Building a UX Career

The Hard Way

Career Path

Improving

Building Towards What?

Jony Ive

Jony Ive

Lifestyle First

Jony Ive

Lifestyle First

Famous
Innovator with
a process

Principle
Designer

Lecturer

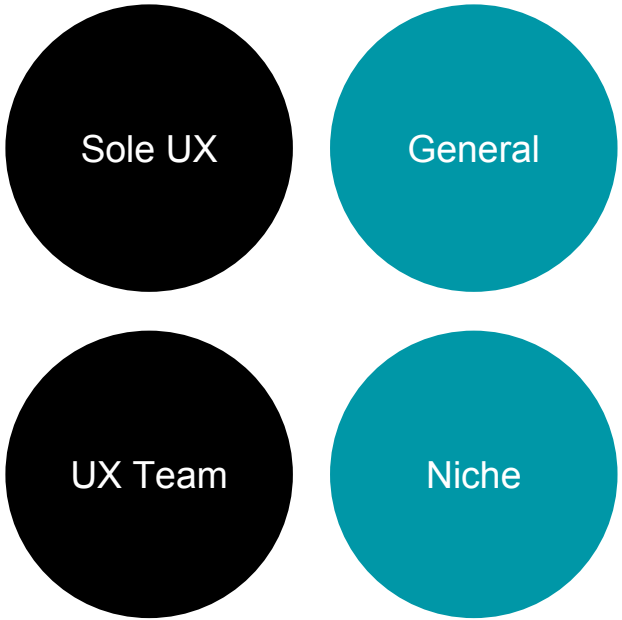
Elite
Researcher
With a book

Control

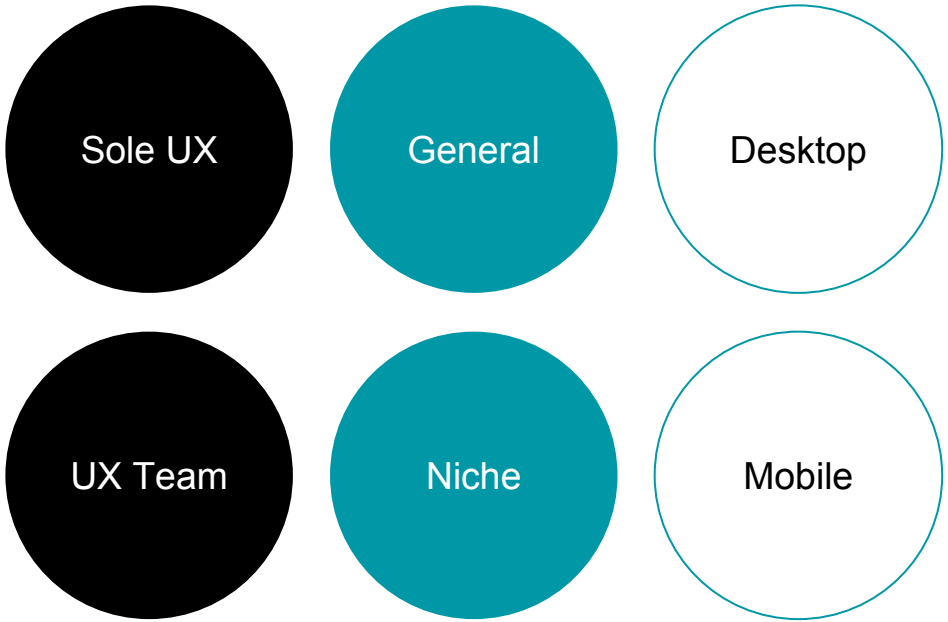
1: Career Path

