Career Research

11/21/21

UX Design

Professor MujtabaTalebi

Assignment 8

Xavier Seay

UX/Web Cannabis Product Designer

Website and Brand Design for Cannabis Companies.

Salary:

Salaries depend on who you go to but the range is between

50k -200k. There are also lots of benefits included, such as a 401k, insurance, etc… (Weedmaps).

Working Conditions:

Office spaces and remote options.

Setting your own hours but still having to meet deadlines or having a set schedule with specific requirements.

Education Requirements:

Weed Maps: “5+ years of professional experience with end-to-end product design, A strong portfolio showcasing examples of human-centered designs, with a clear indication of your specific contributions” (Weedmaps).

SpringBig: “1+ years of professional experience with B2C text messaging marketing and/or B2C email marketing, Expert with Excel and Google Sheets including data analysis, pivot tables, filtering, and graphing, Familiarity with AWS tools including Quicksight, Familiarity with TCPA text messaging rules and regulations, Bachelors Degree in a related field, business, marketing, computer science is preferred” (SpringBig)

Classes:

Coding classes or coding experience is a preferred requirement. UX Design, HTML, CSS, and Java, are typically the skills required for this position. You can hone in on your design experiences if coding is not your thing. Proficiencies with using Adobe Photoshop, Adobe InDesign, and Adobe Illustrator are the industry standards in the graphic design realm.

Outlook:

Cannabis Legalization for medical or recreational use is growing rapidly, especially within the past year. “Legal cannabis sales in the US passed $17.5 billion in 2020, a growth of 46% over 2019’s $12.1 billion” (BDSA). This market will keep growing, eventually leading to nationwide legalization and destigmatizing of cannabis, similar to the alcohol industry. “BDSA forecasts global cannabis sales will grow from $21.3 billion in 2020 to $55.9 billion in 2026, a compound annual growth rate (CAGR) of more than 17%.”

Pros and Cons:

Pros: Good pay, nice benefits, a welcoming working- environment, paid time off (PTO), and flexible accommodations.

Cons: Long hours, constant deadlines, and the scheduling could be random or unpredictable.

Advanced Opportunities:

Work experience makes room for recognition down the road. This applies to any scenario.

Why this job may fit you: `

It combines passion with hard work, making it a balance that is relieving and rewarding.

Resources

CareerExplorer. “What Does a UX Designer Do?” *CareerExplorer*, SOKANU INTERACTIVE INC., 25 Mar. 2021, www.careerexplorer.com/careers/ux-designer.

Bigby, Garenne. “UX Careers 101: The Guide to User Experience Careers.” *DYNOMAPPER*, DYNOMAPPER, dynomapper.com/blog/19-ux/176-ux-careers. Accessed 22 Nov. 2021.

“Monster Jobs - Job Search, Career Advice & Hiring Resources | Monster.Com.” *Monster*, Staffing/Employment Agencies, www.monster.com/jobs/search?q=UX+Cannabis&where=. Accessed 22 Nov. 2021.

“---.” *SpringBig*, JazzHR, www.monster.com/jobs/search?q=Cannabis&where=&page=2. Accessed 22 Nov. 2021.

“Senior Product Designer (Remote) - Weedmaps | BuiltIn.” *BuiltIn*, builtin.com/job/design/senior-product-designer-remote/379595. Accessed 22 Nov. 2021.

Bdsa. “BDSA’s Detailed Cannabis Sales Data from 2020 and Predicted Market Growth by 2026.” *MJ Brand Insights*, 18 Mar. 2021, mjbrandinsights.com/bdsas-detailed-cannabis-sales-data-from-2020-and-predicted-market-growth-by-2026.