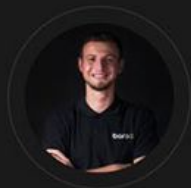
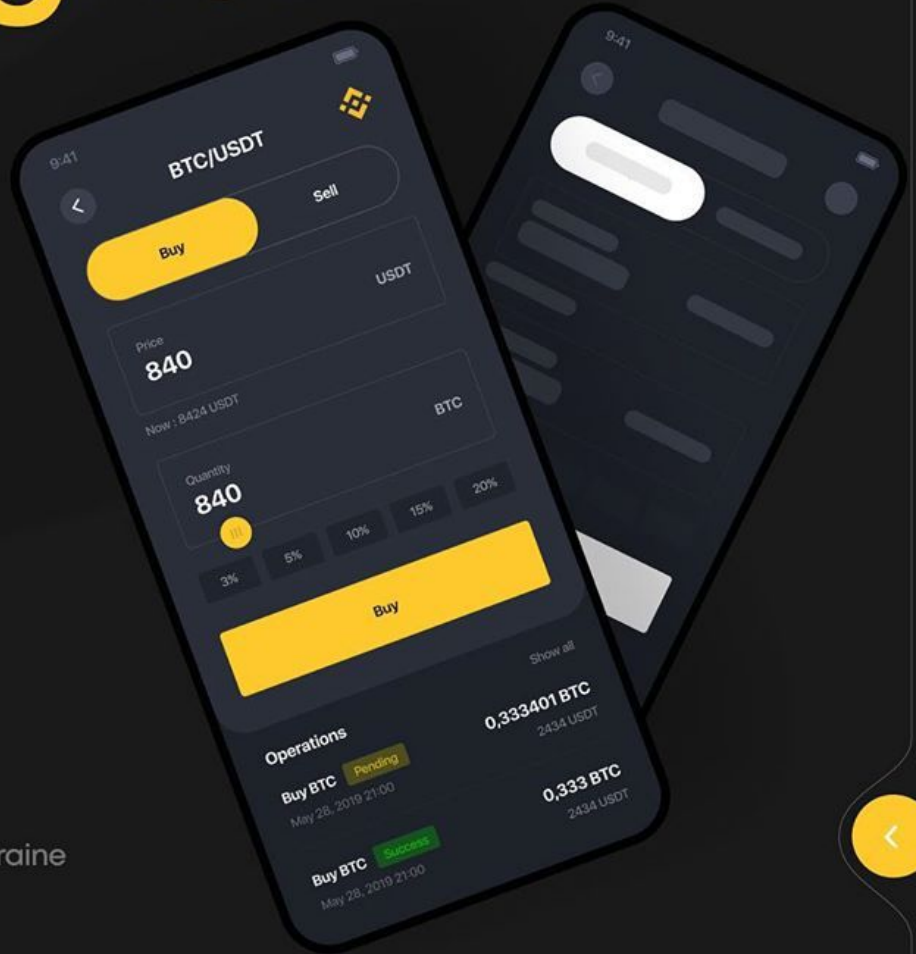




UX designer vs Ui designer

Main differences



@boro_uiux

Ui / Ux Designer from Ukraine





UX (User Experience) design is the process of creating products, systems or services that provide meaningful and relevant experiences to users.



UX designer understands user behavior and psychology, knows a lot about interface ergonomics and able to analyze business needs to convert it into the user flows.

