

# UX Career Strategy For Career Transitioners

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CHIFOO Meetup - 05/03/2023

Portland, OR USA

# A Bit of Background on Your Speaker

- Over 20 years of experience in the UX industry.
- Has worked at startups, enterprises, in-house, as a freelancer, and contractor.
- Has held a variety of positions such as UI Engineer, Interaction Designer, UX Designer, UX Manager, Design Program Manager.
- Has done the work of UX Research to Information Architecture to Interaction Design to Development, and everything in-between.
- Has worked at a total of fifteen different UX bootcamps.
- Is ever curious and continually learning new things.
- Loves animals and to travel.

# Agenda

- Ecosystem
- Where to Fit?
- Getting Visibility
- Q&A

# Why Do You Want to Get Into UX Design?

- Make an impact
- Like helping people
- It's creative and logical
- It's multidisciplinary
- Remote Work
- High Salary
- You've heard it is relatively easy to switch to a career in UX Design
- You want to become an in-demand professional because AI will take over your job

# Ecosystem

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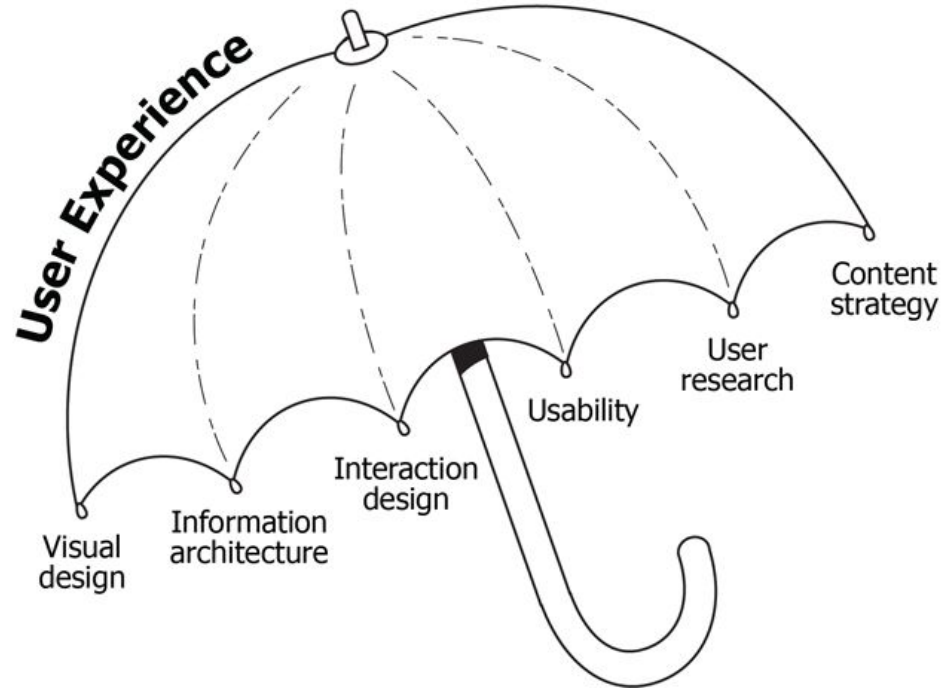
# Being In Tech - What does that mean?

A job that **deals with computers, hardware, software, networks, cloud, and systems.**

Anyone who **works alongside a technician** to help produce software or computer hardware.

