

THE ROLE OF UX DESIGNERS

User experience (UX) is a red hot field right now and designers are in tremendously high demand. Of the roughly 25,000 UX job openings in the United States on [Glassdoor](#), about 25% of them are for UX designers. Their overall goal is to design people-friendly experiences through an unwavering focus on user needs, expectations, and systematic feedback, as obtained through UX research. This infographic offers an overview of the role to demystify a position so crucial that most practitioners break the six-figure barrier after just a few years.



WHY ARE UX DESIGNERS NEEDED?

These professionals help ensure the success of products, systems, and services through user-centered design. They rely on UX research and evidence-based decision making (instead of assumption-based design), resulting in people-friendly experiences marked by minimal occurrences of "user errors," less frustration, increased productivity, and enhanced satisfaction. Although most UX designers are focused on external contexts (outward UX) for customers and users outside of their organization, expertise is also leveled at internal contexts for employees, contractors, suppliers, and vendors (inward UX).

According to [Forrester](#), experience-driven companies outpace their peers considerably on both inward and outward key performance indicators:



Their work is also important from a savings perspective by working with UX researchers to identify and solve UX issues early and often through data-driven design instead of assumption-based design. Fixing a problem in later development stages costs 10 times as much as fixing it in earlier design phases, and 100 times as much if you try to fix the problem in a released product ([UX Planet](#), 2017).

WHAT DO THEY DO?

Collaborate

Work closely with cross-functional teams and diverse groups of stakeholders to help define and drive user-centered design processes.

Design with data in mind

Leverage data-driven design techniques through coordination with UX researchers, analytics professionals, and stakeholders who provide key insights of interest.

Iterate

Create, present, and iterate upon design artifacts such as concept sketches, mock-ups, wireframes, user flows, and prototypes.

Empathize

Empathize with end-users and persuasively advocate their perspectives to product management, engineering, marketing, and other relevant stakeholders.

Evangelize

Evangelize UX both internally and externally to propagate user-centric thinking at their organizations and beyond.

Above information synthesized from [The UXology Group's website](#) and related publicly available information.

1.6x Customer Lifetime Values

1.9x Repeat Purchase Rates

1.6x Customer Satisfaction Ratings

1.3x Department Satisfaction

1.4x Team Satisfaction

1.7x Customer Retention Rates

Create new experiences

Play a pivotal role in go-to-market efforts for new products, systems, and services.

Redesign existing ones

Critique and redesign existing experiences for improved UX.

Optimize

Continually optimize legacy offerings based on UX research, release schedules, and strategic roadmaps.

Ideate

Help determine where and how design solutions fit into user flows and fix pain points.

Support UX testing

Create prototypes and stimuli for UX testing and research.

WHERE DO THEY COME FROM?

Most relevant backgrounds

Industrial design
Interactive design
Product design
Visual design
Graphic design
User interface design
Service design
Interface design
Fine arts
Psychology
Human-computer interaction
Human factors

Popular education

Bachelor's degree or higher in the fields of:

Design
Psychology
Business
Fine arts
Technology
Communications

Additional education and certification (such as through [online bootcamps](#))

Related titles

Interactive designers
Product designers
Service designers
Experience designers

WHAT QUALITIES DO THEY USUALLY POSSESS?

Creativeness

Curiosity

Perceptiveness

Persuasiveness

Imagination

Communication

Life-long Learning Mentality

Problem Solving

Collaborativeness

Patience

Compromise

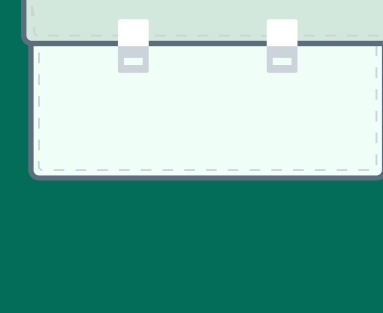
Analytical Thinking

Critical Thinking

Artisticness

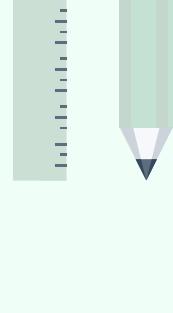
Empathy

WHAT ARE THEIR KEY SKILLS?



Business

- ✔ Understand business fundamentals
- ✔ Help balance business needs with user needs
- ✔ Identify use-related problems and negotiate design solutions
- ✔ Write and present project briefs, proposals, and plans
- ✔ Facilitate group settings and design reviews
- ✔ Lead workshops and participatory design sessions
- ✔ Leverage constructive feedback from multiple directions (e.g., users, UX researchers, stakeholders) to iterate upon designs
- ✔ Communicate professionally
- ✔ Manage projects effectively
- ✔ Present ideas and designs persuasively



Design

- ✔ Apply interaction, graphic, visual, data, motion, instructional, and service design specialties
- ✔ Gather requirements
- ✔ Sketch and illustrate ideas
- ✔ Fashion personas & user profiles
- ✔ Co-produce storyboards, workflow models, flow diagrams, site maps, and user journeys
- ✔ Build wireframes
- ✔ Construct prototypes (rapid prototyping for digital products, work with industrial designers and engineers for physical prototyping)
- ✔ Create and/or work with design systems, pattern libraries, style guides, etc.
- ✔ Conduct design critiques and heuristic/expert reviews
- ✔ Support UX research by developing necessary artifacts

WHAT TECHNOLOGIES DO THEY MASTER?



Project management

Workflow aids such as Trello, Basecamp, Asana, JIRA, etc.

