UI/UX Designer

**Industry Demand of UI/UX Designer**

* The demand for UI/UX designers is steadily increasing, which is largely due to the corporate world gaining a greater understanding of UI/UX design and how investing in UI/UX design teams can greatly affect their revenue and overall business goals.
* CNN Money predicts the demand for UX designers to grow by 18% from 2015-2025.
* The demand exists across different industry sectors from print and publications (magazines etc.) and industrial designing (furniture, cars etc.) to technology (mobile apps and websites).

**Salary (Range)**

* Entry Level Salary in the United States: $86,000/year
* Mid Level Salary in the United States: $117,000/year
* Entry Level Salary in Indonesia: Rp 60,000,000/year
* Mid Level Salary in Indonesia: Rp 142,000,000/year

**Core Tasks**

UX and UI designers often work hand in hand to create the entire user interface for a product. In smaller teams, these two roles can be filled by the same person.

The core tasks of a UX designer are:

* Understand product specifications and user psychology
* Conduct concept and usability testing and gather feedback
* Create personas through user research and data
* Define the right interaction model and evaluate its success
* Develop wireframes and prototypes around customer needs
* Find creative ways to solve UX problems (e.g. usability, findability)
* Work with UI designers to implement attractive designs
* Communicate design ideas and prototypes to developers
* Keep abreast of competitor products and industry trends

While the core tasks of a UI designer are:

* Collaborate with product management and engineering to define and implement innovative solutions for the product direction, visuals and experience
* Execute all visual design stages from concept to final hand-off to engineering
* Conceptualize original ideas that bring simplicity and user friendliness to complex design roadblocks
* Create wireframes, storyboards, user flows, process flows and site maps to effectively communicate interaction and design ideas
* Present and defend designs and key milestone deliverables to peers and executive level stakeholders
* Conduct user research and evaluate user feedback
* Establish and promote design guidelines, best practices and standards

**Working Conditions**

* Work independently when evaluating digital products, identifying flaws and designing improvements
* Interact with design and programming professionals to improve the usability of digital products
* Spend most of the workday at a computer

**Skills Required**

* Wireframing and prototyping (Figma, Sketch, InVision)
* User research and analysis
* Creativity and design (Photoshop, Illustrator, UXPin)
* Knowledge of HTML, CSS, Javascript
* Problem solving
* Empathy

**Career progression data**

* Earn a bachelor’s degree in a related field (computer science, design, psychology) or enroll in a bootcamp to build practical work experience and start out as an entry level UI/UX Designer
* There are several different paths after this:
* Managerial career progression: become a UX manager and then to UX Director
* Focus more on design and become Senior UX Designer and then Principal Designer
* Become a freelancer or a solo consultant
* Specialize in a certain field of UX and become a specialist (UX researcher, interaction designer, GUI designer)
* Start a design agency and become an entrepreneur

**Possible University Major**

* Computer Science
* Graphic Design
* Software Development
* Human-Computer Interaction
* Psychology

**School subjects required**

* Computer (design, basic programming)