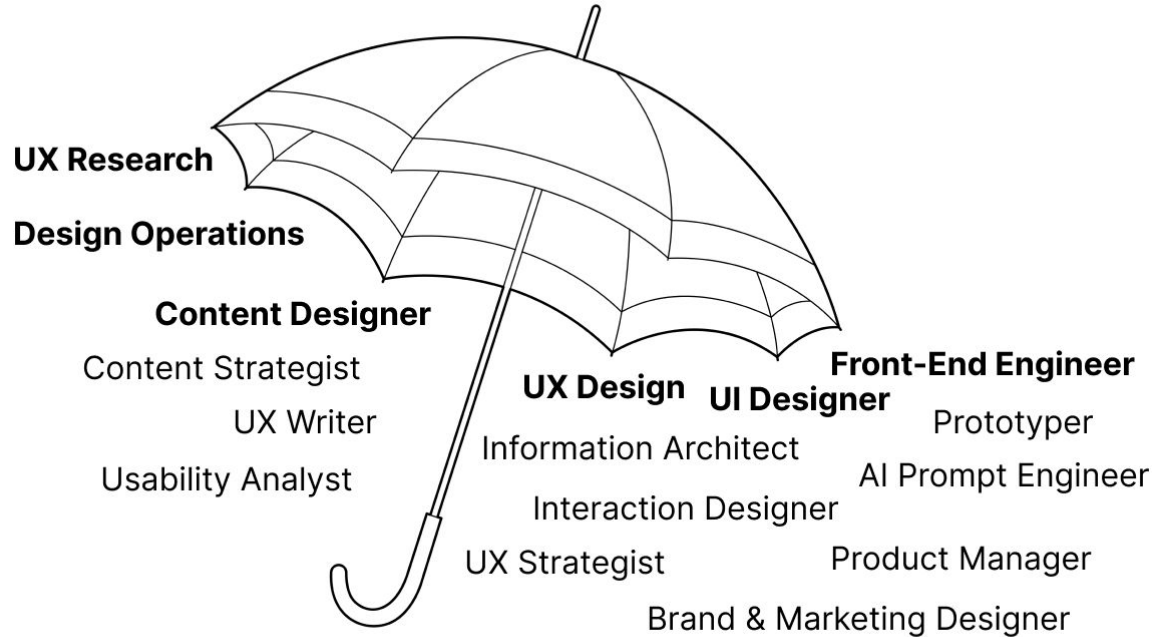
**Working at a tech-based company** that is providing technical solutions or software.

# The UX Umbrella (original 2014)



# The UX Umbrella - Updated

2023





# UX Titles (Related)

- UX Designer
- Product Designer
- UI Designer
- Visual Designer
- Digital Designer
- Content Strategist
- UX Design Systems Lead
- UX/UI Designer
- Content Designer
- UI Developer
- UI Engineer
- Information Architect
- UX Writer
- UX Specialist
- UX Architect
- UX Product Manager
- UI Artist
- UX Producer
- Prototyper
- UX Copywriter
- Usability Analyst
- Conversation Designer

# UX Titles (Related)

- UX Researcher
- Design Program Manager
- Interaction Designer
- Quantitative Researcher
- Design Producer
- UX Engineer
- Information Designer
- UX Strategist
- Strategic Designer
- Web Designer
- UX Research Coordinator
- Usability Researcher
- Service Designer
- UX Analyst
- UX Mobile Designer
- UX Architect
- UX Design Technologist
- UI Architect
- Business Designer

# Skills that may not be mentioned

- Working with workflow or project management software
- Understanding SaaS - Software as a Service
- Articulating design decisions
- Managing up
- Advocating for change
- Influence without authority
- Being familiar with internet technology
  - URL structure, source code, databases, content management systems (CMS), HTML, CSS

# Transitioning Skills

- Control your narrative.
- Use a job title that allows the reader to see your relevance. Don't inflate, but use related skills
- Show how you used the skills asked in the job description in your current job.
  - **Transitioning into UX Research?** How have you successfully done some tasks that UX Researchers do? Recruiting participants, planning a study, interviewing people, synthesizing data, etc.? What were the outcomes?
  - **Transitioning into UX Design?** How have you successfully done some tasks that UX Designers do? Architecting a system? Deciding on how someone will use something? Deciding the placement of information? What were the outcomes?
  - **Transitioning into Content Design?** How have you successfully done some tasks that Content Designers do? Deciding on a voice and tone for your writing? Deciding what to write? Figuring out your audience? What were the outcomes?

Where to Fit?

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# What's Most Important to You?

- Work That Impacts Others
- Loving Your Colleagues/Manager
- Work/Life balance
- Visibility
- Money
- The Product I Work On
- Company Name

# “Ideal” Job Description

- What would you like to do day to day
- Job Descriptions
- Job Skills
- Update LinkedIn Profile and Resume

# Job Descriptions & Titles - Transitioning

Make a list of your must-haves and use it to evaluate the job descriptions.

Titles don't mean much - read the job descriptions. Wordclouds can be fun.