Choices

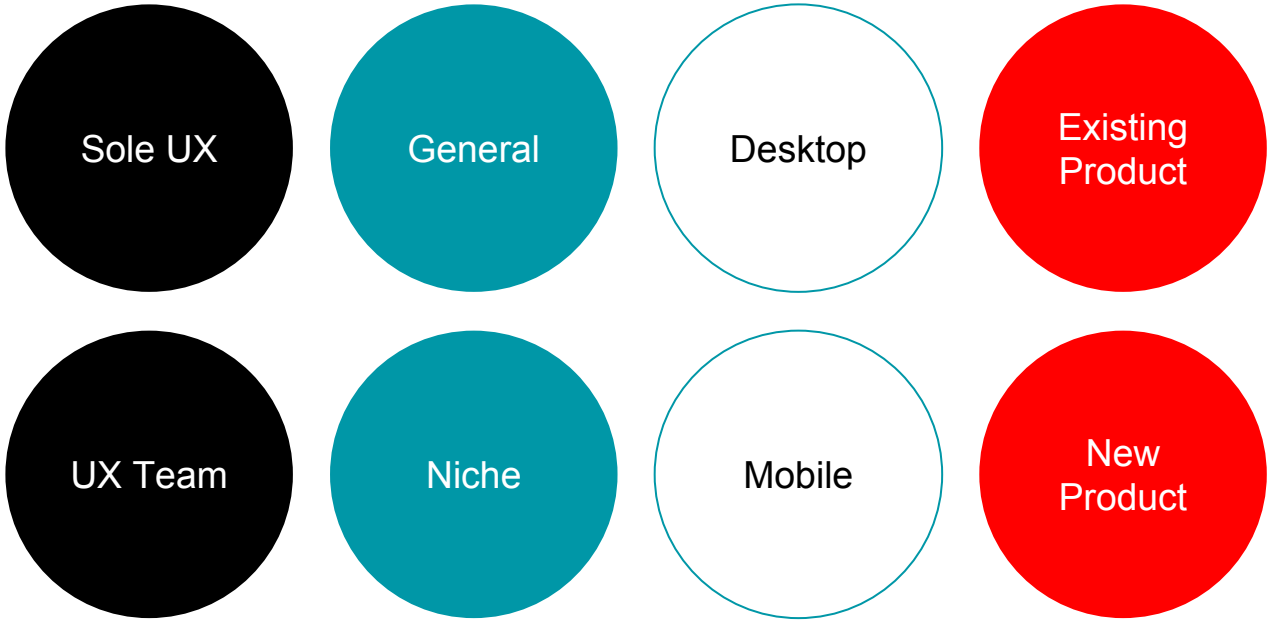
Choices



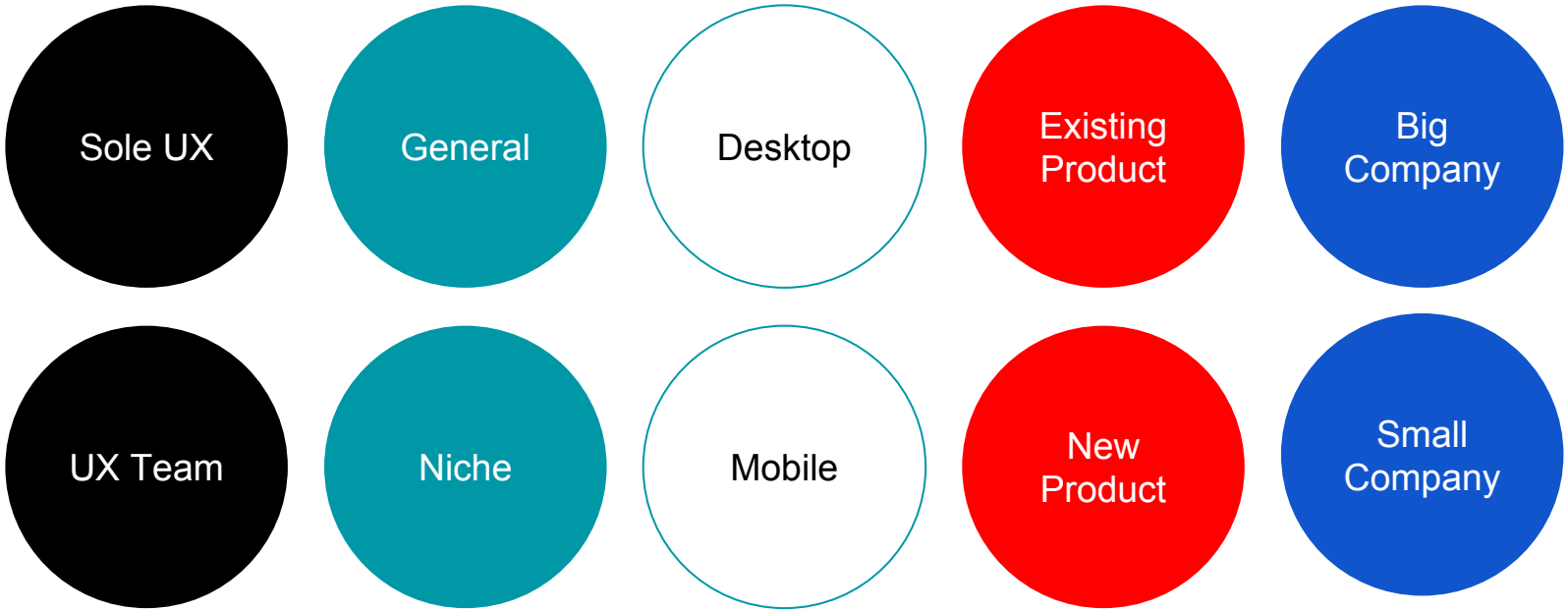
Choices



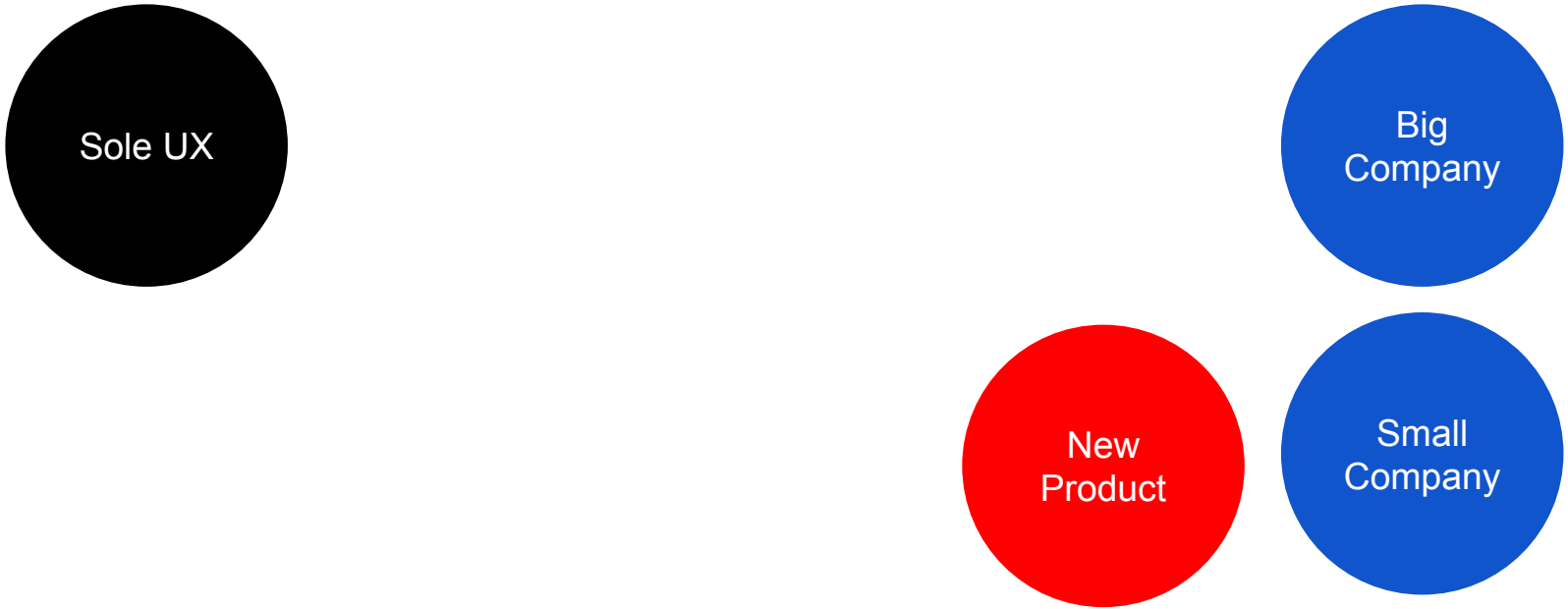
Choices


Sole UX
General
Desktop
Existing Product
UX Team
Niche
Mobile
New Product

Choices


Sole UX
General
Desktop
Existing Product
Big Company
UX Team
Niche
Mobile
New Product
Small Company

