MOVING YOUR UX CAREER TO THE NEXT LEVEL

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Bentley UXC

- 150+ graduate students in HFID
- UX Certificate program
- UXC = “teaching hospital” model

Rated #1 graduate program by UserTesting.com


10 top UX graduate degree programs
My Motivation
UX Career Growth

UX Training
“Basics”

First Job
“Practice”

Early Career
“Building Confidence”

Mid-Career
“Showing Value”

Late Career
“Big Picture”
Few Tips for Recent Graduates

• Request informational interviews
• Leverage introductions
• Do your homework before any interview
• Show your passion for UX
• Be engaged!
UX Areas of Focus

Design
Strategy
Research
Training

• Learn from others
  • Academic programs
  • Professional programs or certification
  • Online courses
Continuing Education

• Always be learning
  • Books/articles
  • Online resources
  • Conferences/events
Networking

• Meet people
  • UX and non-UX events
  • Informational interviews
• Online communities
• Social networks
Projects

• Not all projects are equal
  • High profile
  • Big impact
  • ROI calculations
  • Great teams
Expanding Your Expertise

- Wear different hats
  - Research – Design – Strategy
  - New tools
  - Qualitative – Quantitative methods
  - Business data/analytics
Demonstrating Value

• How can you provide value?
  • ROI – align with business goals
  • Communicating with management
  • Intangibles (make others great)
UX Champion

A UX champion reduces friction

- Senior Management
- Institutional Support
- Budgets
- Priorities

http://www.uxforthemasses.com/what-makes-good-ux-designer/
Mentorship

A mentor is your compass

- Technical skills
- “Soft” skills
- Career guidance
Leadership

- Anyone can be a leader
  - Start small
  - Find leadership opportunities
  - Seek feedback
  - Set an example
Building Relationships

- Your career is about people
  - Trust - value
  - Different perspectives
  - Learning from others
  - Working towards common goal
Flexibility

• Don’t be hardline UX
  • Incremental improvements
  • Adapt on the spot
  • Hold your ground when you need to
Publish / Present

• Dive in!
  • Find the right venue / publication
  • Go broad – new perspectives
Volunteer

• Give back
  • Find an organization
  • Contribute (don’t wait)
  • Meet people!
Find Your Passion
Thank You!

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