<https://www.wordclouds.com/>



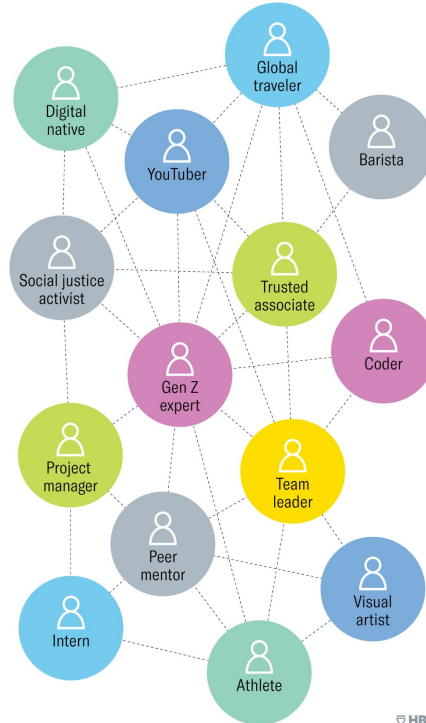
# Career Ladder versus Career Portfolio

- A **Career Ladder** is a series of progressively higher positions that can be attained in one's working career conceived of as a ladder to be climbed toward greater responsibility and financial success and tends to be a singular pursuit. (Sometimes referred to as a Career Path.)
- A **Career Portfolio** represents a diverse professional journey, including the various twists and turns, whether made by choice or by circumstance. It reflects your professional identity and potential. It includes your unique combination of skills, experiences, and talents that can be mixed, matched, and blended in different ways.

# Example of a Career Portfolio

## Career Portfolio Map

To keep track of your career portfolio, try mapping your various roles and drawing connections between them.



# Professional Narrative

- Telling a good narrative requires understanding how the different things in your portfolio enhance one another.
- How does your combination of skills give you an edge? - think of this as “1+1=11”.
- Your combination of skills is far more valuable than any of them on their own.
- When answering interview questions, for instance, share a story about how you applied skills you learned in two very different settings to solve one, specific problem.

# Unique Strengths

You may tend to shy away from identifying your unique strengths. It can feel like “bragging” or showing off. We can habitually minimize our talents.

Simon Sinek recommends that you ask. Just ask people in your life these questions,

- How would you describe me?
- What am I uniquely good at?
- How would you describe me in three words?

Other questions:

- What do you see as my unique strengths and abilities?
- What am I naturally good at?
- What do you see people consistently asking for my help or advice with?
- How do I add value to others?
- What do you see as my superpower?

# Superpower Statement

I'm particularly good at \_\_\_\_\_.

My unique ability to \_\_\_\_\_ allows me to \_\_\_\_\_ and \_\_\_\_\_ .

# Getting Visibility

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# LinkedIn

- If you want to be in Tech this is the platform to be on.
- Make sure your profile is fully filled out.
  - Photo, Headline, Experience, Skills, Banner
- About 1,040,000 results for UX Designer on LinkedIn
- About 421,000 results for Junior UX Designer on LinkedIn
- LinkedIn isn't that accurate, don't let the numbers fool you.

# Become an SME (Subject Matter Expert)

- Write content - on LinkedIn, Medium, personal blog, etc.
- Doesn't have to be long
- Do it consistently
- Ideally, use multiple platforms



# LinkedIn Headline

**[Job Title] | [Keyword 1], [Keyword 2], [Keyword 3] | [Unique Value Prop]**

- First thing recruiters see after your name.
- Headline field allows for 220 characters.
- <https://cultivatedculture.com/headline-analyzer/>

# Resumes

- Match the title on your resume to the job posting.
- Use a section called Professional Highlights above your experience to call out transferable skills.

**Julia DeBari**

**UX Design Lead**

**Julia DeBari**

**Experience Designer**

**Julia DeBari**

Lead Experience Designer

# Find People Who Have Done It - LinkedIn

1. Make a list of 10 companies in your \*current\* industry.
2. Make a list of 10 companies in your \*target\* industry.
3. Run a LinkedIn search for the job title you're aiming for.
4. Click the "All Filters" button of the right hand side of the filter bar.
5. In the "Past Companies" filter, add the 10 companies from your current industry.
6. In the "Current Companies" filter, add the 10 companies from your target industry.

Q&A

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# Thank You!

LinkedIn: <https://www.linkedin.com/in/juliadebari/>

Email: [jdebari@gmail.com](mailto:jdebari@gmail.com)

# Resources

There are so many more than these. :)

- <https://cultivatedculture.com/headline-analyzer/>
  - <https://www.jobscan.co/>
  - <https://resumeworded.com/>
  - [Salary.com](https://www.salary.com/)
  - [Payscale](https://www.payscale.com/)
  - [Levels.fyi](https://www.levels.fyi/)
  - Follow:  
<https://www.linkedin.com/in/akarpiak/>
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