Choices

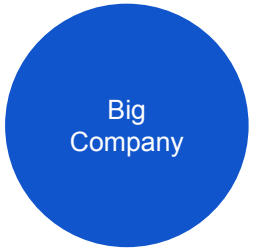


I want to work in health or education

Paths

Individual Contributor

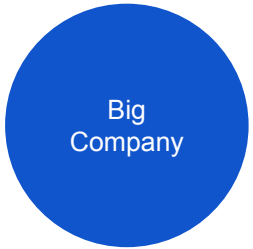
Management



Junior > Senior > Lead

Individual Contributor Path: Principle Designer/Researcher

Management Path: UX Manager > Head of UX > Head of Product > CPO



Junior > Senior > Lead

Individual Contributor Path: Principle Designer/Researcher

Management Path: UX Manager > Head of UX > Head of Product > CPO

Senior > Head of UX (Still IC) > IC Head of UX / Product / Marketing (Still IC)

Junior > Senior > Lead

Individual Contributor Path: Principle Designer/Researcher

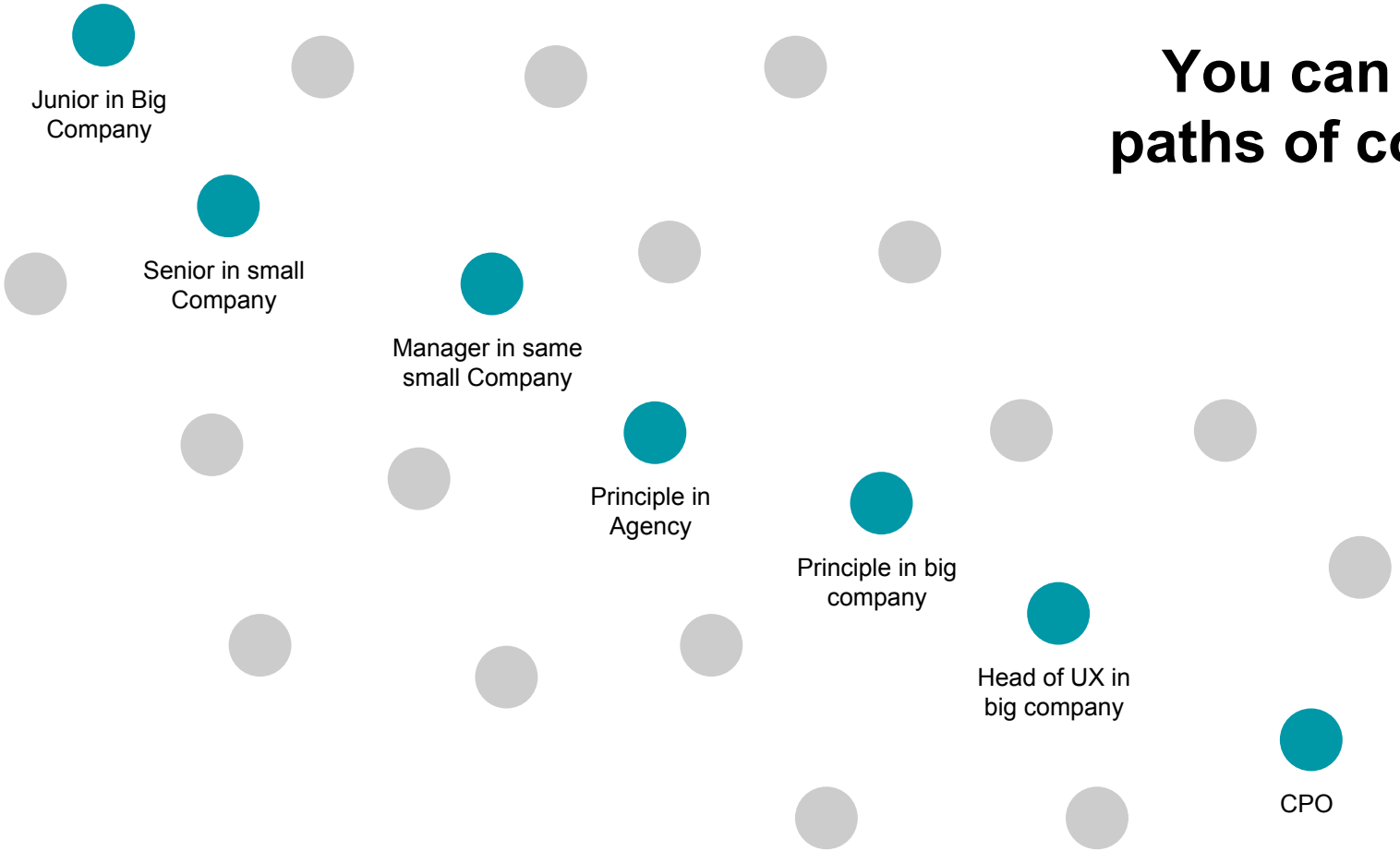
Management Path: UX Manager > Head of UX > Head of Product > CPO

Senior > Head of UX (Still IC) > IC Head of UX / Product / Marketing (Still IC)

