Frontend Development Roles

- o Product Designer (Product Owner)
  - A leader responsible for maximizing the value of the products created by a development team.
  - Ensures customers' needs are being considered as the product evolves
  - Usually the liaison between other departments and the development team.

- o User Experience (UX) Designer
  - Concerned with how the product feels
  - Make sure that the product flows logically from one step to another

- o User Interface (UI) Designer
  - Concerned with how the product is laid out
  - Design each screen or page of an application to visually communicate the path that the UX designer created
  - Usually responsible for creating application style guides
    - Example: Google's Material Design

- o Visual Designer (Graphic Designer)
  - Focus on crafting beautiful icons, controls, and static visual elements
  - They sweat the small stuff like shades of color for example

- o Interaction Designer (Motion Designer)
  - Unlike Visual Designers who deal with static assets, this type of designer creates animations within the application
  - They focus on what the interface does after the user "touches" it

- o UX Researchers
  - Their main job is to answer the questions "Who are our users?" and "What do our users want?"
  - They create user Personas to help the team understand the main types of users an application will have
  - They conduct market research and compile data/findings to draw statistically significant conclusions
  - They conduct in person user focus groups and user interviews

- o Frontend Developer
  - Creates a functional implementation of a User Interface mock-up
  - Translates design documents created by the roles above into a working, interactive experience