

1 User Researcher

A user researcher is responsible for providing insights regarding the needs of end users by conducting interviews, surveys, and usability testing.

- **what he/she do?**
- surveys
- usability
- testing

2 Information Architect

An information architect is responsible for creating models for information structure and using them to design user_friendly navigation and content categorisation.

- **what he/she do?**
- sitemaps
- structuring the information

3 Interaction designer

An interaction designer is responsible for defining the behavior of a site or application in accordance with user actions.

- **what he/she do?**
- task flows
- wireframes interaction flows

4 Brand strategist

An Brand strategist is responsible for creating or representing branding guidelines and understanding how they apply to different projects.

- **what he/she do?**
- Brand guidelines are being followed or not
- how it can /be followed

5 Business analyst

He is a connection between business stakeholders and and the technology team.

small projects don't have this position.

- **what he/she do?**
- Detailed requirement documentation

6 content strategist

A content strategist is responsible for understanding business and user requirements for content in various media [articles, documents, photos, and videos]

- **what he/she do?**
- setting content for the new project
- developing content

7 copywriter

A copywriter is responsible for writing the text on the site that

frames the overall experience.

mostly small projects don't need this position, so you have to take

care if it

- **what he/she do ?**
- write good content
- check spellings, errors in content

8 Visual designer

A visual designer is responsible for designing a look and feel that creates

an emotional connection with the user that's in line with the brand guide lines.

- **what he/she do ?**
- create or provide style guide

9 Front-end developer

A front-end developer is responsible for building the technical

structure behind the page designs and flows, as well

as interactive elements within the website or app.

- **what he/she do?**
- html, CSS
- java script