A seat at the table

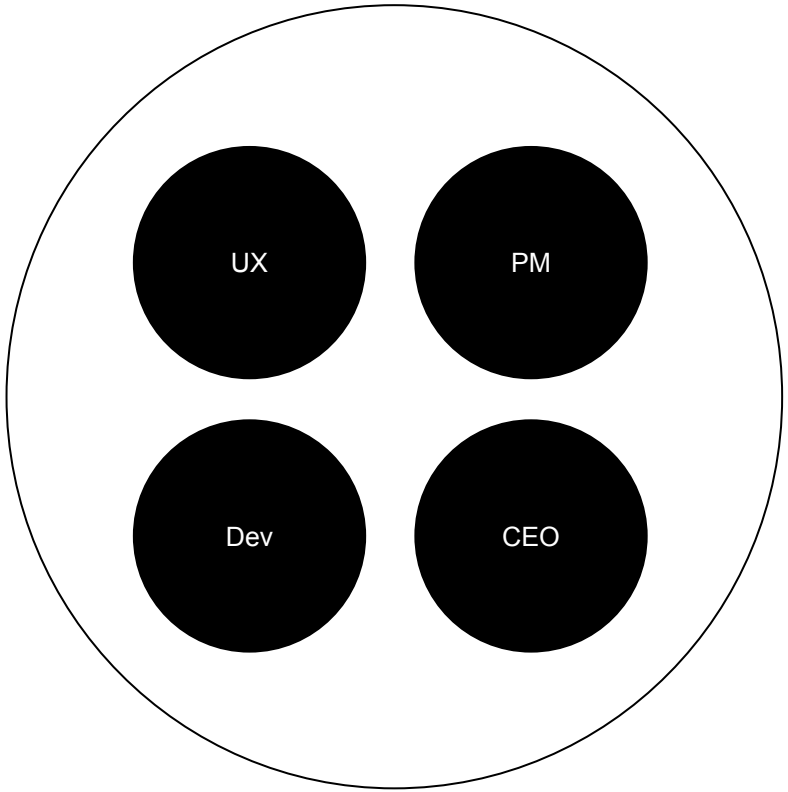
Dave Kearney - FluidUI

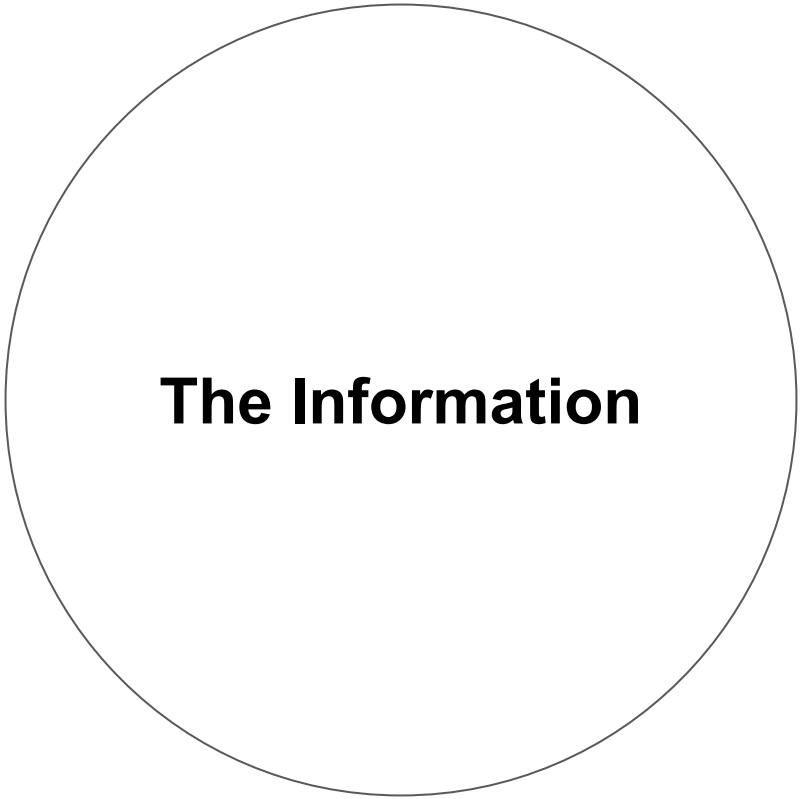
You can jump paths of course



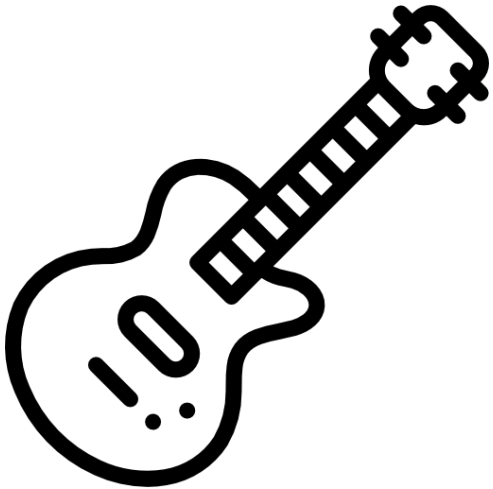
Career is not a zero-sum game

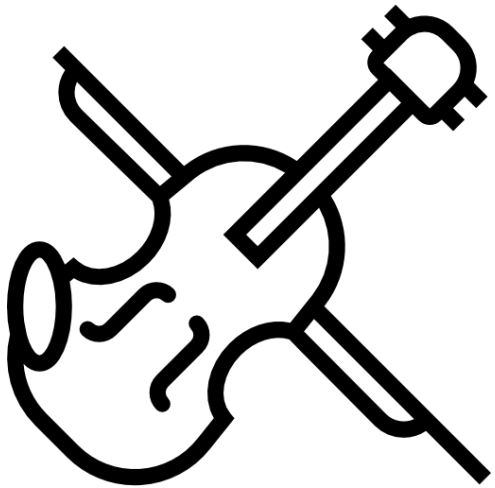
Control Dynamics




The Information

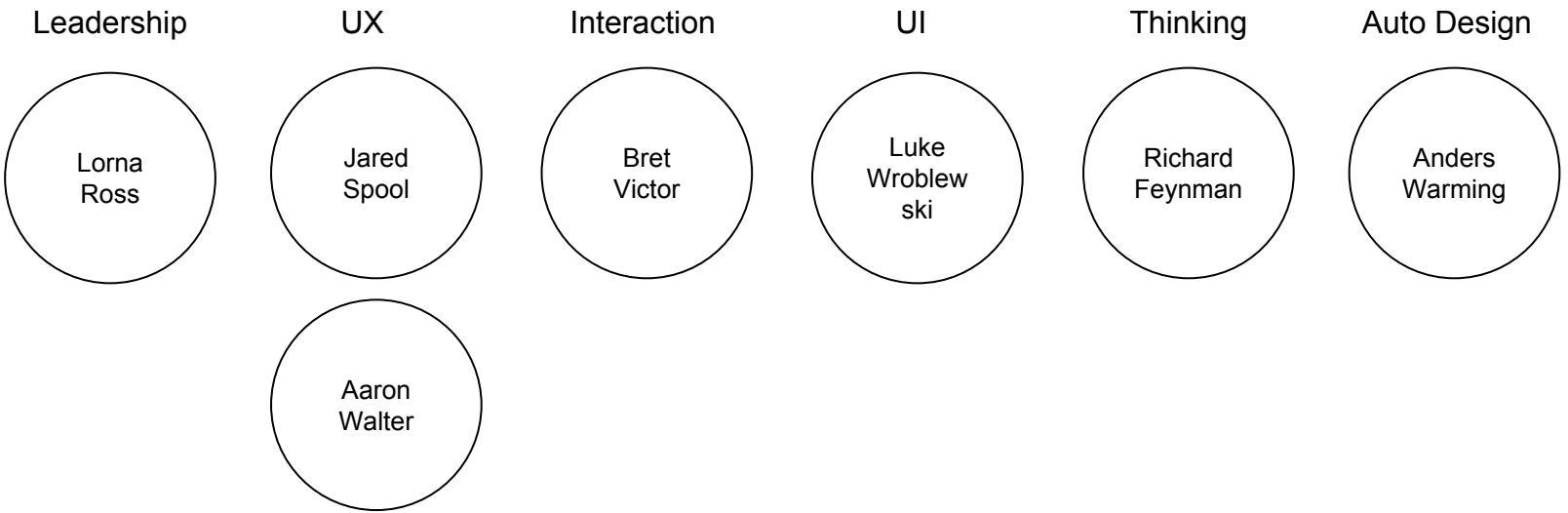
Improving





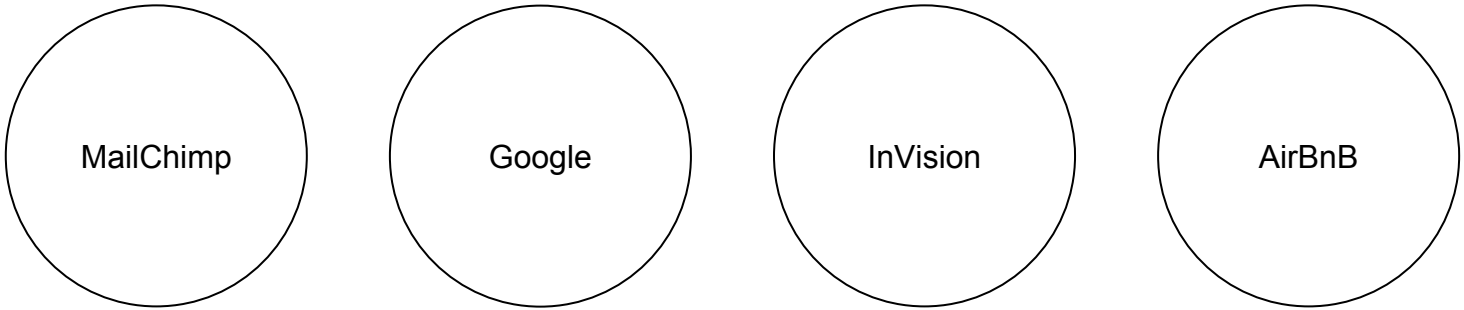
Benchmark Yourself

People

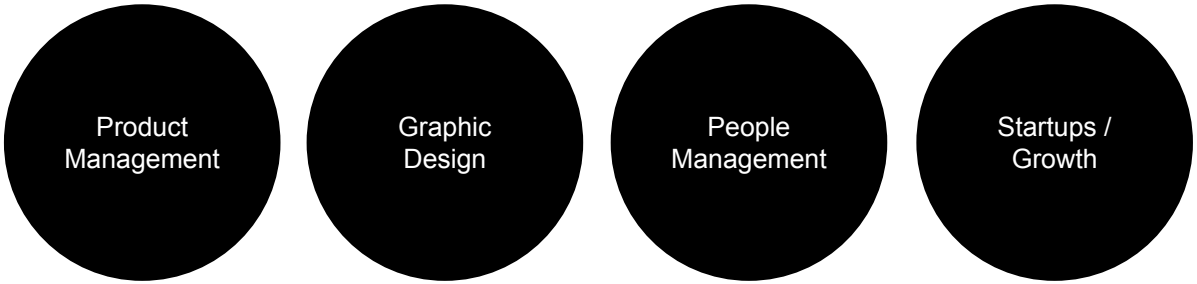

Leadership
Lorna Ross
UX
Jared Spool
