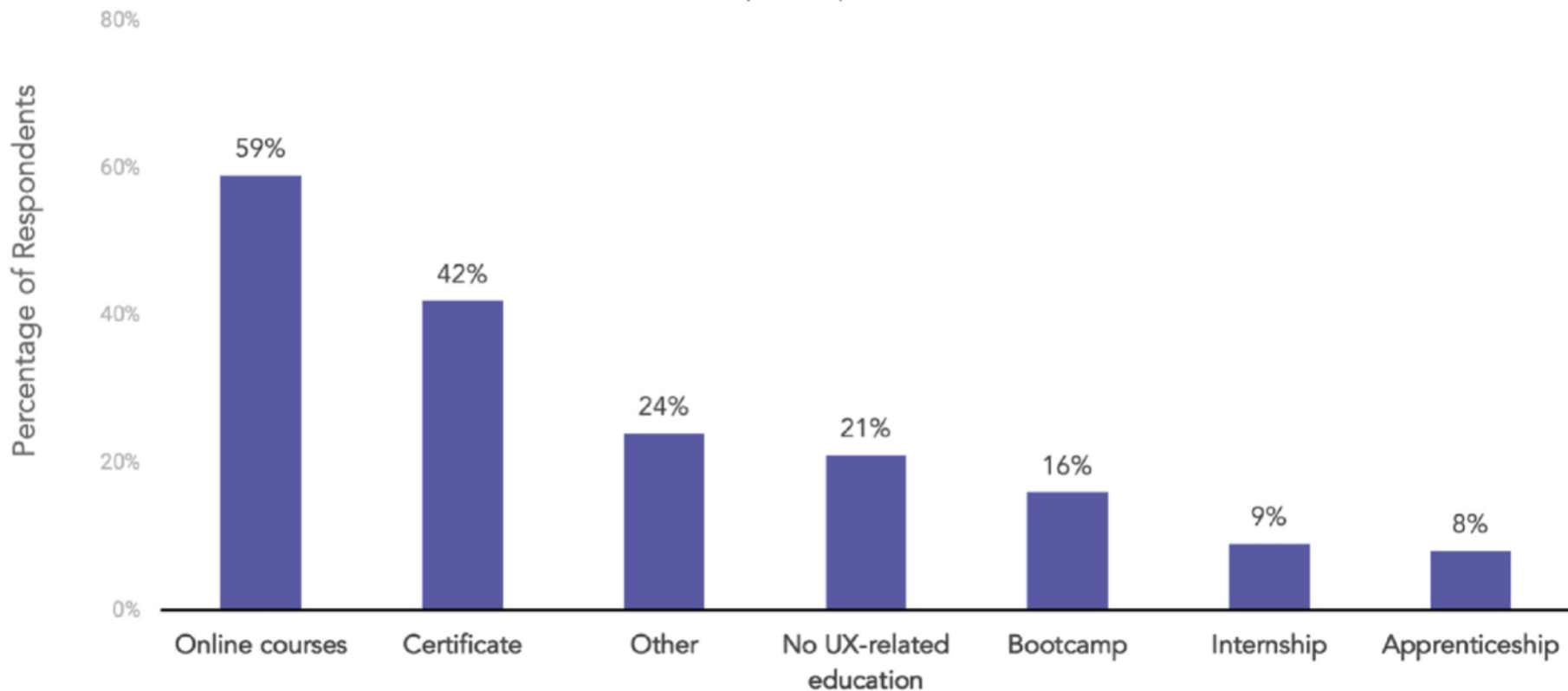
- Report: What a UX Career Looks Like Today

A Few Statistics

- 82% of UX employees overall had a university degree
- 42% of UX Designers had a degree in some kind of design
- 23% of User Researchers had a degree in sociology or psychology

Sources of UX Education for Practitioners Without a UX Degree

(n=429)



Skills Needed

Most Useful Skills

Soft Skills	Hard Skills
Communication	Design
Empathy	Technical
Listening or “active listening”	Research
Teamwork / collaboration	Business
Problem solving	

Soft Skills are Essential

Soft Skills for UX Designers



Leon Barnard
writes on December 30, 2015

Question: What is the most important skill needed for a UX Designer to be effective today?

