



PRESENT



Careers in User Experience

Friday, September 24th

12:00 PM – 1:00 PM EDT

PART OF



**Learn about User Experience
and what a career in UX in
Ohio is like!**

Event is for: High school students • College students • Anyone looking to change careers into UX



Who is here today?

If you are comfortable doing this, please **introduce yourself in the Zoom chat**. Tell us whatever you want, such as which part of Ohio you are from or why you are here. Depending on how you classify yourself, you can also tell us...

- High School student: Your school
- College student: Your major
- Career changer: A recent job title
- Practitioner: The organization you work for (and if you are hiring!)
- Teachers!?!



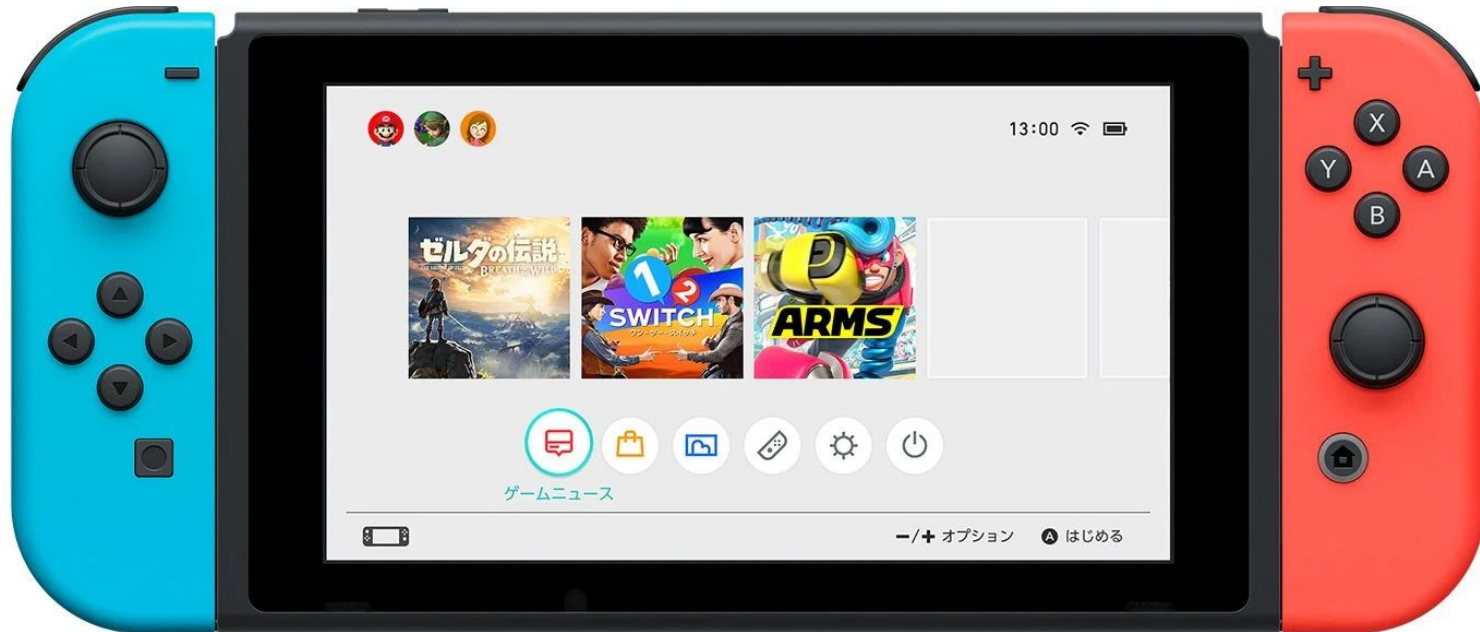
Introduction to User Experience (30 min)

1. Impressions people get when interacting with technology
2. Activities we do to define, design, and deliver good experiences
3. Management of customer and employee experiences
4. Disciplines and fields of study that make up the UX profession

Followed by Q&A about careers in UX (30 min)

Impressions people get when interacting with technology

User interfaces: what you interact with directly



Impressions people get when interacting with technology

Feelings and perceptions create experiences

New Study Ranks Animal Crossing: New Horizons As Most Relaxing Game, Surprising No One

Here are the top ten

by Ryan Craddock © Fri 1st May 2020

Share 91



One of the Most Violent Video Games in History is Coming to...Nintendo Switch?!?

Nintendo recently surprised gamers with the announcement that the ultra-violent and controversial Postal: Redux will be coming to the Switch.