Aaron Walter
Interaction
Bret Victor
UI
Luke Wroblewski
Thinking
Richard Feynman
Auto Design
Anders Warming

Younger &
Better
Same Age
& Better
Older &
Better

Software



Be pretty good at...



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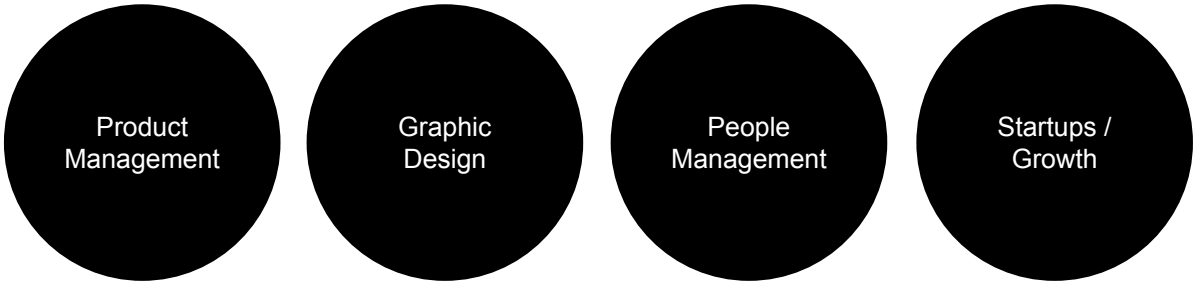

Intercom's Books

4 Steps to the epiphany

Book: Graphic Design Rules: 365 Essential Design Dos and Don'ts

Course
Leading Team
University of Michigan

Videos
Y Combinator

Learn the outline of a lot of subjects:

Industrial Design

Psychology

Behavioural Economics

Marketing

Photography

Drawing

Crafts

Fashion

Architecture

Typography

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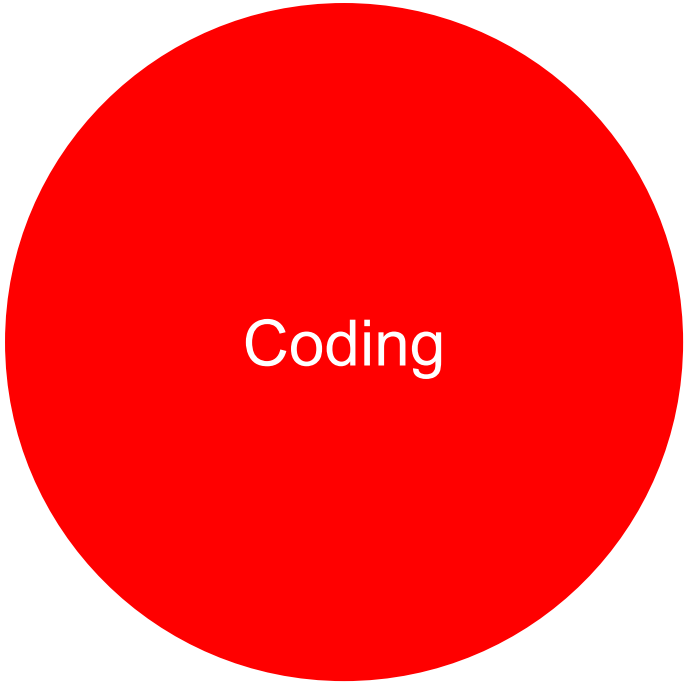
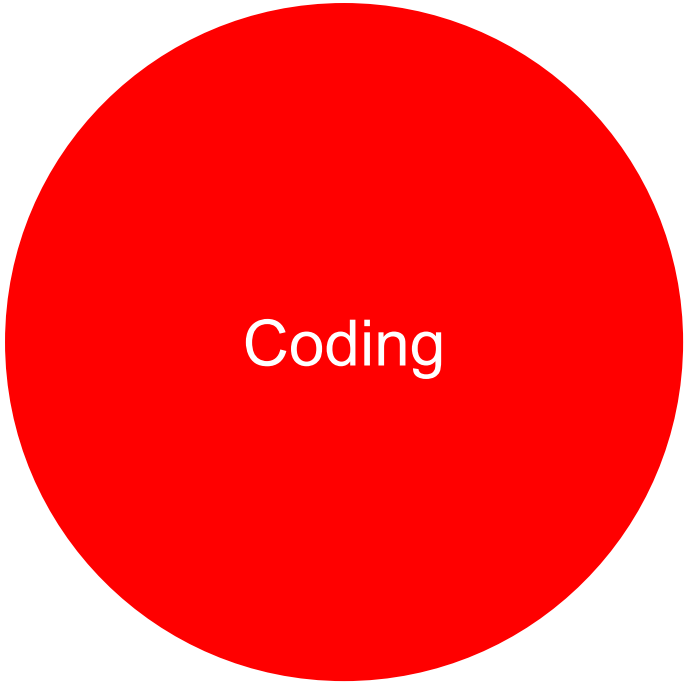
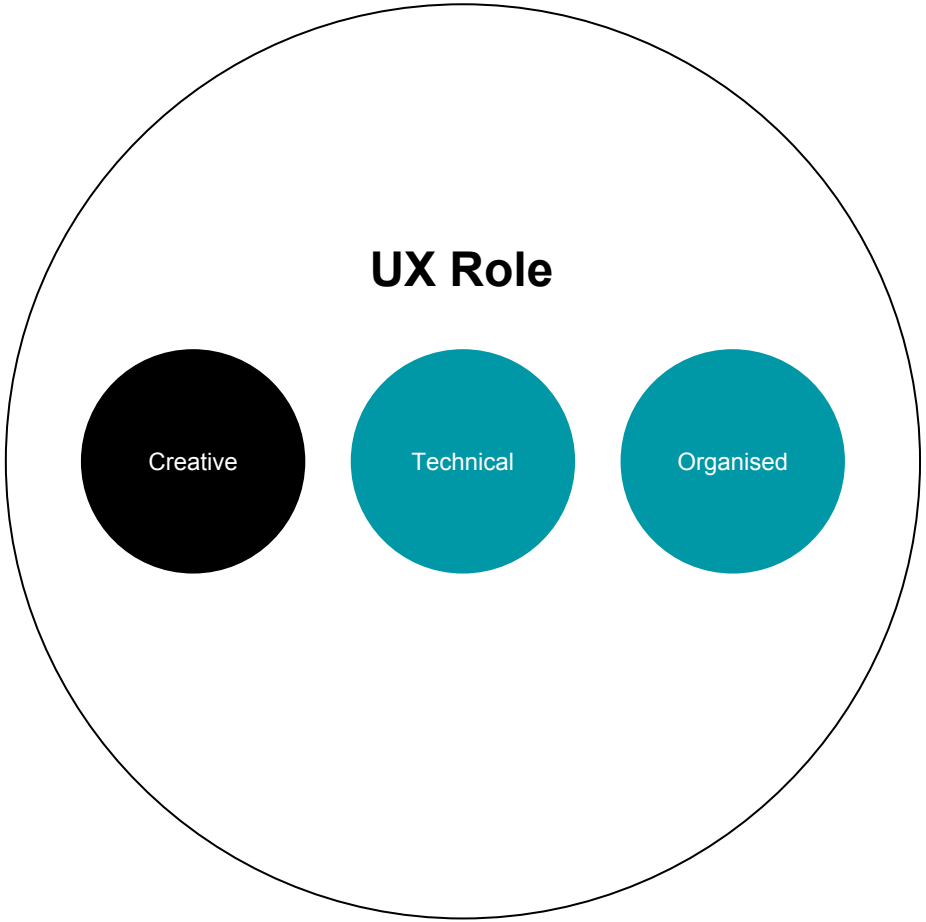
A B C D E F G H I J K
L M N O P Q R S T U
V W X Y Z
a b c d e f g h i j k
l m n o p q r s t u
v w x y z
1 2 3 4 5 6 7 8 9 0