Content management

For example, Box, DropBox, OneDrive, Google Drive, etc.

Design software

Tools of the trade, including Adobe Creative Cloud, InVision, Sketch, Axure, UXPin, Balsamiq, OmniGraffle, etc.

Communication tools

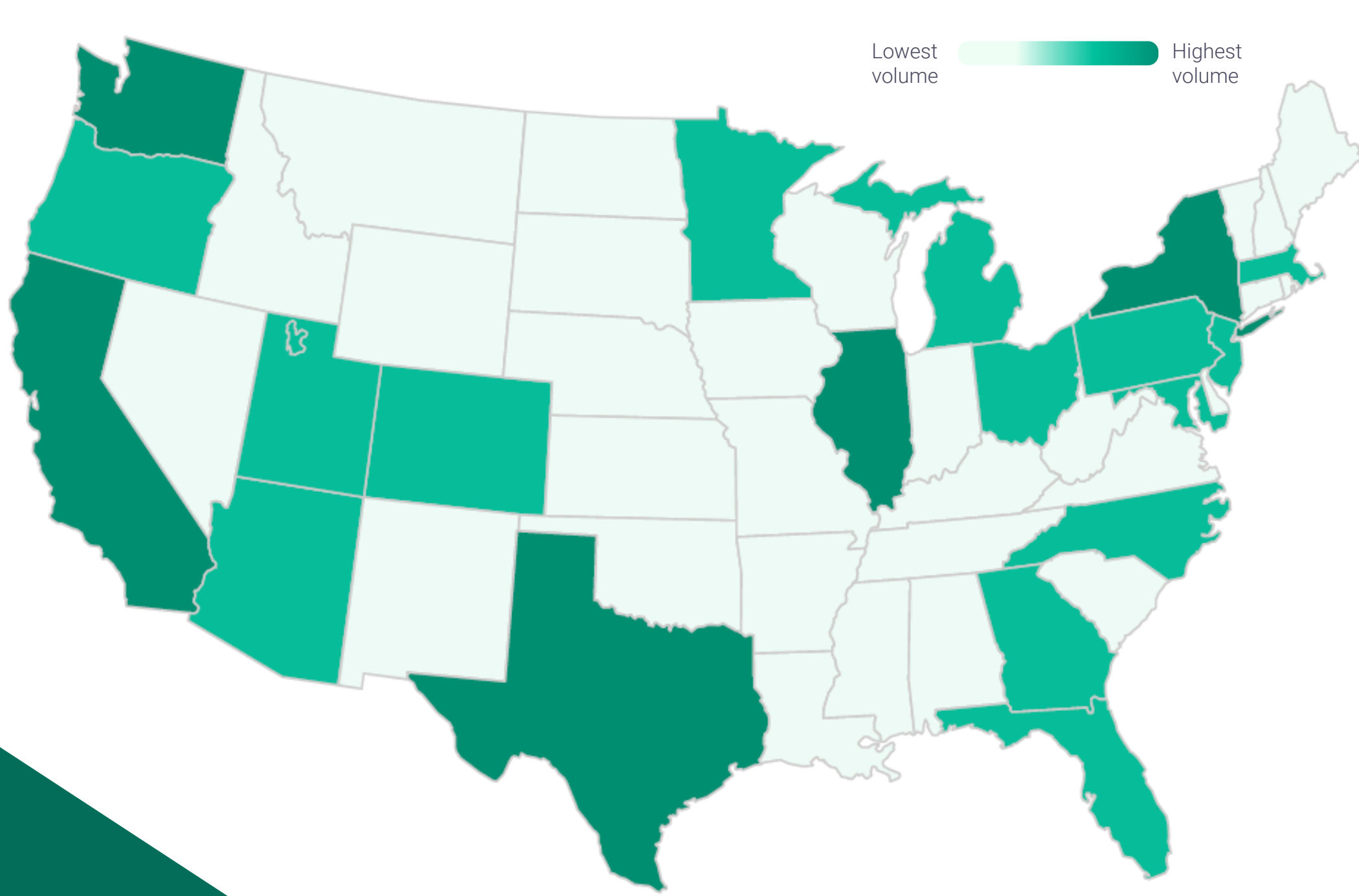
Day-to-day collaboration (e.g., Slack) plus web conferencing solutions such as Zoom, Skype, WebEx, GoToMeeting, Hangouts/Meet, etc.

General office technology

Word processors, spreadsheets, presentations, email clients, etc. (e.g., MS Office, Google G-Suite).

WHERE ARE THEY IN DEMAND?

- San Francisco Bay Area, California
- New York City, New York
- Seattle, Washington
- Los Angeles Area, California
- Chicago, Illinois
- Austin, Texas
- Boston, Massachusetts
- Dallas-Ft. Worth, Texas
- Atlanta, Georgia
- Philadelphia, Pennsylvania



Domestic job market data compiled from [The U.S. Census Bureau](#) and [Indeed](#) on May 29, 2019.



HOW MUCH DO THEY EARN?

Average salary by job title and years of experience

U.S. salary data compiled from [Glassdoor](#) on July 23, 2019.

\$80k

UX Designer
1-3 years

\$115k

Sr. UX Designer
4-6 years

\$139k

Principal UX Designer
7-9 years

\$151k

UX Manager
10-14 years

\$178k

UX Director
15+ years

ARE YOU INTERESTED IN GETTING INTO UX DESIGN?

Check out Springboard's UX Career Track, a mentor-led bootcamp structured to fit your life and guaranteed to get you a job.

[Learn more about UX Career Track](#)