BY ZACK MILLSAP
PUBLISHED OCT 02, 2020



Impressions people get when interacting with technology

Social contexts affect experiences



Impressions people get when interacting with technology



Summary

1. User interfaces are what you interact with directly.
2. Your user experience is based on your accomplishments, expectations, preferences, feelings, and more.
3. Contexts have a big impact on your experiences.
4. Even when playing the same game at the same time in the same place, other people's experiences will be different than yours.

Just because you are an expert at a game does not mean you will create a game others will enjoy. In fact, your expertise might make it harder...

What do UX designers create?



Digital Products

- Software or programs
- Mobile apps
- Websites
- Touchscreen kiosks



Customer Experiences

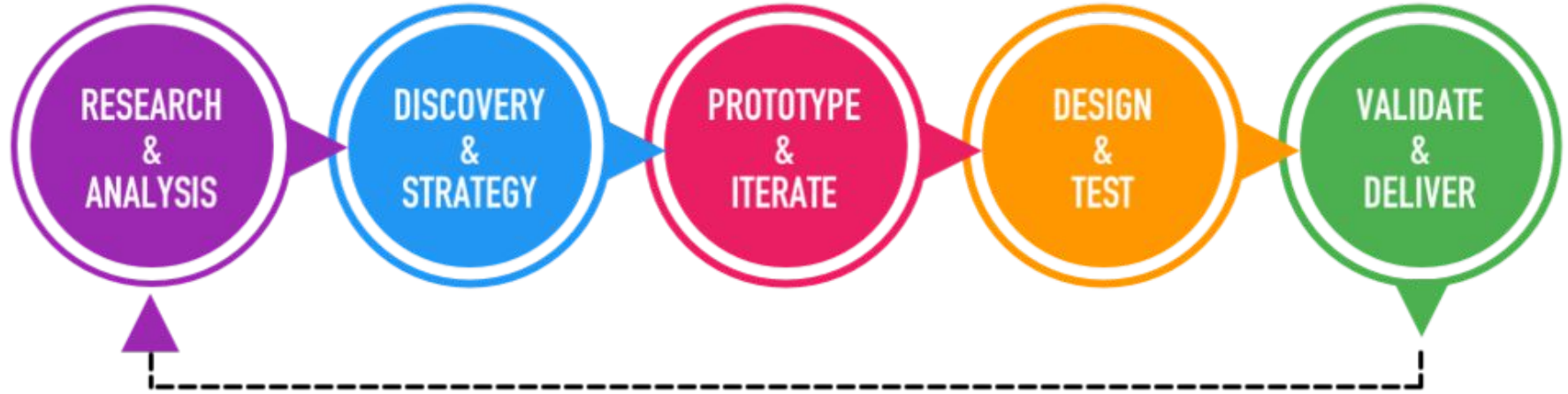
- In-store or retail
- Signage or wayfinding
- Events



Physical Products

- Packaging
- Appliances or technology

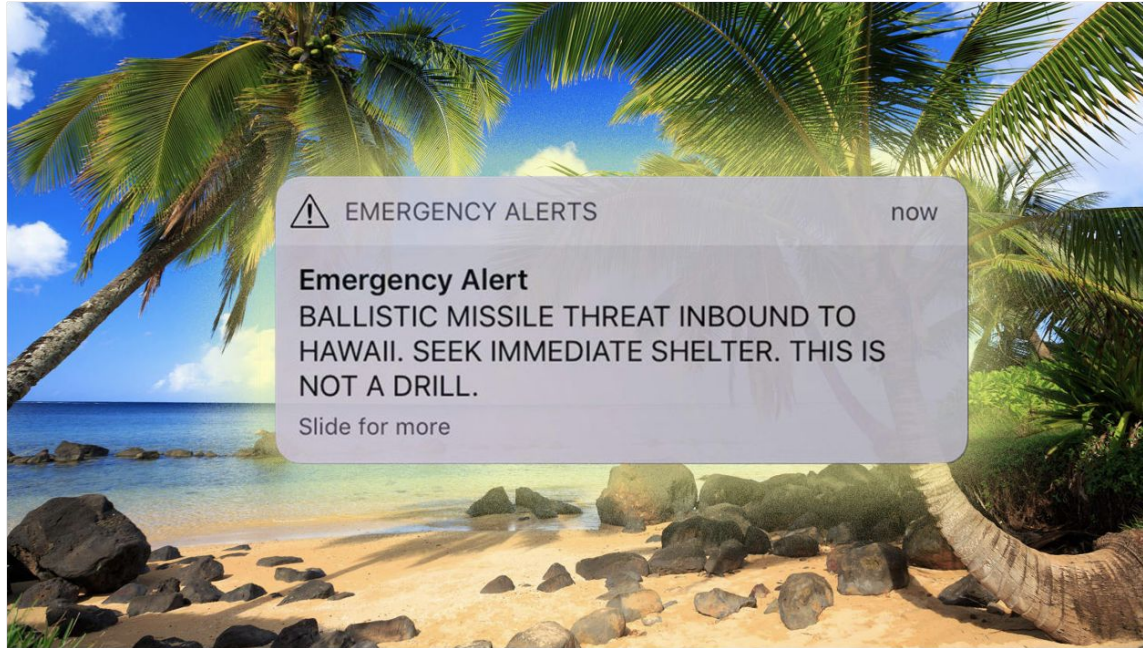
How do they do it?



