UI vs UX Design (an overview). Whats the difference between UI Design | by Jesse Showalter | MediumOpen in appSign upSign inWriteSign upSign inUI vs UX Design (an overview)Jesse ShowalterFollow9 min readNov 11, 2018--2ListenShareWhats the difference between UI Design and UX Design? Are they the same thing? Are they different things? Which ones right for you? How do you learn it and what the heck are they?UX stands for user experience design and UI stands for user interface design. Theyre both design disciplines and theyre related to one another although they are very very different in their nature. UX design is a little bit more analytical and UI design is a little bit more visual and more closely related to something like graphic design. Though the two are similar in some ways they are also very very different. You will find them usually working together inevitably on the same team or the same person having to wear both hats, but they do use different tools, different skills, and they approach the problem in a different way.If youre still confused, let me break it down with an analogy like this.A user interface without a user experience is like a painter, just throwing paint randomly at the canvas, hoping that it looks good.A user experience without a user interface is like a sculptures frame that doesnt have anything to cover it and actually define its purpose.UX DesignOkay, so lets start with user experience design. What is user experience design? Insert Cheap definition User Experience Design UX or UXD is the process of enhancing customer satisfaction and loyalty by improving the usability, ease of use, and pleasure provided in the interaction between the customer and the product.Okay, so lets look like define that in more laymans terms. User experience design is making something more enjoyable and usable between the product, (whether thats a phone or a table or a website) and the user who is using it. Im sitting on a chair right now and somebody had to put thought into how it would be a better experience for me to sit in this chair.One of My Fav BooksI really feel like the term user experience design was adopted by the tech community in the 90s, when Don Norman whos a famous author of one of my favorite books called the Design of Everyday Things.He started referring to user experience design as relating to companies and their products, and that was kind of during the digital boom. So, it makes sense that nowadays when we talk about user experience design, its mainly spoken about within the tech industries of websites and applications (not always bu mainly). Although its been adopted by the tech community, it

has a larger place in design as a whole.ResponsibilitiesOk. So, what does a user experience designer do? What are the responsibilities of a UX designer? A large role of the UX designer is strategy and content. Content is king on the web and so strategizing how that content is applied and how its received and interacted with best plays a big role for user experience designers. User experience design is a user first kind of discipline where we think about the user, always thinking about the user.A UX designer would docompetitor analysisa customer analysisoverall content structurestrategyhelp developing the content so it best fits the user.I think other big responsibilities of a UX designer would also bewire framingprototypingAll of those things are in the realm of user experience designer, because theyre trying to find what structure works the best so that a user can receive or take in that content as needed.I think a good UX designer is also really concerned with the execution , feedback and analytics of the product. So the UX designer coordinates with the UI designer/Visual designer. They also coordinate with the developers to make sure everything is being implemented smoothly.A UX designers job is never really done, because a project has a life of its own, and as it lives and breathes and works in the real world. People are experiencing it interacting with it and they have opinions with it and that might change dependent on time, or user base, and so theyre constantly looking to make sure that that thing is a well-oiled machine. Theyre almost like a mechanic after the car leaves the shop. Theyre there to make sure that it stays on track depending on what type of roads youre driving on.Ultimately the goal is to connect the businesses needs to the users need. If the users needs are to take in content, to purchase some sneakers, to book a reservation The user experience designers making sure the shoes that are being promoting are easily accessible and the experience of purchasing is a delightful one.Its a complicated roleIts Part designerPart strategistPart marketerPart analytical investigatorand Part QA TesterIts a really interesting role to play and its definitely not just visual based. Its much more analytical and puzzly. All design is coming up with solutions to problems, this is just a different facet of that discipline.How do you know that youre a good fit to do user experience design?How do you know that this is something that would interest you, and you should pursue?If youre a problem solver I think user experience design could be for youIf youre a little bit more cognitive I think user experience can be for

