

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

D

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

F

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

M

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

P

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

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 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