1. High-fidelity prototyping wizardry
2. Strong visual design chops
3. Knack for removing the inessential
4. Fluency in HTML/CSS/Javascript/React

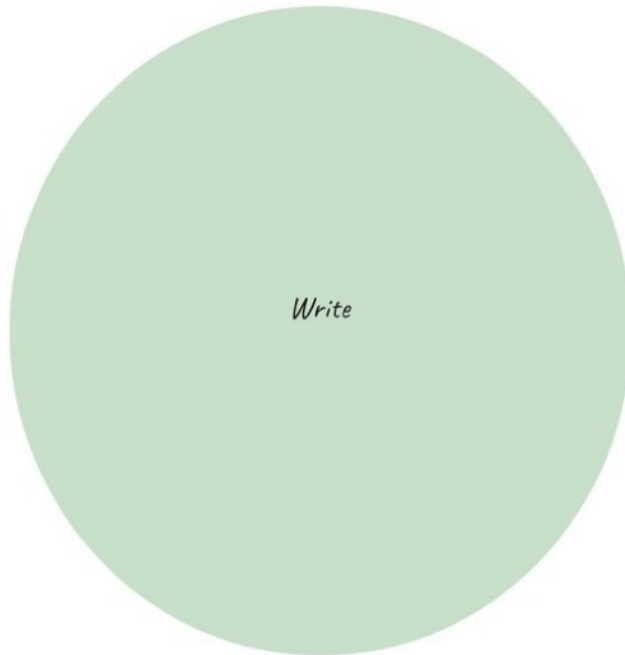
Answer: None of the above.

The most important skill, from my experience, is a **toolbox of certain "soft" skills**.
Specifically:

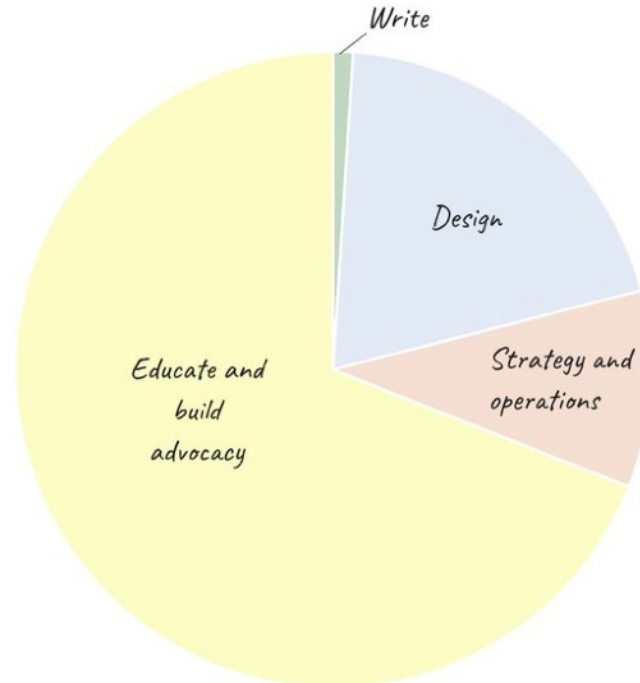
1. **Empathy**
2. **Common Sense**
3. **Negotiation and Diplomacy**

