What is UX/UI Design & What Does a UX/UI Designer Do?CoursesAI SchoolStudy at IronhackFinancing OptionsBlogEnterpriseWeb Development in MiamiWeb Development OnlineWhat is Web Development?Data Analytics in MiamiData Analytics OnlineWhat is Data Analytics?UX/UI Design in MiamiUX/UI Design OnlineWhat is UX/UI Design?JavaScript courseUX Design courseAI SchoolRemoteMiamiAmsterdamBarcelonaBerlinLisbonLondonMadridMexico CityParisSan JuanSo PauloCareer ServicesTestimonialsFree ResourcesFinancing OptionsBlogEnterpriseCall MeBack to all articles

April 15, 2024 - 4 minutes

What is UX/UI Design & What Does a UX/UI Designer Do?

The need for UX/UI Design is quickly catching on in the tech world.

Juliette Erath - Tech Writer

UX/UI Design

Have you noticed how many of the things you experience have been carefully planned for your comfort? We live surrounded by user experiences, both inside and outside of the digital world. It is very rare for a product to be designed without taking our behavior into account, or the way in which we seek information or our perceptions.UX/UI design is the future: UX and UI profiles are among the most demanded jobs today, with an annual growth of 18% according to several studies. But these acronyms can be undecipherable if youre not in the know. To find out all about what UX/UI designers do to make your customer experience an unforgettable time, read on.How to Become a UX/UI Designer in 2024Who knows, maybe you're even the next great UX/UI designer...What is a UX/UI Designer?A UX/UI designer is a professional dedicated to finding an easy, intuitive, and friendly way to create a website or apps interface based on the tastes, needs, and opinions of the users of a product or service. In other words, theyre the person in charge of designing the experience of a clientmaking sure its optimal.Before continuing, it is important to differentiate between UX and UI, two disciplines that are often confused, probably because they work hand in hand, overlapping often, and because of the similarity of their acronyms.In this context, UI, or user interface, refers to the creation of the interface, which can be visual or developed mainly with languages such as HTML, CSS, or JavaScript. The design choices made when creating an interface are determinant in achieving simplicity, clarity and sympathy. If the website design is confusing or hard to read, the user will run away!The UI designer is, therefore, primarily responsible for the visual aspect of the interface and deciding the users journey.UX, or user experience, focuses on usability and what the

users experience throughout the process will be like, focusing on analysis and social relationships. All the touchpoints between user and website are taken into consideration to ensure that the customer has a great time, fully satisfying their quest and having their needs met.The UX designer focuses on ensuring that the navigation and actions performed by the user are consistent, handling the processes and actions triggered by the user.In short: the professional in charge of the UI will focus on the design of the product, impacting the first visual impression of the user, while the person in charge of the UX focuses on usability and easy navigation, creating certain emotions and sensations when using the interface.The Skills of a UX/UI DesignerTasks as important as creating experiences that meet the needs of customers, improving the perception of the brand, and creating a solid link with their products often fall into the hands of the UX/UI Designer. Think for a moment about applications like Netflix or Spotify, tools like Google Sheets or Zapier, and digital products like Google Home or Philips Hue. Behind each and every one of them there is an immense amount of user experience work, with the aim of creating an easy, intuitive, efficient, and beautiful application.Breaking Down the UX/UI Designer Job DescriptionCreativity, empathy, and listening skills are some of the most important characteristics that a good UX/UI designer must have in order to soak up the user's context, the processes they undertake in their day-to-day life, and their needs. In addition, they should seek to add the following to their toolbox:Being a good observer is also essential to notice those details that escape us at first glance when using an application, without neglecting business and communication skills.Working on a good relationship with the rest of the team is essential, as well as researching everything related to usability and learning about new software and technical solutions and trends that pop up.The many facets of UX/UI designDepending on the size of the team, a UX/UI professional may need to develop into a certain role. One of these roles is the UX researcher, who is in charge of analyzing users and helping them understand them by asking who they are, studying their behaviors, and focusing on their needs through interviews, surveys, and research. User experience maps, usability assessments, and analytics reports are often their main projects.The UX writer, then, is responsible for knowing and defining communication with the user, studying their language to learn how the product should speak in order to connect with the client. The tone and the strategy of communication

are usually their tasks, defining the content creation strategy and its presentation to the user.Another path of specialization is that of Service Design, which seeks to create or improve existing services with the aim of making them more usable, useful, and desirable, as well as more effective. Those who are dedicated to this work pursue the goal of having the best available service in the eyes of both the consumer and the company.AI Skills Every UX/UI Designer NeedsWhatever the final destination of a user experience designer may be, vacancies in the sector have grown by up to 560% in recent years, a finding that shows, unequivocally, that user experience professionals are essential with companies becoming increasingly aware of the importance of designing the best digital experiences.Getting Started in UX/UI DesignAs its such a wide and flexible professional field, youd be hard pressed to not find yourself fitting in one of the specializations related to UX/UI. Although caring about the customer experience is the one prevalent quality, roles like web design and UX strategist require radically different skill sets.Betting on practical and quality training is essential to enter the field, although we want to leave you some initial recommendations to get you started:Check out this list of eight must-read UX/UI books, with great insight on design and user experience and brilliant professional advice.Trying an introductory course on Domestika or Coursera, watching videos on channels like UXTips, learning these top UX principles or getting to know these top prototyping tools are also some great ways to know more about UX/UI Design.Determined to become a UX/UI designer? Then check out the UX/UI Design Bootcamp here at Ironhack, where you will adopt the leading mentality of the technology industry and learn to use the most cutting-edge product tools to bring your digital products to life.If you want to completely transform the way people and brands interact, you have found your place. Ready to change your life?Start Your UX/UI Design Career TodayUX/UI Design with IronhackLet your creativity run wild with our UX/UI Design Bootcamp, learning how to create the most intuitive and effective designs for all sorts of projects.I accept theTerms and Conditions and Privacy PolicySend me more free content about tech & Ironhack servicesRequest SyllabusRelated Articles4 minutesThe Secrets Behind Snapchats UIJuliette Erath - 2024-04-22Discover how Snapchat made an incredible user interface that captured user attentionRead article6 minutesUsing Data-Driven Analytics to Improve Your Sites User ExperienceIronhack - 2024-04-19UX analytics can help

