WHAT IS UX DESIGN, ACTUALLY?

Seseorang ingin **menyelesaikan suatu *goals***,

dan **cara** dia berhasil **menyelesaikan goals** disebut UX

Upaya yang dilakukan untuk membentuk *pengalaman digital* yang dialami oleh orang-orang tersebut adalah **UX Design**

de·sign

/dəˈzīn/

(noun)

A plan or drawing to show the look or function or workings

of building, garment, or other objects before it is built or made

(noun)

an arrangement of lines or shapes created to form a pattern or decoration.

(verb)

decide upon the look and functioning of (a building, garment, or

other object), by making a detailed drawing of it.

Asumsi umumnya bagi awam:

- *“Desain? Ga bisa gambar ah.”*
- *“Desain? warnanya maksudnya?”*
- *“Pakai desain? jadi tampiln yang cantik gitu? ah engga, ini gapake desain.”*
- *“Ah, saya gapunya background desain”*
- *“Aduh, background saya sama sekali ga nyambung sama desain”*

Ada yang bilang..

“Anyone can learn how to design, and bring their unique skills to their advantage. With the right approach, you will be able to design anything.”

(Unknown)

“.. You will be able to design anything”

Why?

Skill kunci utama nya sama:

hanya set teknik dan batasannya yang berbeda

Betul, memang ada hal relevan tentang desain:

- *Design should sell*
- *Design should beautify*
- *Everything about face and decoration relate to design*
- *etc*

But above all,

Design is an intentional transfer of a message, through a certain medium, to a specified audience.

de·sign

/dəˈzīn/

(verb)

An effort to solve problem

By learning design you will not only gain a career, but also critical skill for the rest of your life.

So, about starting in UX Design..

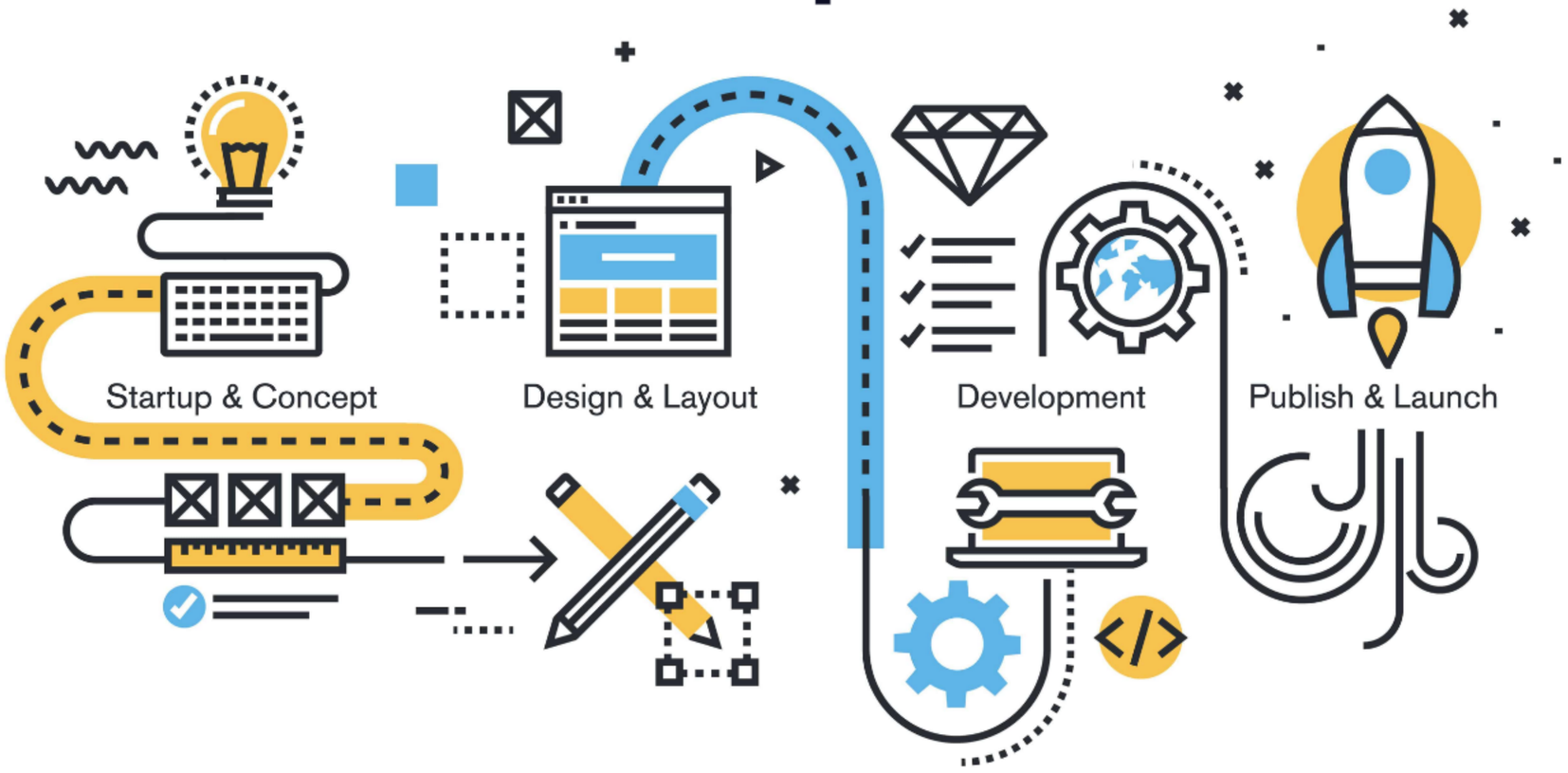
Ada beberapa '*path*' menuju karir sebagai UX designer

