# **UX ROLES**

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| Role | Outputs | Role requirements | Points to note |
| Content Strategist  is someone who facilitates the production of content | * Editorial roles * Guides content tone of voice * Evaluates and audits content * Writing templates * Content evaluation: policies, taxonomies(grouping) * Content & strategy | Information architect  SEO   * allows for usable content to be created, published and governed * content means content channels | content creation leads to the success of a website, either as an equal aspect to or a more important one than visual design and interaction. |
| Visual Designer  responsible for choosing and ordering elements, like images, colours, symbols & typography, to express a message to people. | * Design composition and rules; * Grid systems; * Iconography; * Style guides and tiles; * Mood boards; * Typography. | Create dynamic visual components and systems  Strong interaction focus required in web (responsive /mobile) eg microinteractons  needs to be able to work with the tools and methods that are utilized in the execution of front end developers: | Visual designers are creative and able to create solutions. |
| UX Researcher  responsible for collecting insights into the user, as the user’s needs need to be detailed: user testing design, content and interaction | * User stories and requirements; * Service blueprints; * Customer journey maps; * Mental models as well as personas. | qualitative and quantitative  techniques used:   * Web Analytics, * [A/B testing](https://designexcellent.com/use-ab-testing-to-increase-conversion-rates/), * advanced surveying * eye tracking.   Need to be able to work with stats. | Role is influenced by design that is data driven, service design and lean start-up. |
| Front End Developer  This is a coding role that includes CSS, HTML and the client side of JavaScript. | The outputs of front-end developers are:   * HTML code; * JavaScript code; * CSS architecture. | a front-end developer needs to know JavaScript, HTML5, CSS3, together with working with various frameworks and large codebases.  the front-end developer role demands a structured approach and not just knowledge of JavaScript. | Create aspects of the solution that is user-oriented by using the code that is implemented in the browsers of the user.  Forever changing skill set |
| Interaction Designer  responsible for creating the behaviour of these digital things and the look of it. | Outputs include:   * Wireframes; * Site structures; * Concept descriptions; * Desired system behaviour descriptions. | Skill set often combined with other roles:   * front-end programmers * or visual designers   Strong communication skills are essential especially in agile projects  Require UX and UI skills | Interaction designers focus on the flow and sequence together with the layout and form. |
| UX Lead  Provides the leadership for the design team | Has no direct outputs other than the end product.  Should have enough skills and experience to fill the other roles as well (or some of them), so the person would not be solely responsible for leading the team. | The experience lead role requires:   * good communication skills, * team facilitation skills * and decision making.   Mentoring is another good skill to have. | A good predisposition for business, is important as this role the spokesperson for the team in relation to the leaders of the company |