



UX teams: Collaboration across roles

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THE PANELISTS



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UX Researcher at
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Education



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RICHARDS**

Senior UX Designer
/Marketing Analyst
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BROWN**

Visual designer
at SunnyBoy
Entertainment,
virtual reality firm



**kelly
KIM**

UI designer at
Hallmark Labs,
LLC



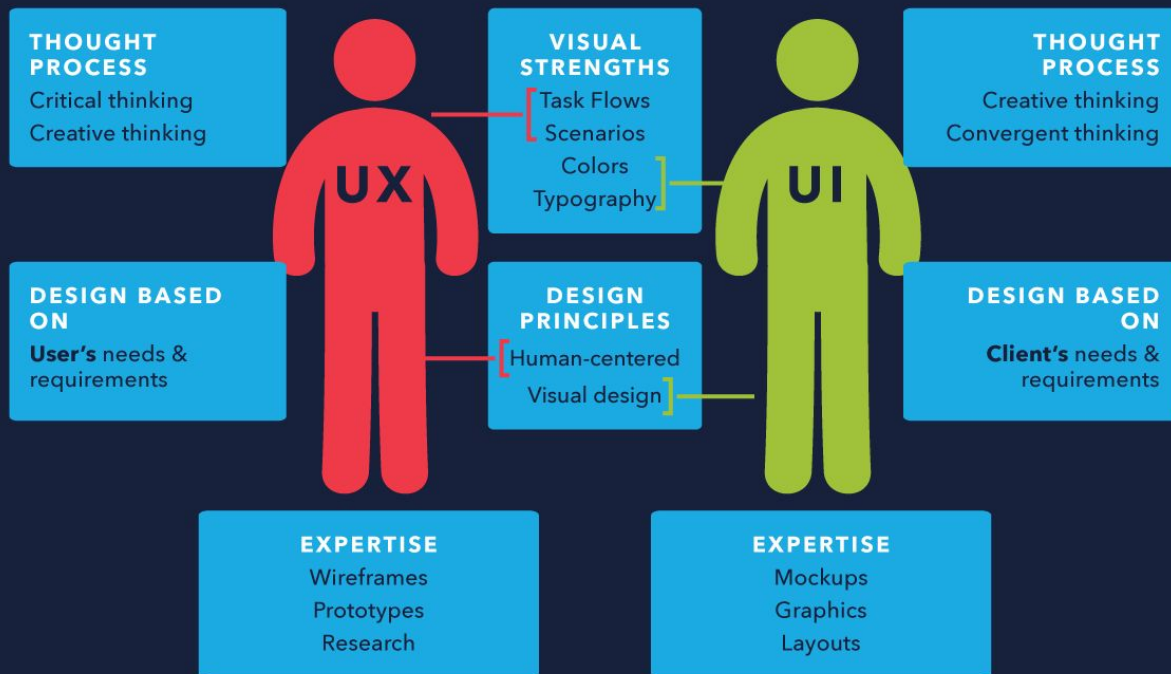
**shraddha
SWAROOP**

Director of OCUX,
UX designer and
professor at Cal
State Long Beach



DEFINING ROLES

UX DESIGNER VS UI DESIGNER



Information
architect

UI
designer

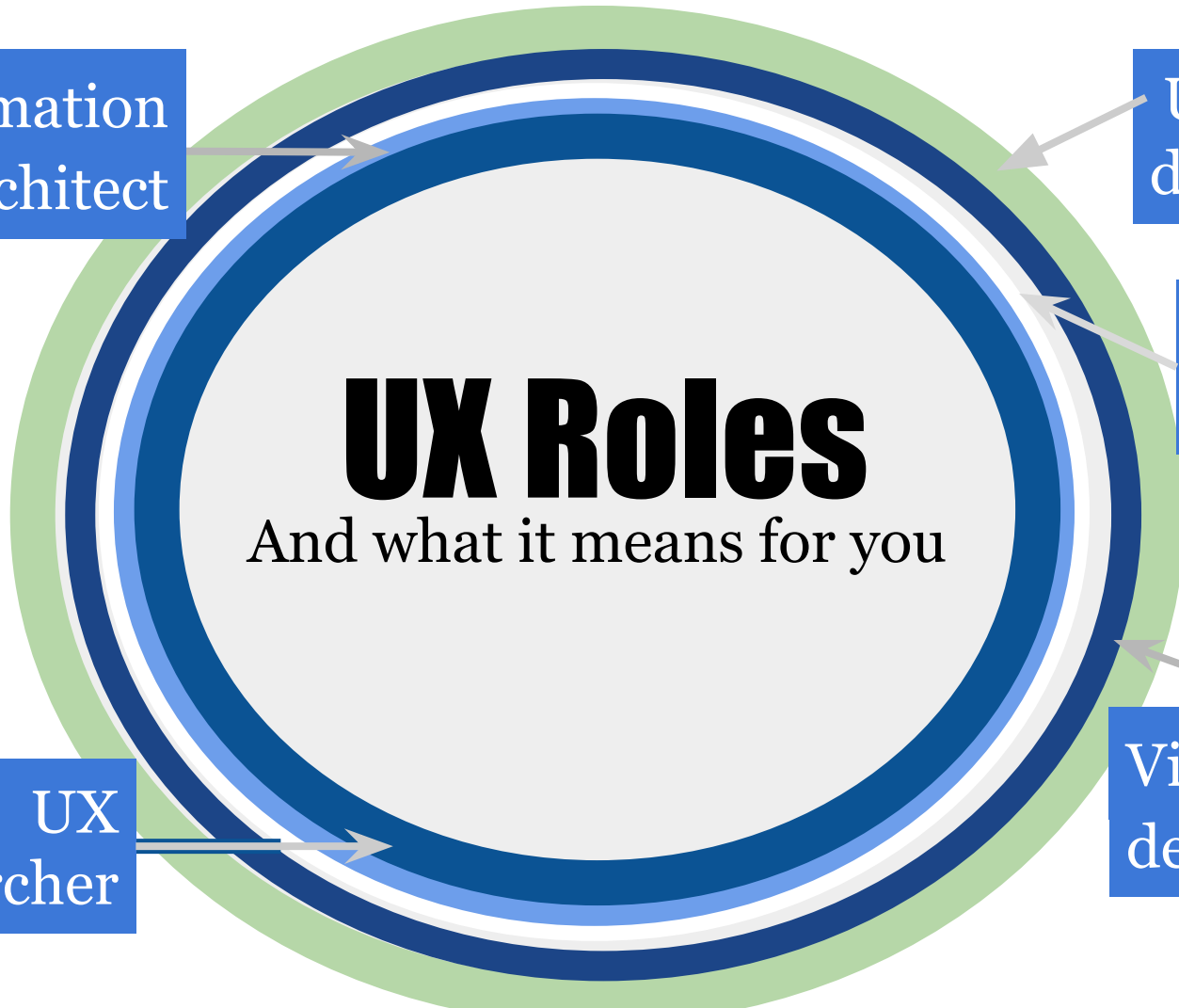
UX
designer

Visual
designer

UX
researcher

UX Roles

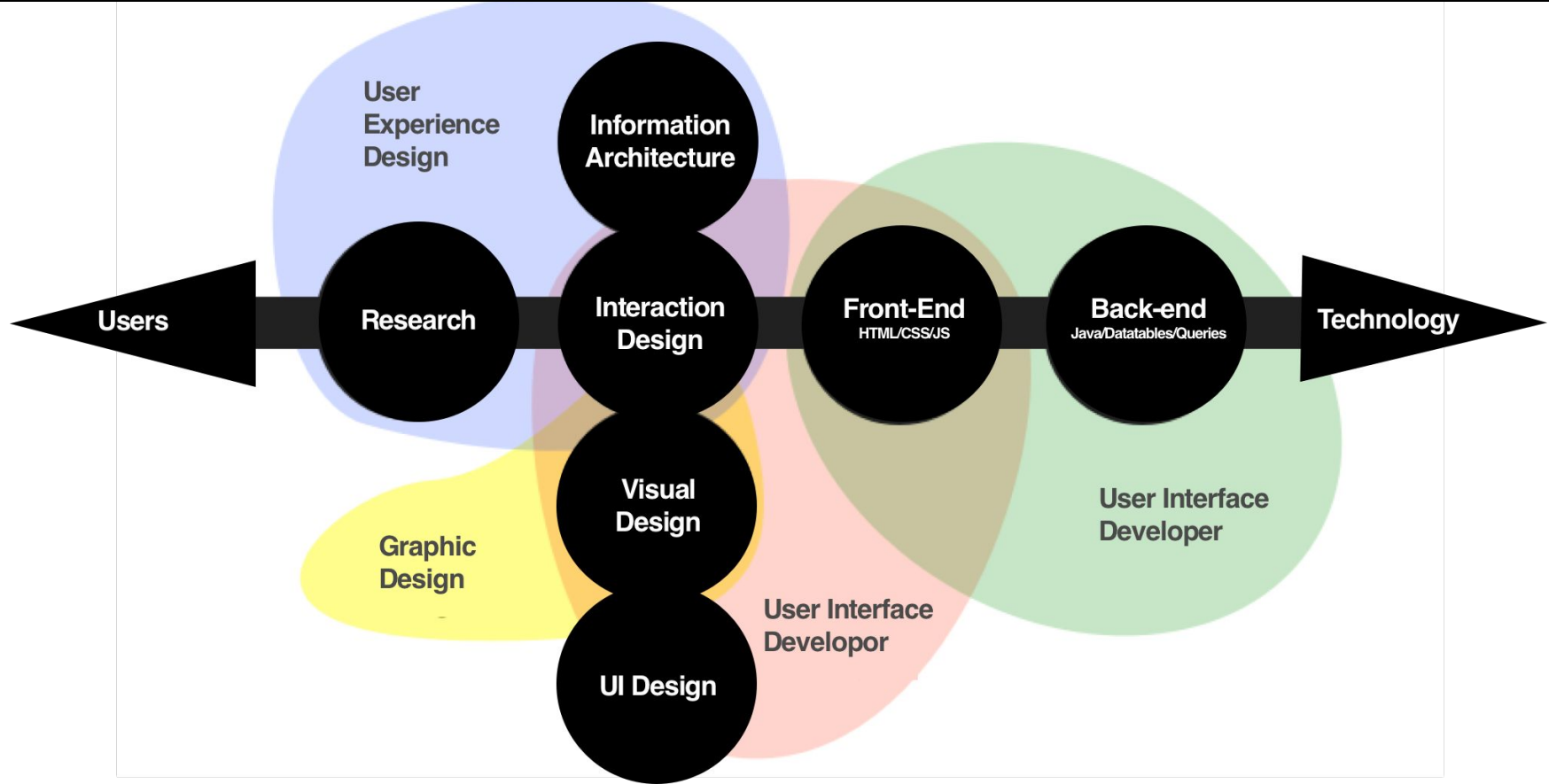
And what it means for you



COLLABORATION BETWEEN ROLES



HOW IT WORKS



RESEARCH BEFORE PRESENTATIONS



BIGGEST MISTAKES IN UX



TIPS FOR SUCCESS



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QUESTIONS FROM THE AUDIENCE



GETTING YOUR FIRST JOB



WHICH ROLE IS BEST FOR YOU?



UX JOBS AND DESCRIPTIONS

JOB OPPORTUNITIES FOR UX PROFESSIONALS

	USER RESEARCH	USABILITY ANALYST	INFORMATION ARCHITECT	INTERACTION DESIGNER	VISUAL DESIGNER	UX DESIGNER