Expectation vs. Reality

WHAT PEOPLE THINK CONTENT DESIGNERS DO

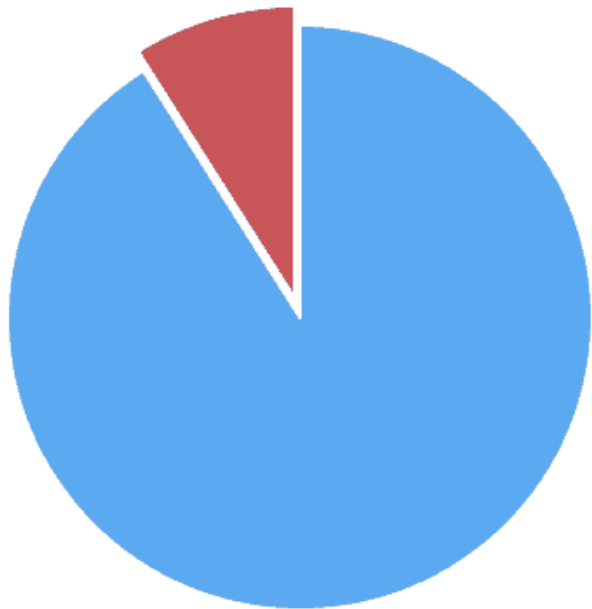


WHAT CONTENT DESIGNERS ACTUALLY DO

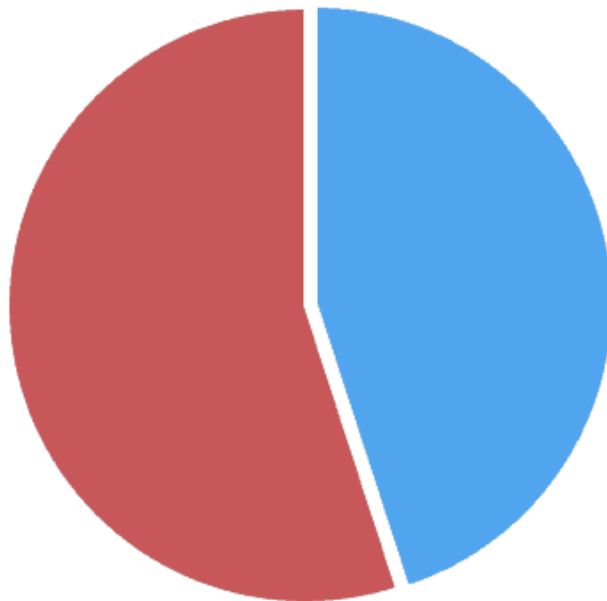


Expectation vs. Reality

- Coming up with a great design
- Handing it off



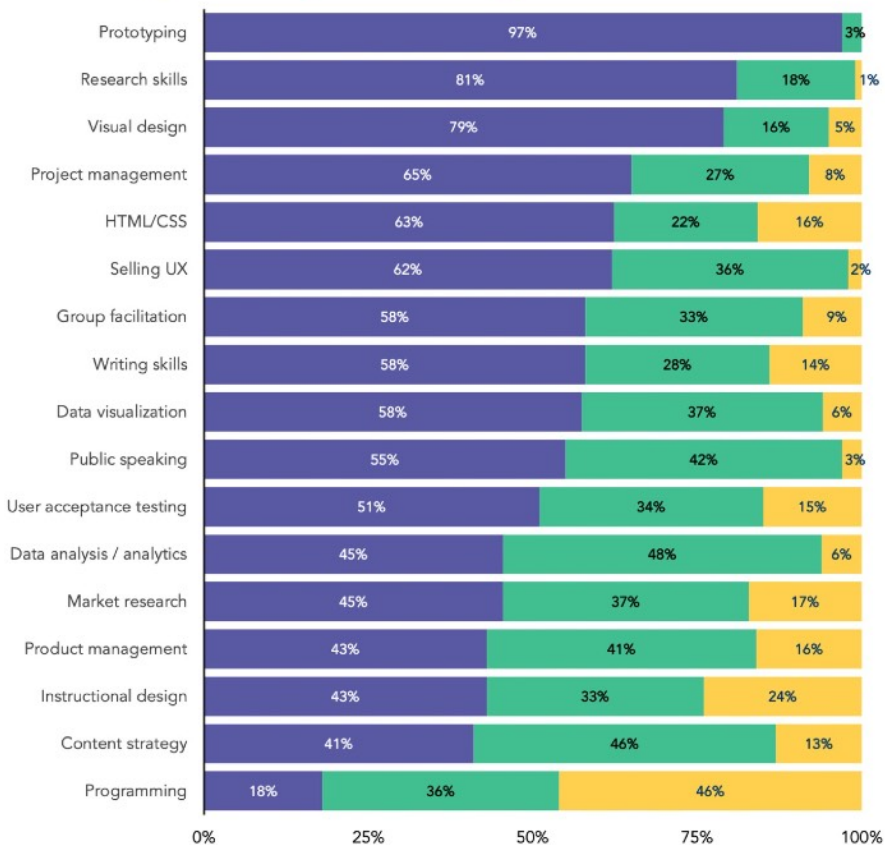
- Coming up with a great design
- Getting it implemented



Designer Skills

(n=262)

