

Glossary

Google UX Design Certificate

Terms and Definitions



A

Advertising agencies: Teams of creatives hired by clients to build marketing campaigns

Apprenticeships: Provides on-the-job training to help people develop real skills

Assets: Everything from the text and images to the design specifications, like font style, color, size, and spacing

B

Brand identity: The visual appearance and voice of a company

D

Design studio: A one-stop shop for the look of brands, products, and services

Design thinking: A way to create solutions that address a real user problem and are functional and affordable

E

Empathy: The ability to understand someone else's feelings or thoughts in a situation

End user: The specific audience a UX designer creates something for

F

Five elements of UX design: Steps a designer takes to turn an idea into a working product. The five elements are strategy, scope, structure, skeleton, and surface, where each element refers to a specific layer involved in creating the user experience

Framework: Creates the basic structure that focuses and supports the problem you're trying to solve, like an outline for a project

Freelancers: Designers who work for themselves and market their services to businesses to find customers

G

Generalist: A UX designer with a broad number of responsibilities

Graphic designers: Create visuals that tell a story or message

I

Information architecture: The framework of a website or how it's organized, categorized, and structured

Interaction designers: Focus on designing the experience of a product and how it functions

Iteration: Doing something again, by building on previous versions and making tweaks

M

Motion designers: Think about what it feels like for a user to move through a product

P

Platform: The medium that users experience your product on

Product: A good, service, or feature

Production designers: Make sure first and final designs match in the finished project materials and that the assets are ready to be handed off to engineering team

Prototype: An early model of a product that demonstrates functionality

R

Responsive web design: Allows a website to change automatically depending on the size of the device

S

Specialist: A designer who dives deep into one particular type of user experience, like interaction design, visual design, or motion design

Startup: A new business that wants to develop a unique product or service and bring it to market

T

T-shaped designer: A designer who specializes in one kind of user experience (e.g., interaction, visual, motion) and has a breadth of knowledge in other areas

U

User: Any person who uses a product

User-centered design: Puts the user front-and-center

User experience: How a person, the user, feels about interacting with, or experiencing, a product

UX engineers: Translate the design's intent into a functioning experience

UX program managers: Ensure clear and timely communication so that the process of building a useful product moves smoothly from start to finish

UX research: Understand users and learn about their backgrounds, demographics, motivations, pain points, emotions, and life goals

UX researchers: A type of researcher that conducts studies or interviews to learn about the users of a product and how people use a product

UX writers: Create the language that appears throughout a digital product, like websites or mobile apps

V

Visual designers: Focus on how the product or technology looks

W

Wireframe: An outline or a sketch of a product or a screen