- *path 1* : freelance, outsource talent , startup
- *path 2* : design agency, software house
- *path 3* : product company

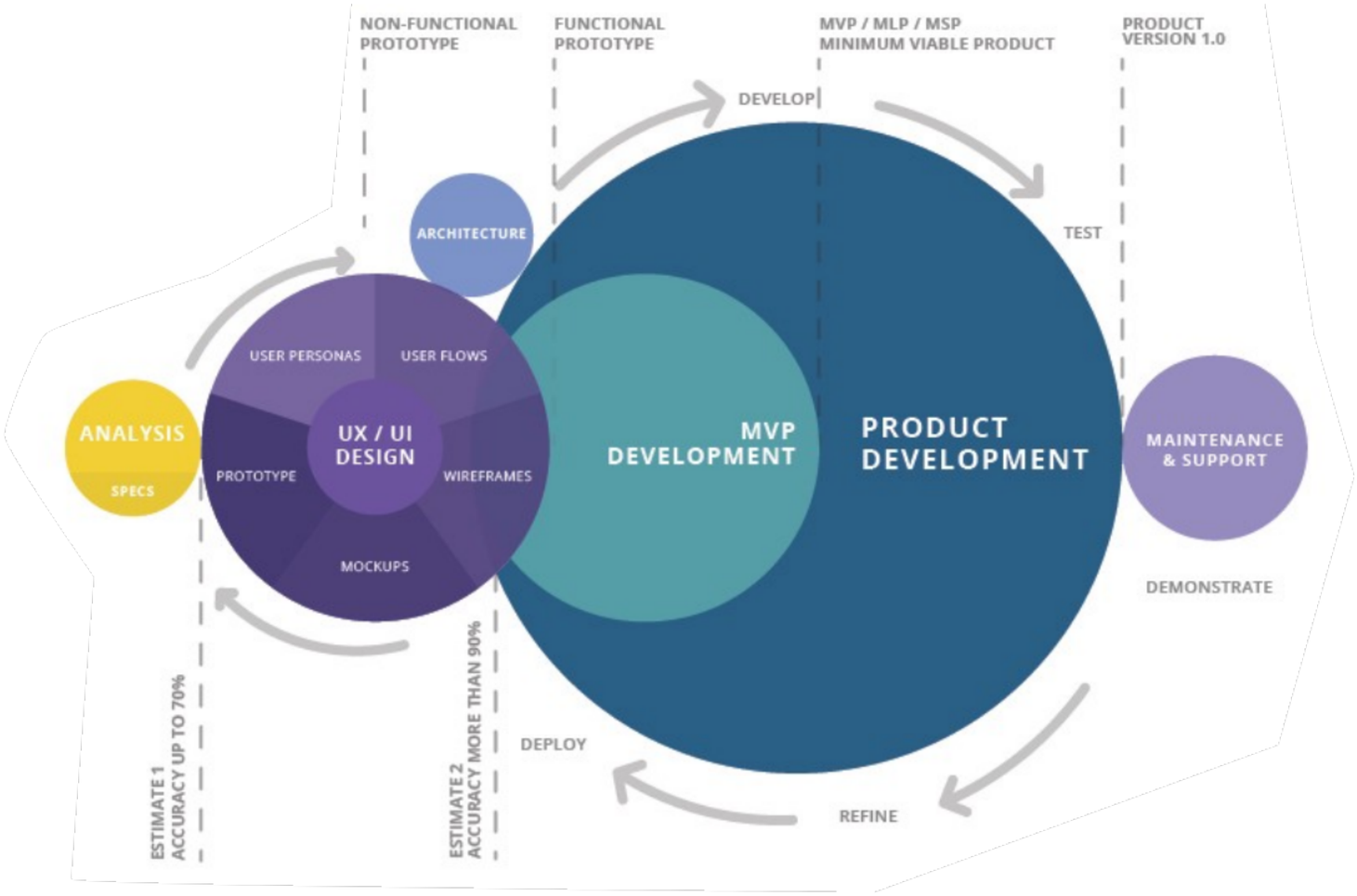
	Freelance, Startup	Design Agency, Software House	Product Company
Role	Jack of all trades	UI/UX	Product Design
Skill	depend	Hard skill-focused	Soft skill-focused
Maturity			