Think

- Research
- Idea
- Test

Make

- Sketches
- Prototypes
- Wireframes
- Hypothesis
- Value
- Proposition

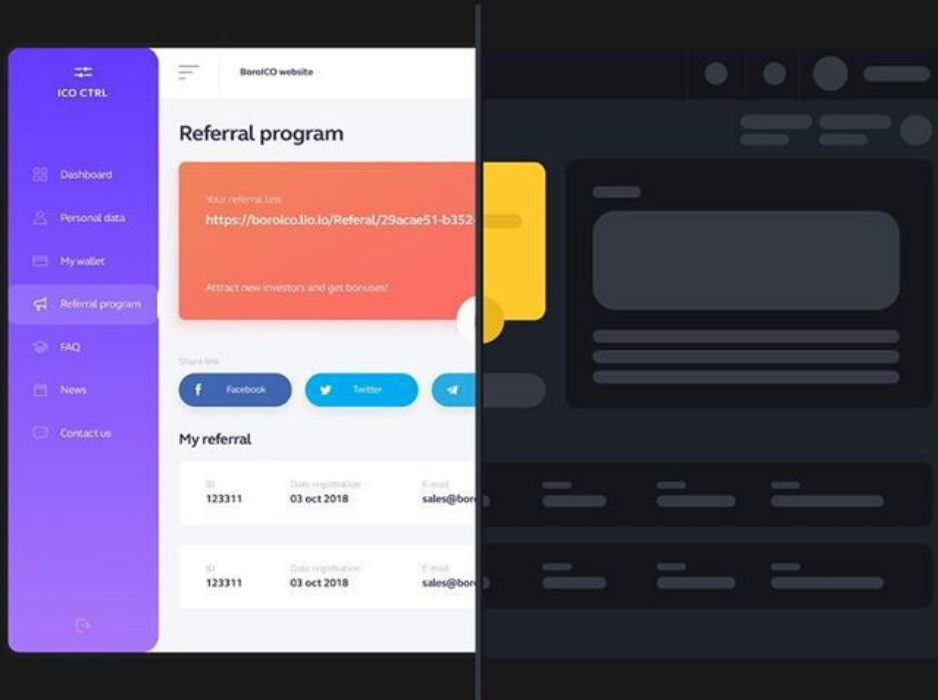
Check

- Analysis
- A/B testing
- User metrics

UX designer researches, tests and develops content and prototypes.

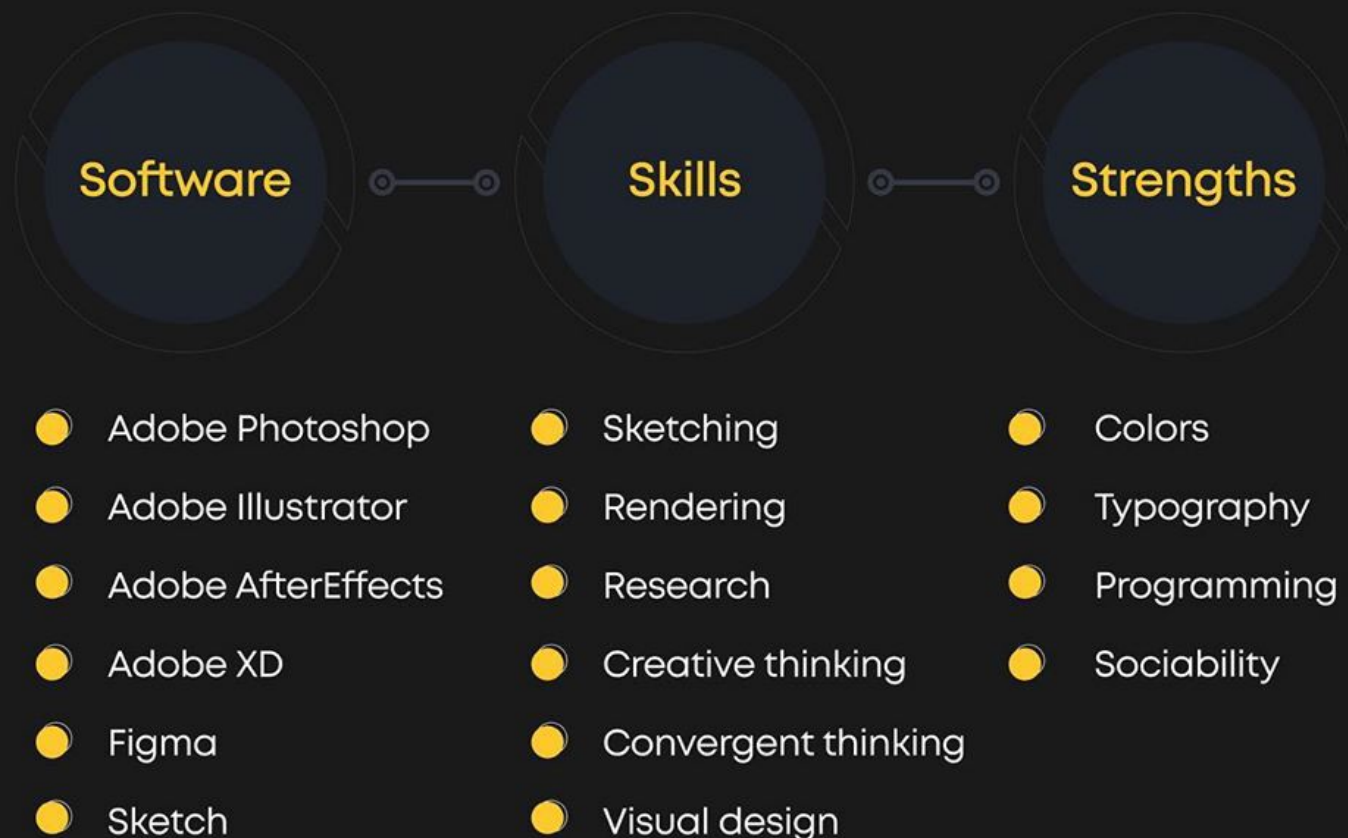


UX designer produces diagrams and flows to validate ideas.
UX designer creates wireframes and usable mockups to do user testing.