Why User Research Matters

- Can make false assumptions about what users want or need
- Products with usability flaws can reach market
- Great (or expensive) product features may miss the mark

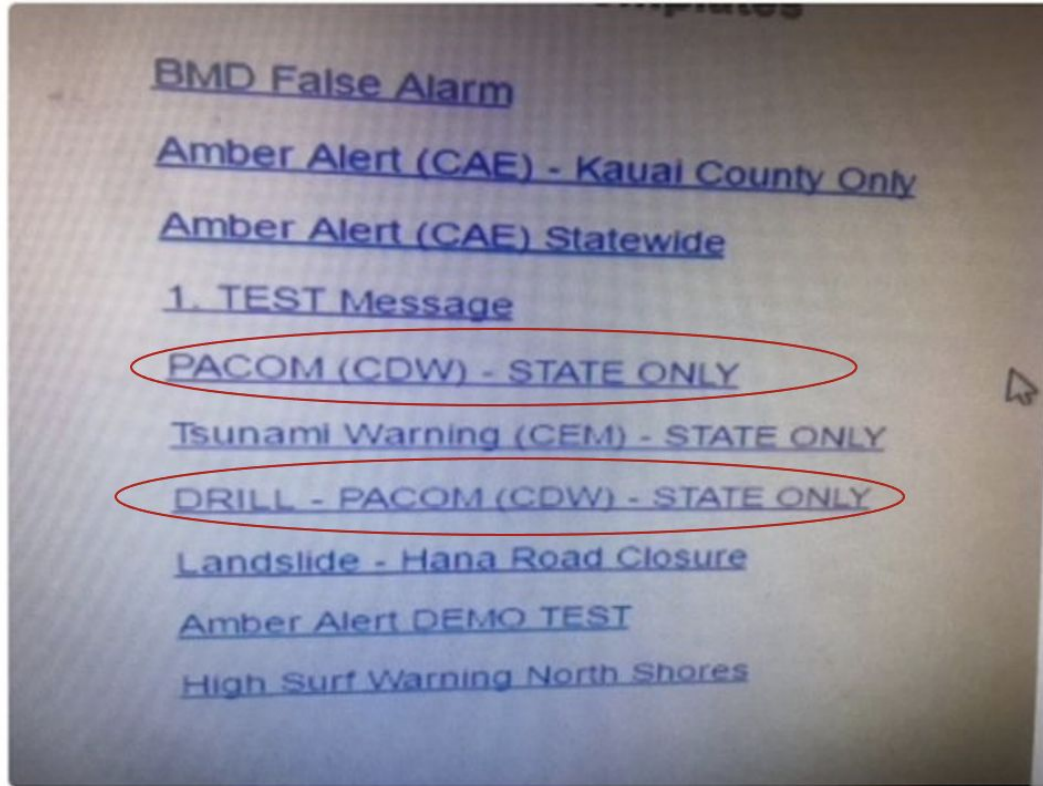
Sheer Panic in Paradise



<https://www.thedailybeast.com/fake-missile-alert-sent-out-to-hawaii-residents>

Oversight was undetected for 38 minutes

Poor Usability – Alarm Screen



- No organization
- No visual cues
- Consistency (test)
- All caps

Making Matters Worse

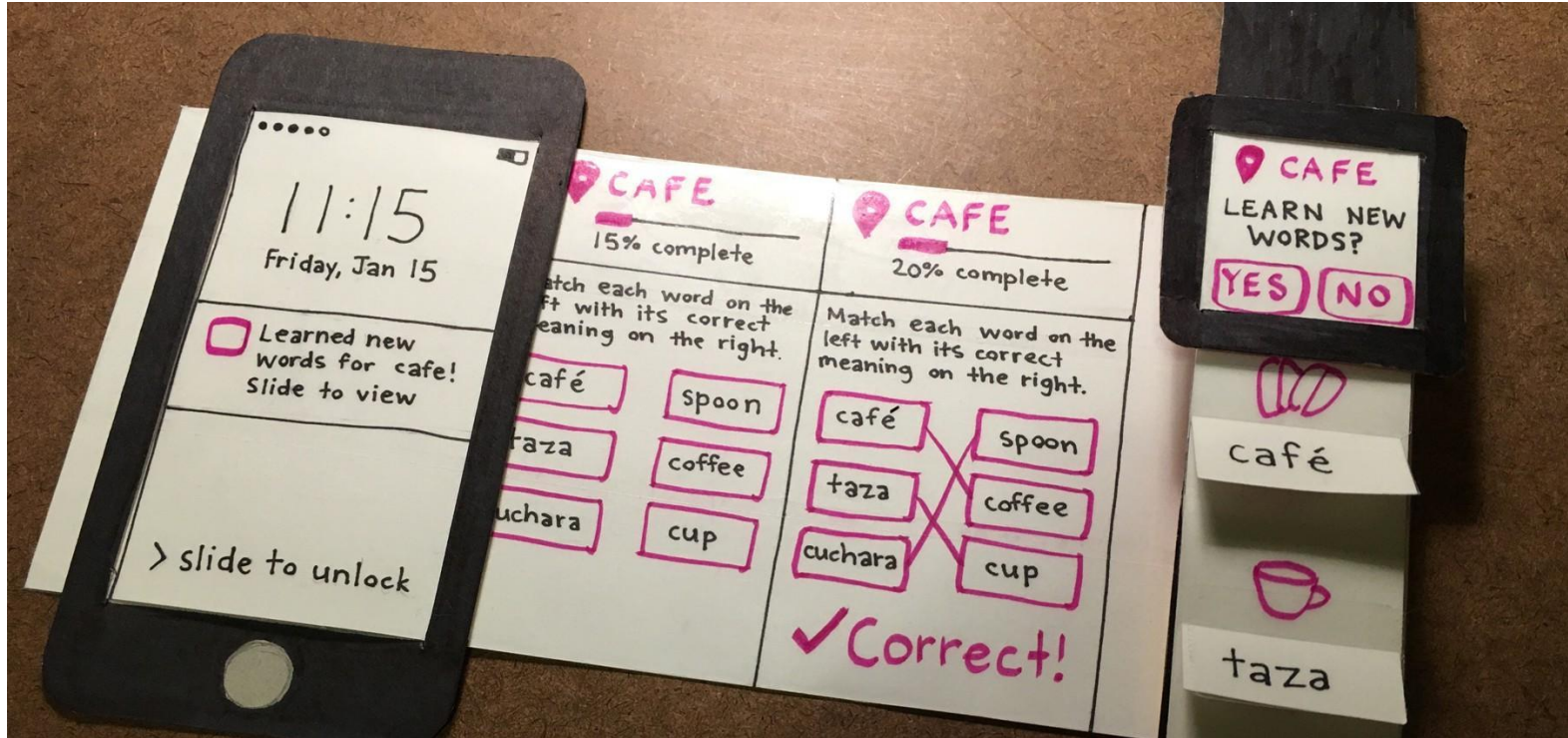


- No automated way to send out a "false alarm" notification.
- Instead, the agency had to send a correction manually.
- Simple use cases + user testing would have solved both these issues.

Where User Research Fits

- Before a project begins...
Contextual inquiry, ethnographic research
- Throughout the design process...
Iterative testing, prototyping wireframes, functional prototypes
- Prior to product release...
User Acceptance Testing (UAT), usability testing
- Post product release...
Usability testing

Any Ideas Can Be Tested!



Management of customer and employee experiences



Disciplines and fields of study that make up the UX profession

UX jobs: formal education or passing tests?

