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Career Advice

Google UX Research

A   **Anonymous**
Jun 22

I was recently offered a referral to apply for UX Research roles at Google.

I'm really interested in pursuing this, because Google is one of my dream companies, but I'm still curious to hear what others have to say about it.

Google   UX Research

Questions

1. How is UX research regarded inside of Google?

   50 words minimum.

2. How to one tackle UX Research interview at Google? Any tips for the case study that I need to present? Any leads would be really appreciated.

   75 words minimum.

2 **Answers**

username Google
Jun 25

1. How is UX research regarded inside of Google?

UX Research is well regarded across Google by both design and non design disciplines. UxR is divided into Qual and Quant research, both tend to be part of Design organizations. In many cases research, wheather done by actual researchers or done by designers trained in research methodologies is often a prerequisite for launching a new product or feature. Depending on the size of the product team or product group Researchers will do a mixture of evaluative and foundational research, the evaluative research is often the "go, no go" of feature readiness, and the longitudinal research often defines product roadmaps.

2. How to one tackle UX Research interview at Google? Any tips for the case study that I need to present? Any leads would be really appreciated.

Like all interviews at Google you'll you evaluated across multiple aspects from how you work with others, to the core expectations of knowledge for your role. There is no 'trick' to interviewing at Google, If you make it to on-site then you probably know your stuff, so at that point it comes down to the basics, can you communicate clearly, can you tell clear engaging stories that highlight your skills and problem solving abilities.

As far as work to present during an interview or on-site, you want to show not a "perfect solution" but a process of problem solving, how you overcame challenges, how you helped to build consensus. Results are importance but so are how you achieved them.

As with any "public speaking" its good to rehearse but only as a means of being able to cover all the things that you need to cover in the allocated amount of time, e.g. don't sound rehearsed, just be natural, just have a conversation, about the things you know.

The one piece of advice that I'd give for an interview at Google (or anywhere, really) is go into the interview with the mindset that you already have the job and that you're there to get to know your new coworkers, ask them questions to learn more about them, about why they do what they do. If you have a live design exercise as part of your interview, treat your interviewer as a colleague, not an interviewer, engage with them rather than performing for them.

A   Anonymous ★★★★★

Thank you for sharing your insight. This is really helpful.

P   Pllo04   Google   + Ask
    Jun 25

1. How is UX research regarded inside of Google?

It really depends on the product area and team. UX researchers will have the reputation predecessors instilled on partner teams. Generally speaking, UX researchers are viewed as an asset to the wider team, since most key results are based on user experience, which is highly prioritized especially at

Google. I hope that answers your question.

2. How to one tackle UX Research interview at Google? Any tips for the case study that I need to present? Any leads would be really appreciated.

You're going to want to be able demonstrate you know how to ask the rights questions to understand very specific business problems. This will be especially true in case questions. You'll also want to know how to define and describe market segments. One of the most important things at Google is the ability to work cross-functionally with a variety of stakeholders and how to prove value to them. Now, keep in mind, every interview will vary so these are general pointers, but this should help you prepare.

A   Anonymous ★★★★☆

Thanks for comments!

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