The User Interface (UI) takes care of how the interface reflects the brand.

UI designer knows a lot about colors and color combinations, know how to read brand books and convert them into UI elements.



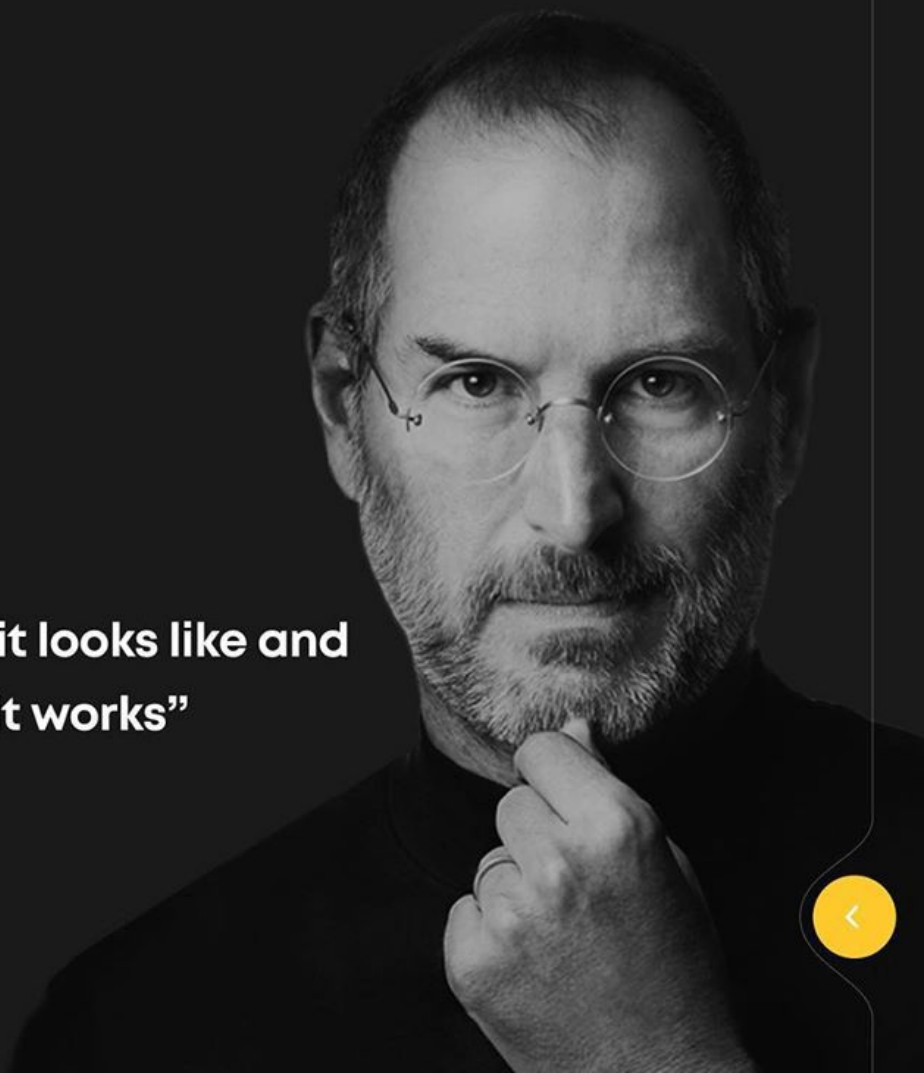
UI designer creates mockups, designs, of everything required for the project at hand.

While the UX designer is the thinker of how something is going and should be used, the UI designer is the person that gives life to those ideas and makes them usable and beautiful to look at.

“

“Design is not just what it looks like and feels like. Design is how it works”

-Steve Jobs

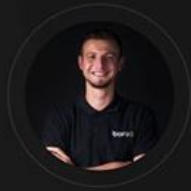




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