



ALTERNATIVE SKILLSETS FOR TECH & DESIGN STUDENTS



Design & UX

If you are a graphic designer focused on creating marketing collateral, continue expanding your skill base to include UX (user experience) along with video production and post-production, skills mentioned in LinkedIn's Top 10 Skills of 2020.

If you already have a foundation in design, learning the principles and basic tools of UX is an excellent way to ensure that your skills stay relevant. In addition, learning how to create and edit videos is a great way to augment your core design skills and market yourself as a multifaceted problem-solver.

ADDITIONAL RESOURCES: After Effects Essential Skills Training, Premiere Pro Essential Training, UX for Web Design

Networking & Security

If anything, the importance of and need for cybersecurity professionals has grown since the onset of the COVID-19 pandemic.

The sudden rise of remote work will increase breaches in organizations' firewalls. Disaster recovery and business continuity will be key long-term focuses for businesses in this new distributed work model as well. IT security professionals will need to have a deep understanding of security compliance and the ability to develop new protocols, specifically in how to support remote teams. Teaching security best practices to a workforce will be of increased value. Professionals should also have an understanding of zero trust security, improving methods of safeguarding and encrypting VPNs and ensuring employees take appropriate precautions.

ADDITIONAL RESOURCES: Intro to Ethical Hacking, Preparing for MTA Certification

Data Analytics

While there has not yet been much of a shift in demand for data professionals, there has been a change in what these specialists are being asked to analyze. New areas of focus include speech analytics, supply chain disruptions, and filtering out pandemic-related actions, like binge shopping.

Data teams are taking on new projects like creating scorecards to monitor pandemic-related behavior, developing new simulations for the looming recession, and including COVID-19 control variables into marketing attribution frameworks. Aspiring data professionals should consider developing their own small projects which use data sets that incorporate COVID-related information. In addition, with information needing to be updated and incorporated faster than ever before, businesses are putting added importance on automating data analysis processes. An in-depth knowledge of machine learning and artificial intelligence will be essential.

ADDITIONAL RESOURCES: COVID-19 data challenges, Fundamentals of AI and Machine Learning, Data in Health Sciences Courses