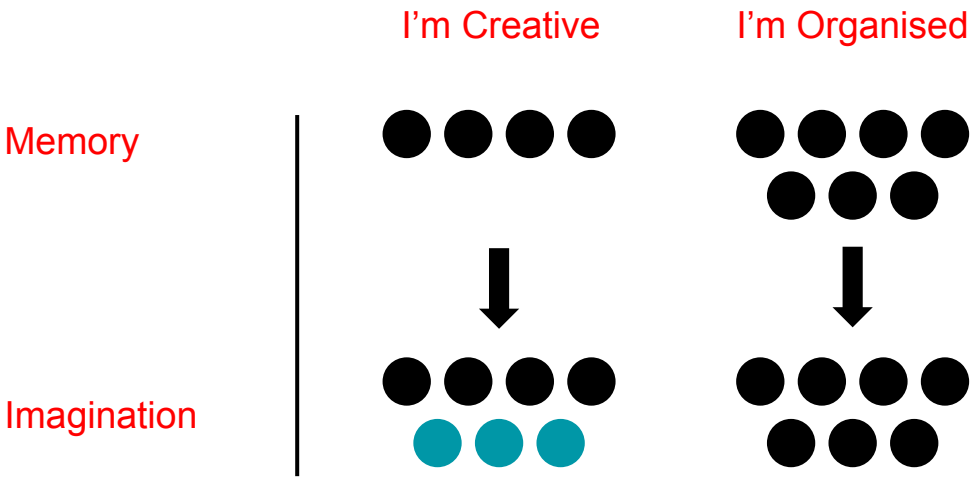

Coding



Why are there so many tekkies in Leadership UX positions?

The Problem With Creativity





Good memory

“Your memory maybe be able hold onto 9 things instead of 4 which makes it easier to learn. But this also makes it more difficult for you to be creative. This is explained by Einstellung.”

Bad memory

“You may have to work harder sometimes, or even much of the time the understand what is going on, but once you get something chunked, you can take that chunk and turn it outside in, and inside out, putting it through creative paces.”

Learning How to Learn: Powerful mental tools to help you master tough subjects.
University of California, San Diego - Dr. Barbara Oakley

Creatives in school are discriminated against...

therefore… we should teach Arts subjects at the same level as technical subjects.

Creatives in school are discriminated against... therefore… we should teach the technical subjects in a different way - Dr Barbara Oakley

Creatives in school are discriminated against... therefore… we should teach the technical subjects in a different way - Dr Barbara Oakley

Coursera:

Learning How to Learn: Powerful mental tools to help you master tough subjects. University of California, San Diego - Dr. Barbara Oakley

David Allen - Getting Things Done

“Your mind is for having ideas, not holding them”

The basic concept of GTD is that your brain is excellent at having new ideas, but terrible at remembering them

Deep Work

Rules for Focused Success in a Distracted World

Research

“Are three user’s opinions enough evidence to go on? Shouldn’t our decisions be data driven?”

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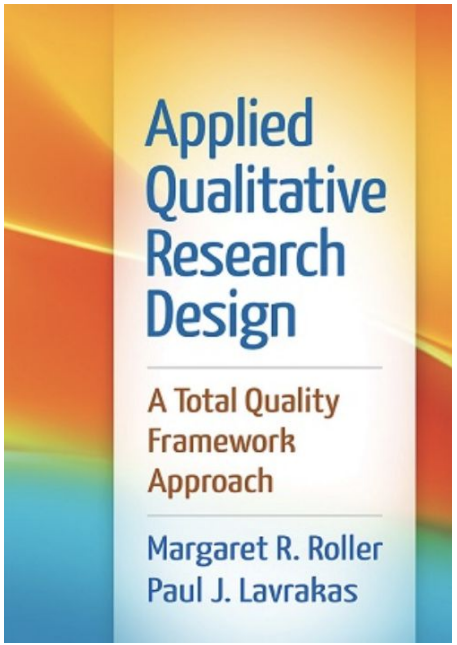
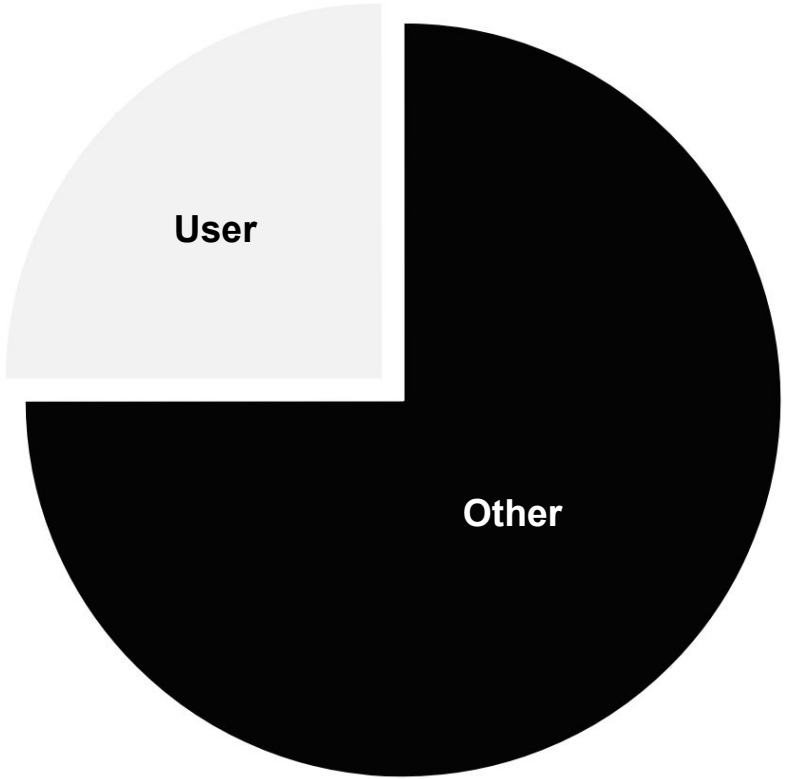
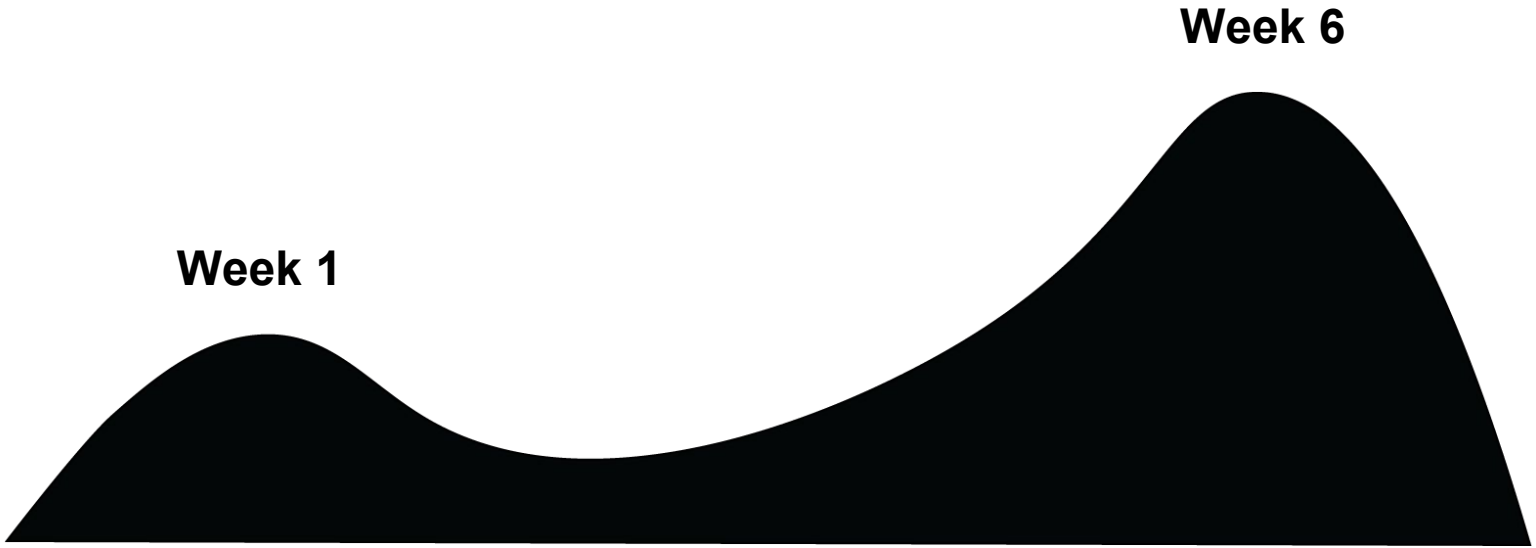
“Are three user’s opinions enough evidence to go on? Shouldn’t our decisions be data driven?”