What you need to do to become a **professional civil or mechanical engineer** in Ohio:

1. Graduate from an engineering program approved by state's licensure board
2. Pass the Fundamentals of Engineering exam to become an “engineer in training”
3. Get a job to accumulate 4 years of qualifying engineering experience
4. Prepare for, take, pass the Practice of Engineering exam
5. Maintain and improve skills through continuing education

MASSAGE THERAPISTS LICENSING REQUIREMENTS	
At least 18 years old	
 High school graduate or equivalent	
Diploma from a school with a board-approved curriculum or an active out-of-state license for the last five years	
 Pass MBLEx (Massage and Bodywork Licensing Examination)	
Complete application and pay \$150 fee (biennial renewal \$100)	
 Undergo FBI & BCI criminal records check	

Disciplines and fields of study that make up the UX profession



Paths to User Experience Careers

- **Higher education**
 - Bachelor's degree in technology or design
 - First job related area, like software developer, graphic design, marketing
 - Learn UX on the job, move into those roles
 - Master's Degree to confirm you have the theoretical foundation, credibility
 - Becoming common: "Undergrad in UX" and straight into a UX role
- **Skill-based training**
 - Bootcamp or other intense "how to do UX" courses
 - First job as a UX generalist at a company that is learning what UX means
- **Self-taught**
 - Read, watch, practice all on your own, "volunteer projects"
 - Convince someone to give you a shot because of your talent, passion & potential
- **Career changing**
 - Become good at something else first (but maybe not happy doing it)
 - Pick up UX skills with training and self-teaching
 - Beat out "college grads" for a job because you already know how to work in complex organizations

Interest	Physical World	Digital World	Role, Job Title
Builder	Wheelchair ramps, birdhouses	Applications, websites	Software engineer
Artist	Posters, paintings	Screens, animations	Visual designer
Tinkerer	Legos, Rube Goldberg machines	User interface design systems, front-end coding	Interaction designer & developer
Organizer	Sort books, re-arrange kitchen	Content management, tagging	Information architect
Writer	Fictional storyteller, journalist	Website editor, technical writer	UX writer
Listener	Therapist, “good friend”	User interviews, field studies	User researcher
Scientist	Biology experiments, science fairs	A/B tests, usability evaluations	Usability specialist

Disciplines and fields of study that make up the UX profession

Generalists & Specialists

Smaller companies tend to want UX generalists who do a wide variety of tasks, take on different roles as needed.

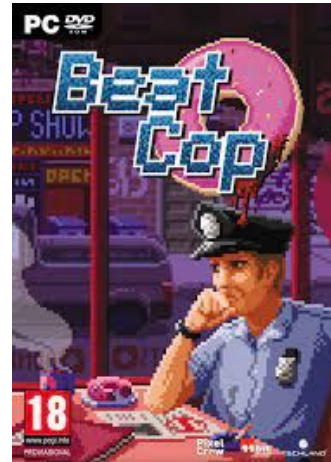
- One “UX Designer” for the whole company

Some companies have teams made up of generalists and specialists.

- “Product teams” with UX/UI, software engineers, manager

Serious companies have UX teams and even departments.

- “User research team” with specialists for surveys, ethnography, usability testing (and more)



Beat Cop vs. Vice Squad

Disciplines and fields of study that make up the UX profession

How to get started on a career in UX? (Keith's view)

- Join [IxDA Cincinnati](#) / [Columbus](#), [UX Akron](#), [UXPA Cleveland](#)
 - Next big Ohio event: [Cleveland World Usability Day conference](#), November 11
 - National/international counterparts, plus AIGA (graphic design), IDSA (industrial design), HFES (human factors), STC (technical communication) depending on your interests
- Read Books: [Rosenfeld Media](#), [O'Reilly](#) (tech focus), [Morgan Kaufmann](#) (textbooks); try Libby!
- Peruse Magazines: [ACM Interactions](#), [UXPA Magazine](#), [UX Matters](#)
- Too many to keep track, "it depends": Podcasts, videos, websites, meetups, Slacks/Discords
- Listen to but question the thought leaders: [Nielsen/Norman Group](#), [UIE](#), [DeltaCX](#)
- Be wary of: Medium articles (some good, some terrible), Bootcamps (that over-promise)
- Consider Ohio Higher Ed: Kent State MS in UX Design, Design programs, mix & match (e.g., BGSU)
- Career changers: Start "doing UX" within your current job responsibilities (e.g., journey map of one of your "customers")
- Net: a combination of learning on your own (books, videos), continuing education (conferences), networking/mentoring, and formal education (degrees or certificates)



Questions & Answers

Questions from High School & College students, Career changers

Answers from Event organizers, Practitioners (especially stories of how you do UX at your organization), and anyone else

Look for a copy of the slides (with links) via Eventbrite

Stay in touch by joining the local groups in Ohio that organized this