youIf youre more analytical and youre interested in what people are thinking and feeling while theyre doing something (almost psychological in nature) then maybe its a little bit more for youIf youre more inclined to make something more usable and feel good rather than look visually pleasing then maybe its for you.Where do you learn it?A lot of times there will be really good boot camps in your area if you live in a larger city. If not theres lots of stuff online that you can look up and you can take UX design courses. I think a good place to start would be to read Don Normans design of everyday things, and then if youre interested in UX design specifically in the tech space or website design I think dont make me think by Steve Krug is there another really good place to start so check those out.Is UX Design a viable career for you to pursue?When it comes to a job and making an income in user experience design its going to require that you do more than just dabble in user experience design. If you want to be nothing but a user experience designer you will have to be very proficient in UX. Its more likely that youll get a job designing in some other way (whether that be graphic design or web design or interface design) and also find yourself using some of those UX skills.The compensation for something like a UI designer or web designer or a UX designer is probably fairly similar but that depends on your experience what is common in your area. A little bit of research will take you a long way, unfortunately I just cannot give you the best answer with that many variables.User Interface DesignWhere user experience design is all about the user experiencing the product and having a delightful interaction with it. User Interface Design is its visual cousin so to speak. UI Design is all about the look and feel and the interaction and the presentation of the product itself. Some of you might be sayingdoesnt that help me have a better user experience?Yesyes it does, and thats why theres some crossover and some gray area in these two but UI design is more closely related to the visual communication arts like graphic design (as in picking colors and typography and making things really beautiful and aesthetically pleasing).If you look at job posts for UI designers the responsibilities that youll find they are more related to graphic design to web design to maybe even branding design and also at times front-end development because having a good understanding of code can help you to design for the medium more effectively.User Interface Design is almost completely spoken about in the digital kind of sphere nowadays although there is such a thing as interface designers

for things like cockpits inside of airplanes, but mostly its used under the umbrella of digital design nowadays (like websites and applications).A UI Designers purpose is to receive all of the needs and the structure and content and put that into an attractive and aesthetically pleasing platform to be received by users. Let me make this even simplerA UX Designer is gonna pass off the skeleton, and the UI Designer is gonna put on the skin.What responsibilities does a UI designer have?Look and feelDesign research (competitive analysis)WireframesHigh Res MockupsDesign Deliverables ready for pass offNumero uno and the biggest bread-and-butter is the look and feel of the product. A UI Designer will do a good competitive analysis of whats going on in that same market (Whats the standard? Whats a good look and feel).He/She is gonna do all the design research to make sure that the product makes sense (not designing a childrens application that looks like a blog for a law firm)Then that designers gonna do all of the graphic and visual design for the project. If its an interface for an application or a website were talkingcolor palettetypographybuttonsinteractionsanimationprototypingA UI designer also adapts their designs to fit every screen size and resolution so whether the website design is being viewed on a desktop or a mobile device it will look good in all of those different screen sizes.Also a good UI designer is responsible for interacting with the developer and making sure that things look and feel and work the way that they should. This is when the development and the UX and the UI team all come together to make sure the project is looking and functioning as planned.A UI designer is not necessarily a branding designer although they are closely tied to the brand of a company or product. They need to implement that brand through the design of the interface. So if its Bed Bath and Beyond they need to make sure that Bed Bath and Beyond mobile website absolutely expresses what Bed Bath & Beyond is all about.So how do you learn UI design?Similar to UX design theres probably some great boot camps in your area if youre near a large city if youre not in your large city then theres plenty of resources online I would say even more resources to learn UI design and visual design then there actually is for something like user experience design.Is it a good paying job?Theres lots of great jobs especially in the tech industry for great User Interface Designers. I would say that the pay is commensurate with your experience (sorry to sound like a job application). If youre new to the whole thing, you might be able to get an internship and then

maybe a junior designer position after which you can move your way up.If youre transitioning over from Web Design or even more traditional Print Design you might want to take a few courses and do a little bit of brushing up and studying on the best practices of user interface design and spend some time honing that craft because it is very very different (although it uses a lot of those basic design principles which I just love and think are just the best thing ever)ConclusionSo there is some Similarities between UI design and UX design but also some serious differences. One is more cognitive and more analytical while the other is more visual and aesthetically driven.I hope that helps to kind of differentiate and make sense of the two and hopefully help you out if youre looking into the two fields and figuring out which one is right for you. I hope youre making amazing things and Ill talk to you guys next time.Thanks for reading! :) If you enjoyed this article, hit that Clap button It Would mean a lot to me and it helps other people see the story.Say Hello OnYouTube | Instagram | Twitter | AnchorUXUIDesignTechDigital Marketing----2FollowWritten by Jesse Showalter759 FollowersDigital Creative, Pixel Master, Code Warrior, Speaker, Writer, Youtuber.FollowHelpStatusAboutCareersBlogPrivacyTermsText to speechTeams