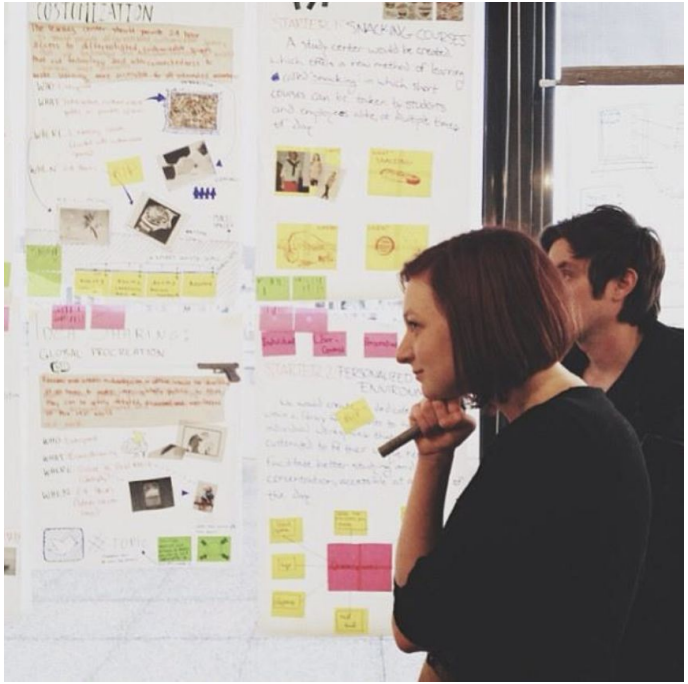


researchdesignreview.com


User
Other


Week 6
Week 1

Workshop



Conflict

Task Conflict

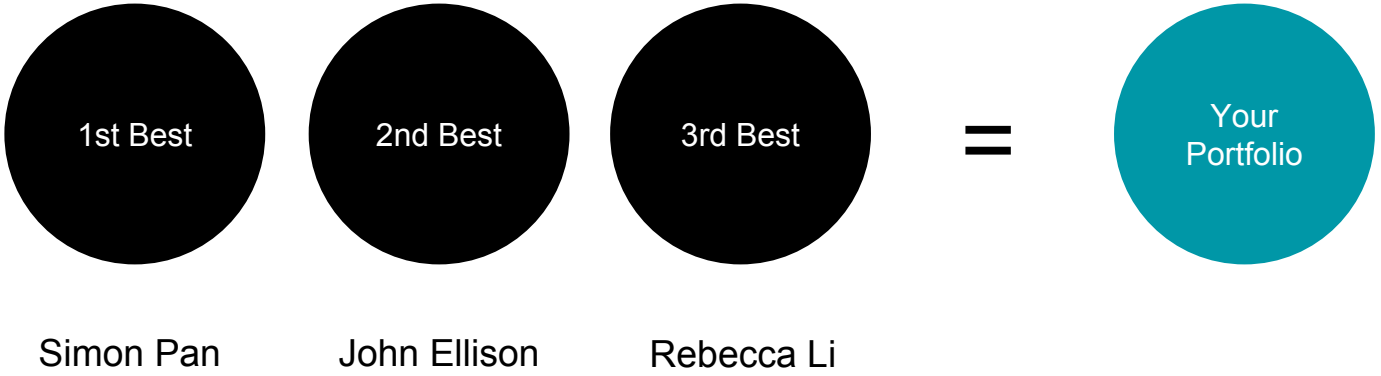
Personality Conflict

What about my portfolio?

My Portfolio

I am a special person,
but also modest.

1	2	3


1st Best
2nd Best
3rd Best
=
Your Portfolio
Simon Pan
John Ellison
Rebecca Li

YouTube: How to get a great job in UX
Andrew Doherty @ Amuse 2015

The Hard Way

- **Own the full cycle at least once - UX Process & Software**
- **Benchmark**
- **Plan your promotion**
- **Deep and wide with your education**
- **Deep and wide with your research**