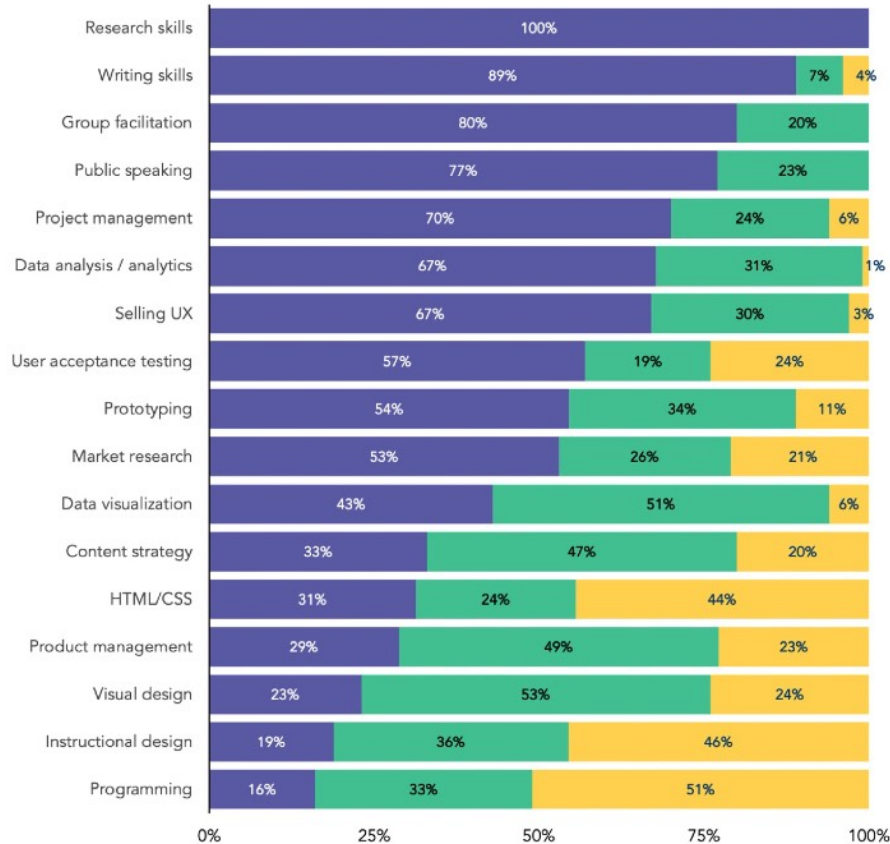
■ I have this skill ■ I wish I had this skill ■ I don't want/need this skill



Researcher Skills

(n=70)

■ I have this skill ■ I wish I had this skill ■ I don't want/need this skill



“You probably have more relevant skills than you think! Anyone who has worked in customer service and done it well, who can understand what people want or need and communicate that effectively – whether verbally or by design – already has a great starting point for a career in this field.”

- Report: What a UX Career Looks Like Today

Common Frustrations

“How can I get the job in Silicon Valley when [I am] fresh out of college and every single company expects 5–10 years of experience?”

- Report: What a UX Career Looks Like Today

“UX is very misunderstood and is often confused with UI and a lot of time is just spent educating employers and teammates instead of practicing UX.”

- Report: What a UX Career Looks Like Today

“I work at a place where UX is a buzzword to be bragged with but is often an area that keeps being forgotten in development processes. When it is included, it is always prioritized the lowest.”

- Report: What a UX Career Looks Like Today

Good News / Bad News

“So, I would say to anyone looking to get into the UX...
There’s not going to be a career path like law or medicine where you do X, you do Y, you do Z, you end up here... **it’s really up to you...** right now to really form your education, and that education can be formal, informal.”

- Report: What a UX Career Looks Like Today

Next Steps



Advice for Getting Started in UX Design

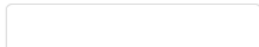
Are you looking for help getting into UX as a career? We created this page as a one-stop resource for all of our favorite links from around the web.

All [UX Education](#) [Types of Jobs](#) [Portfolio Best Practices](#) [Your First UX Job](#)

UX Education

There are many paths to becoming a UX designer. Understanding the options you have to learn UX will help guide toward making the choice that best suits you.

Articles



Online UX Courses

A few courses we've heard good

Links and Resources

Advice

- [How to choose your design career path?](#)
- [Dear New Designer...](#)

Internships

- [interns.design](#)
- [Code for America 2021 Apprenticeship Program](#)
- [Capgemini UX Degree Apprentice](#)

Data and Interviews

- [Report: What a UX Career Looks Like Today](#)

Books

- [Don't Make Me Think](#)
- [The Design of Everyday Things](#)
- [Lean UX](#)

Mentorship and Networking

- Mentorship
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- Meetups and Networking
 - Hackathons
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 - linkedin.com/in/billycarlson

Questions?