

CAREERS IN UX



User experience (UX) design is a process overseen by designers to develop products that create a meaningful experience for users and customers. The entire process encapsulates branding, design, usability and actual function. “UX” can refer to any product that a stakeholder wants to optimize and control the experience of. We’ve highlighted 5 types of roles that fall under the broad umbrella term of “UX.”

Some terms (UI and UX for example) are used interchangeably depending on the company, and there is often overlap between UX-related roles, so we encourage you to stay on top of trends and changes in the industry.

Roles in UX

UX DESIGNER

Strategize functionality and purpose of products

UX designers focus on the user feel of a product (such as a website or app). They oversee the creation of a product's “logic” via prototypes and wireframes, utilizing specialized software. UX designers are project managers, taking a product through ideation, development and delivery. They may also conduct research, including competitive analysis, A/B testing and usability testing after the project has been released.

Hard skills required: Sketch, Axure, Mockplus, Fireworks, UXPin

UI (USER INTERFACE) DESIGNER

Simplify user interaction through product interactivity and responsiveness

UI designers are more involved with the nuts and bolts of how a website or app is laid out visually. This includes selecting the right interface elements (buttons, text and text fields, color palette, icons, etc.) for what the end user is trying to do, and displaying them on the screen in a way that will be intuitive to use. UI can have more of both an artistic and technical component than UX design.

Hard skills required: Photoshop, Sketch, Illustrator, Fireworks, InVision, understanding of layout and design (color theory, typography, graphic design)



UI/UX DEVELOPER

Design and build code for intuitive products

UI/UX developers sit at the crossroads of front-end web development and user-centered design. Much like UI and UX designers, they may be asked to design mockups and wireframes. The difference is that they are also coders, building and bringing to life fully functioning products. Depending on the organization, they either oversee the entire design and development process, or they function as a bridge between design and development teams.

Hard skills required: front-end coding languages (HTML, CSS, JavaScript, jQuery), web and mobile design, visual design ability, knowledge of user interaction and user design principles

UX RESEARCHER

Analyze and research user needs to resolve pain-points

UX researchers discover user motivations and needs through a variety of research methodologies encompassing both quantitative and qualitative analysis. They plan and oversee user research sessions, analyze data, and share their findings with key stakeholders. Research is often done through interviews, usability tests, surveys, diary studies, and card sorting exercises.

Hard skills required: understand best practices for user research; background in psychology, marketing, sociology, or cognitive science is beneficial

INFORMATION ARCHITECT

Improve user navigation by analyzing product structure

Information architects are in charge of how a product is organized and structured. Think of them as digital librarians, ensuring that information is logical, accessible, and well-organized for a positive user experience. IA's frequently look at data from usability testing to see how users interact with existing architecture. From there, they develop strategies for improvement utilizing research, data modeling, navigation creation and wireframing.

Hard skills required: Visio, Adobe Illustrator, Excel, Omnigraffle, Sketch, Axure