PRODUCT DESIGNER

BY LENA WANG

Someone who is responsible for the user experience of a product in terms of functionality, practicality, and appearance

SALARY
- $52-100K
- AVG: 74K

EDUCATION
- **BACHELORS DEGREE**
  - INDUSTRIAL DESIGN, ARCHITECTURE, ENGINEERING
- **ONE YEAR OF ART COURSES**
  - DURING FRESHMAN YEAR IN POST SECONDARY
- **CAD EXPERIENCE PREFERRED**

POSSIBLE JOB PATHS

- **CUSTOMER EXPERIENCE ARCHITECT**
- **USER EXPERIENCE DESIGNER**
- **USER INTERFACE DESIGNER**
- **INTERACTION DESIGNER**
- **INFORMATION ARCHITECT**

WHAT THEY DO

1. **EPMATHIZE:** Develop a deeper understanding of your users by conducting research
2. **DEFINE:** Create a point of view of your users' needs
3. **IDEATE:** Brainstore to create the best solution
4. **PROTOTYPE:** Create a prototype to test out your ideas to see if they work
5. **TEST:** Ask users for feedback

SKILLS
- Creativity
- Fluent in design programs
  - Photoshop
  - Illustrator
  - Various CAD softwares
- Effective communication
- Understanding of colour, typography and layouts

DELIVERABLES
- Prototypes
- Wireframes
- Mockups
- Flowcharts
- User Feedback Reports
- User Journey Maps
- Final Products

WHAT THEY DO
- Can work on both digital products such as websites or physical products such as a pair of headphones
- Play a particularly important role during key stages of the product development
- As a product grows and adds more features and functionality, they can ensure the user experience is intuitive and reduce points of friction
- User experience is front-and-center for their work
- In charge of prototyping and user testing