A

**Advertising agencies:** Teams of creatives hired by clients to build marketing campaigns

**Apprenticeships:** Provides on-the-job training to help people develop real skills

**Assets:** Everything from the text and images to the design specifications, like font style, color, size, and spacing

B

**Brand identity:** The visual appearance and voice of a company

D

**Design sprint**: A time-bound process, with five phases typically spread over five full 8-hour days. The goal of design sprints is to answer critical business questions through designing, prototyping, and testing ideas with users

**Design studio**: A one-stop shop for the look of brands, products and services

**Design thinking:** A way to create solutions that address a real user problem and are functional and affordable

E

**Empathy:** The ability to understand someone else’s feelings or thoughts in a situation

**End user:** The specific audience a UX designer creates something for

F

**Five elements of UX design**: Steps a designer takes to turn an idea into a working product. The five elements are strategy, scope, structure, skeleton, and surface, where each element refers to a specific layer involved in creating the user experience

**Framework**: Creates the basic structure that focuses and supports the problem you’re trying to solve, like an outline for a project

**Freelancers:** Designers who work for themselves and market their services to businesses to find customers

G

**Generalist**: A UX designer with a broad number of responsibilities

**Graphic designers**: Create visuals that tell a story or message

I

**Information architecture**: The framework of a website or how it’s organized, categorized, and structured

**Interaction designers:** Focus on designing the experience of a product and how it functions

**Iteration**: Doing something again, by building on previous versions and making tweaks

M

**Motion designers**: Think about what it feels like for a user to move through a product

P

**Platform**: The medium that users experience your product on

**Product**: A good, service, or feature

**Production designers:** Make sure first and final designs match in the finished project materials and that the assets are ready to be handed off to engineering team

**Prototype:** An early model of a product that demonstrates functionality

R

**Responsive web design**: Allows a website to change automatically depending on the size of the device

**Retrospective**: A collaborative critique of the team’s design sprint

S

**Specialist**: A designer who dives deep into one particular type of user experience, like interaction design, visual design, or motion design

**Sprint Brief**: A document that you share with all your attendees to help them prepare for the sprint

**Startup:** A new business that wants to develop a unique product or service and bring it to market

T

**T-shaped designer:** A designer who specializes in one kind of user experience (e.g., interaction, visual, motion) and has a breadth of knowledge in other areas

U

**User:** Any person who uses a product

**User-centered design:** Puts the user front-and-center

**User experience:** How a person, the user, feels about interacting with, or experiencing, a product

**UX engineers:** Translate the design’s intent into a functioning experience

**UX program managers:** Ensure clear and timely communication so that the process of building a useful product moves smoothly from start to finish

**UX research:** Understand users and learn about their backgrounds, demographics**,** motivations, pain points, emotions, and life goals

**UX researchers:** A type of researcher that conducts studies or interviews to learn about the users of a product and how people use a product

**UX writers**: Create the language that appears throughout a digital product, like websites or mobile apps

V

**Visual designers**: Focus on how the product or technology looks

W

**Wireframe:** An outline or a sketch of a product or a screen