understand how users engage with your product. Learn how to identify pain and see whats working and whats not.Read article5 minutesHow Do Web Developers Work With UX Designers?Juliette Erath - 2024-04-17Discover the close collaboration between web developers and UX/UI designers.Read article5 minutes5 Key Brainstorming Techniques UX Designers Need to KnowJuliette Erath - 2024-04-10Leverage your next brainstorming session with these 5 UX/UI tips and tricks.Read article4 minutesUX/UI Design Basics: Learn From Anywhere!Juliette Erath - 2024-03-26Learn new tech skills on the go, try out our masterclasses and start building your careerRead article7 minutes5 Reasons Why Good UX Design is Crucial for the Software Development ProcessIronhack - 2024-03-20Learn 5 key reasons why good UX design is imperative for developers looking to optimize the software development process.Read article5 minutesNew Year's Resolutions for UX/UI Designers in 2024Juliette Erath - 2024-02-17UX/UI design is the future and 2024 is the year to expand your skill set.Read article5 minutesThe Psychology Behind User Interfaces: Creating Intuitive DesignsIronhack - 2023-12-25Find out how UX/UI designers use psychology to help create more intuitive designs.Read article6 minutesDesigning for Impact: Exploring the Intersection of UX/UI in TechIronhack - 2023-12-15Understanding the collaborative role of UX/UI designers in the tech sector is keyRead article6 minutesUX/UI Design: Balancing Aesthetics with FunctionalityIronhack - 2023-12-09It may seem impossible, but theres a clear way to balance the two.Read article5 minutesThings Only UX/UI Designers Will UnderstandJuliette Erath - 2023-11-19We know, we know: youve heard it all before.Read article6 minutesIs UX Design a Good Career Path?Juliette Erath - 2023-11-15So you're considering a career in UX design? Get to know the ins and outs...Read articleRecommended for you7 minutes Learn Data Science and Machine Learning with Ironhacks New BootcampWhitney van der Zanden - 2023-11-14Learn techs most versatile skill set, and launch your new career.Read article5 minutes11 Great Jobs in Tech for Creative PeopleJuliette Erath - 2023-07-08Discover jobs in tech that don't require math!Read article5 minutesWhat Is a Tech Lead?Juliette Erath - 2023-06-17Lets fight some common misconceptions about a key member in the software development team. Read article7 minutesGoogle Bard: What it Means for YouIronhack - 2023-06-02Youve heard of ChatGPT, but do you know what

Google Bard can do for you?Read article7 minutes10 Best Tech Companies To Work For And WhyJuliette Erath - 2024-04-02A look into what it's like to work for the companies making the biggest impact in the world of tech.Read article5 minutesHow to Begin a Career in Cybersecurity Without Previous KnowledgeJuliette Erath - 2023-12-14Dont let your lack of experience stop you from this fast-growing field.Read articleData Analytics Is Changing The World - Heres Why You Should CareMarta Aguilar - 2023-07-05Data Analytics isn't just good for business. It's good for the planet, and it's doing great things for YOU! Yes YOU! Let's see how Data is being used to change the world, and why you should be paying attention.Read article5 minutesWhat Does a Career in Web3 Look Like?Ironhack - 2022-11-11Mad about Meta? Curious about Crypto? Maybe you need a career in Web3...Read article8 minutesCommon Misconceptions About Tech BootcampsIronhack - 2023-04-27Theyre expensive, time-consuming, and who knows if you will get a job, right? Not quite.Read article7 minutesA Day in the Life of a Tech Bootcamp StudentJuliette Erath - 2023-10-22Discover what its really like to be an IronhackerRead article26 minutesThe Gender Gap in TechLets Talk About ItJuliette Erath - 2023-03-09Techs gender gap is quite pervasive and requires societal and personal efforts to resolve.Read article8 minutesCoding Languages to Learn in 2024Ironhack - 2023-10-21Discover the best programming languages to learn in 2024.Read articleReady to join?More than 10,000 career changers and entrepreneurs launched their careers in the tech industry with Ironhack's bootcamps. Start your new career journey, and join the tech revolution!Email*Sign up free!I accept theTerms and Conditions and Privacy PolicyIronhackBlogWhat Is Ux Ui Design And What Does A Ux Ui Designer DoStudy with us!Web DevelopmentUX/UI DesignData AnalyticsNeed some support?Financial optionsAlumni testimonialsContactFAQWhistleblower channelProfessional pagesWork with usBecome an instructorCourse ReportSwitchUpChange countryUnited StatesUnited KingdomGermanyNetherlandsPortugalFranceSpainMexicoBrazilWorldwideUnited StatesUnited KingdomGermanyNetherlandsPortugalFranceSpainMexicoBrazilGet More InformationLegal termsTerms and conditions 2013-2023 Ironhack. All Rights Reserved