

1. A UX designer can begin their career at what type of company? Select all that apply.

0.8 / 1 point

☒ Production company

☐ This should not be selected

A production company or studio is a business that develops and produces content for multimedia projects like film, TV, performing arts, and more. They may provide opportunities, but designers typically begin their UX design career at large companies, advertising agencies, design agencies, and start-ups.

☒ Start-up

☒ Correct

Start-ups are new businesses that want to develop a unique product or service and bring it to market. Teams at start-ups are typically smaller and close-knit compared to corporations, and each person performs a variety of roles and tasks. Think of it like being a generalist! Large companies, advertising agencies, and design agencies are other types of companies UX designers may begin their career at.

☒ Advertising agency

☒ Correct

Advertising agencies are teams of creatives hired by clients to build marketing campaigns. Designers working at an advertising agency will likely have opportunities working with different brands and companies. Large companies, start-ups, and design agencies are other types of companies UX designers may begin their career at.

☒ Design agency

☒ Correct

Design agencies provide a one-stop shop for the look of brands, products, and services. They typically focus on branding and design. Large companies, advertising agencies, and start-ups are other types of companies UX designers may begin their career at.

☒ Large company

☒ Correct

Large companies, such as Google, Apple, Nike, and Amazon. Working at a big company is a great way to learn about a specialization within UX design, and you get to learn from other experts. Start-ups, advertising agencies, and design agencies are other types of companies UX designers may begin their career at.

2. Why is it important for an entry-level designer to present their portfolio to potential employers? Select all that apply.

0.5 / 1 point

☒ Show they are open to continuous learning

☒ Correct

It's important for an entry-level designer to consider how they should present their portfolio to employers because it demonstrates that they're open to learning. It also proves they have the skills and potential to get the work done.

☒ Provide transparency on their work history

☐ This should not be selected
It's important for an entry-level designer to focus on showing potential in their portfolio to prove that they have the skills to do the work, and that they're open to continuous learning.

☒ Present a roadmap on where they want to be in their career

☐ This should not be selected
It's important for an entry-level designer to focus on showing potential in their portfolio to prove that they have the skills to do the work, and that they're open to continuous learning.

☒ Prove they have the skills and potential to get the work done

☒ Correct
It's important for an entry-level designer to consider how they should present their portfolio to employers because it proves they have the skills and potential to get the work done. It also shows that they're open to learning.