

UX Roles

And what it means for you

With Patrick McNeil

What is UX Design?

In particular

Employers & Employees

do not agree

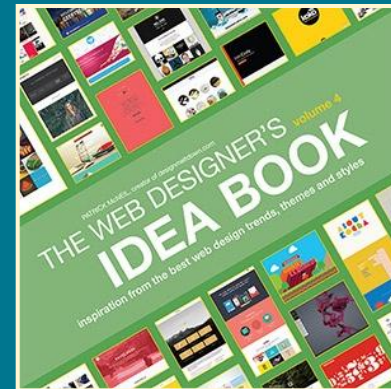
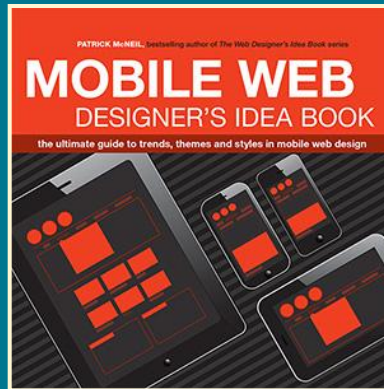
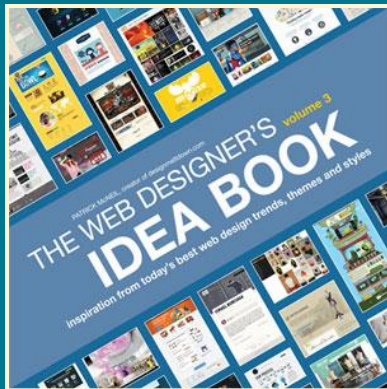
Topics for today

I want to consider the following:

- Descriptions of UX roles & job types
- Key attributes of UX jobs & employees
- How does UX change a teams workflow

Hello, I'm Patrick McNeil

- UX Architect at Magellan Health
- Former professor – passionate educator
- Researcher / Designer / Developer
- Writer of many things



So again,

What is UX Design?

For me UX Design is

- 1) The process of enhancing digital interfaces with a core focus on the users needs, tasks and behaviors.
- 2) Without users there is no UX.

Elevator pitch

Get one!

1) UX Roles & Job Types

Pain point

Job title nonsense

Job titles I encountered

- Web Designer
- UX Designer
- UX Developer
- UI / UX Designer
- UI / UX Developer
- UX Researcher
- UX Strategist
- UX Architect
- UX Engineer
- Experience Designer
- Web Developer
- Front-end Developer
- User Interface Designer
- Interactive Designer
- Interaction Designer
- UI Artist
- Usability Researcher / Specialist / Analyst / Engineer
- Product Designer
- Digital Designer

UX Job Title Generator

UX Job Title Generator, version 1.

SENIORITY	PRACTICE ORIENTATION	ROLE ORIENTATION
Senior	Usability	Analyst
Junior	User Centred Design	Architect
Heavyweight	User Experience (UX)	Champion
Middleweight	User Interface	Consultant
Principal	Human Factors	Designer
Chief	Visual	Developer
Lead	Content	Director
	Information	Expert
	Interaction	Manager

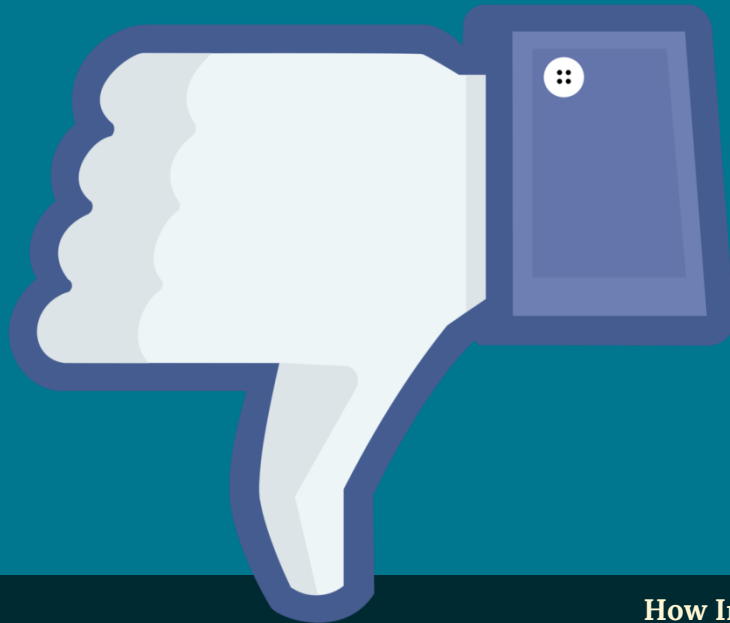
Pain point

UX as a buzz word

Annoying terms you will find:

- UX Best practices
- UX Sensibilities
- UX Trends
- Pattern libraries

**All code for jobs that
don't actually include
"real" UX work**



Pain point

Code!

People really, really, really want
To blend UX & Development

UI/UX Developer position

Required Skills:

- Strong knowledge of HTML, CSS and JavaScript (beyond jQuery)
- Strong problem solving skills
- Experience with Ember.js, Angular, similar
- Background in Computer Science, 2-3 years experience or equivalent

Desired Skills:

- Sense of design and UX/UI best practices and tools
- Experience with modern HTML5/CSS3 features and APIs
- Preprocessors and template languages (CoffeeScript, Sass/LESS/Stylus, HAML)
- Client-side build tools (Gulp, Grunt, Brunch, Broccoli)
- Package management (npm, Bower, Browserify, RequireJS, Component)
- Backend experience (Java, Spring MVC, SQL,)
- JavaScript unit testing/TDD (Mocha, Karma, Jasmine, QUnit)

I have a confession,
I am letting code go

Primary UX Roles

Secondary UX Roles

**User
Research**

**UI
Structure**

**Visual
Design**

Coding

UX Research

Interaction Design

UI/UX Design *or* UX Architecture

UI Design

**Graphic
Design**

UX Development



The moral of this story,
Ask lots of questions

2) Key attributes

Of UX Jobs & Employees

A focus on users

Some form of
User Research

Surveys don't count

An iterative process

No one gets it right the first time

Assertive, Co-operative & Diplomatic

Patient, Humble & Open

3) How UX changes a teams workflow

Most developers default approach:

UI Model = Data Model

UX Designers strive to have the...

**UI Model =
Users Mental Model**

The UX Designer must
Work ahead

UX will at times
**Change the entire
teams direction**

The UX Designer must
Carry the torch

The UX Designer must
**Be an aid to the
developers**

The UX Designer must
Say no to a lot of people

If UX is new to the team

Employee vs **Employer**

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