JOB DESCRIPTION	User Researchers provide a deep understanding and insight of user behavior, needs and motivations. They offer feedback in all phases of the design process from project conception, to implementation, to development.	Usability Analysts apply user research & usability principles to identify usability problems. They help ensure usability goals are met by identifying project objectives, evaluating the success of studies, and measuring outcomes.	Information Architects focus on scoping, building and optimizing how information is organized and presented to users. They develop thorough, realistic plans that support organizational user experience objectives.	Interaction Designers draw upon user data, research and team input to generate interaction concepts that enable seamless, fluid, relevant and engaging experiences for users.	Visual Designers turn wireframes/prototypes into visual designs that are both user friendly and adhere to brand guidelines. They rely on keen understanding of graphical elements, style guides, brand standards and design systems.	User Experience Designers are often jacks of all trades within the user centered design process. Their role centers on creating successful user experiences through research, feedback, analysis, testing and best practices.
JOB RESPONSIBILITIES	<ul style="list-style-type: none">• Conduct user and task analyses to identify opportunities to improve user experience• Synthesize research findings into meaningful recommendations and actionable results	<ul style="list-style-type: none">• Investigate and resolve user experience issues through evaluation and testing• Effectively improve upon and communicate actionable insights that materially improve the customer experience	<ul style="list-style-type: none">• Create wireframes, process maps, functional specifications, prototypes and other artifacts to describe the intended user experience• Apply user personas and scenarios to develop relevant process and user flow models	<ul style="list-style-type: none">• Participate in the creation of rapid prototypes to illustrate a service or application• Cooperate with visual designers to solve problems and create full design solutions on projects	<ul style="list-style-type: none">• Create engaging, usable, and effective visual design solutions to achieve user centered goals• Validate the effectiveness of designs through research and usability studies	<ul style="list-style-type: none">• Drive the development and communication of the user design process for a given project• Participate in the research, analysis, development, and testing phases of the design process

THANK YOU

