

A GUIDE TO UX CAREERS

PRESENTED BY

ONWARD
SEARCH

User Experience is one of the fastest growing and most exciting segments in the interactive industry. This guide provides essential information on the different career opportunities within UX, national benchmarks for UX salaries, the hottest metro areas for UX jobs, and tools of the trade for UX professionals.

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
SALARY	\$80k - \$117k	\$66k - \$127k	\$80k - \$126k	\$74k - \$115k	\$60k - \$97k	\$73k - \$110k

Salary data was compiled from multiple sources including internal data, 3rd party figures, and publicly available information.

WHERE ARE THE UX JOBS?



PROJECTS THAT DRIVE DEMAND FOR UX PROFESSIONALS

WEB BASED

Public Websites
Intranet / Web Apps
eCommerce Sites
Shopping Carts
Landing Pages

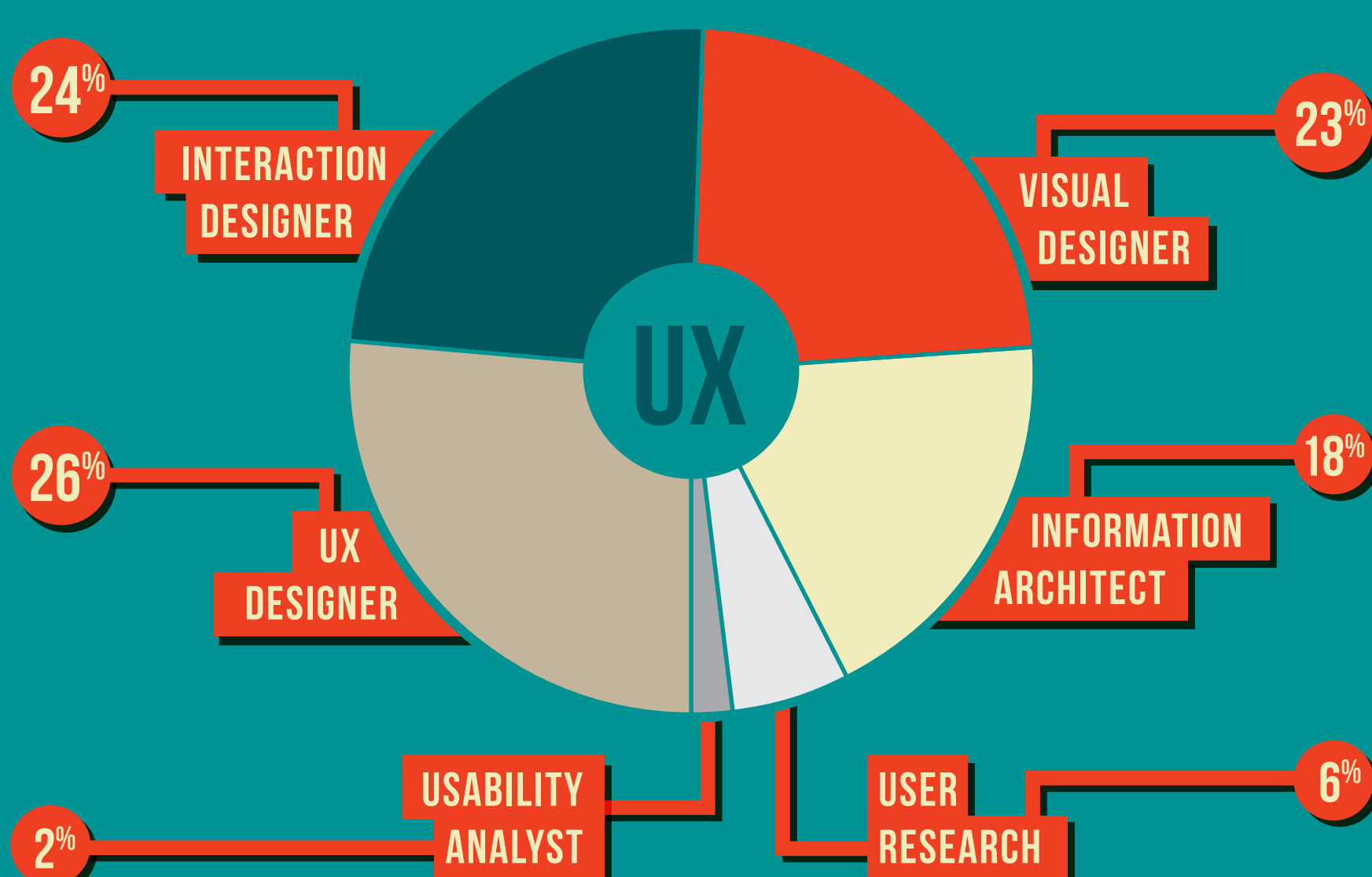
ADVERTISING DRIVING ENGAGEMENT

Banners
Email Campaigns
Social Networking
Video Games
Dating Sites
Surveys

CLIENT-SIDE APPLICATIONS

Mobile (iOS, Android, WebOS)
Other Devices (e-readers, GPS, etc.)

BREAKDOWN OF UX JOB TITLES



SKILL SET OF A UX PROFESSIONAL

MUST KNOW TOOLS OF THE TRADE

Claimed skills	0	20	40	60	80	100
Markup, e.g., HTML, XHTML, XML	87%	[Progress bar]				
CSS coding	85%	[Progress bar]				
Page layout, interface design	78%	[Progress bar]				
Image editing and production	64%	[Progress bar]				
Front-end programming, e.g., JavaScript	63%	[Progress bar]				
Information architecture, wireframing, sitemapping	61%	[Progress bar]				
Usability testing/knowledge	57%	[Progress bar]				
Graphic design	56%	[Progress bar]				
Back-end development, e.g., PHP, Ruby on Rails, ASP	55%	[Progress bar]				
Project management	51%	[Progress bar]				
Writing, editing	42%	[Progress bar]				
Findability/search engine optimization/search engine marketing	41%	[Progress bar]				
Accessibility testing/knowledge	39%	[Progress bar]				
Other	8%	[Progress bar]				

This data was taken from A LIST APART's "Survey for People Who Make Websites." While the survey included UX professionals, web designers, and web developers, we believe these skills are representative of the UX community at large.

UX TOOLS OF THE TRADE

RESEARCH	DESIGN TOOLS	PROTOTYPING
PollDaddy	OmniGraffle	Adobe Fireworks
Usabilla	Visio	HotGloo
Morae	Axure	Justinmind Prototyper
Feedback Army	Balsamiq Mockups	iPlotz
Crazy Egg	Mockingbird	fluidIA
Webnotes	Wirify	CogTool
Silverback	Mock Flow	Lumzy
Flip Camera	Power Mockup	The Pencil Project
Camtasia Studio	Pattern Tap	App Sketcher
UserZoom	Cacoo	UX Pin
Google Website Optimizer	Gliffy	Pidoco
Google Analytics	Paper Sketching	Paper Prototyping

VIEW CURRENTLY AVAILABLE UX JOBS THROUGH ONWARD SEARCH...

ONWARDSEARCH.COM/UXJOBS

Or contact your local office at onwardsearch.com/locations

presented by:

ONWARD
SEARCH