Know Their
Place Inside a Team

Tech Startup Process



New App Development Process



Know Their
Scope of Works

If we see them through their job

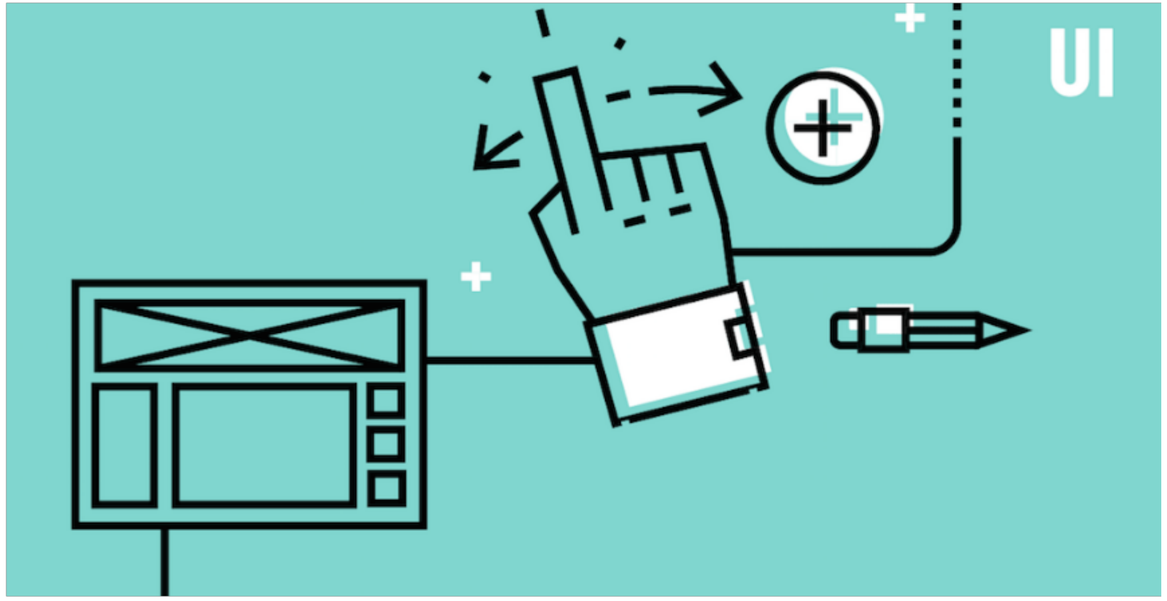
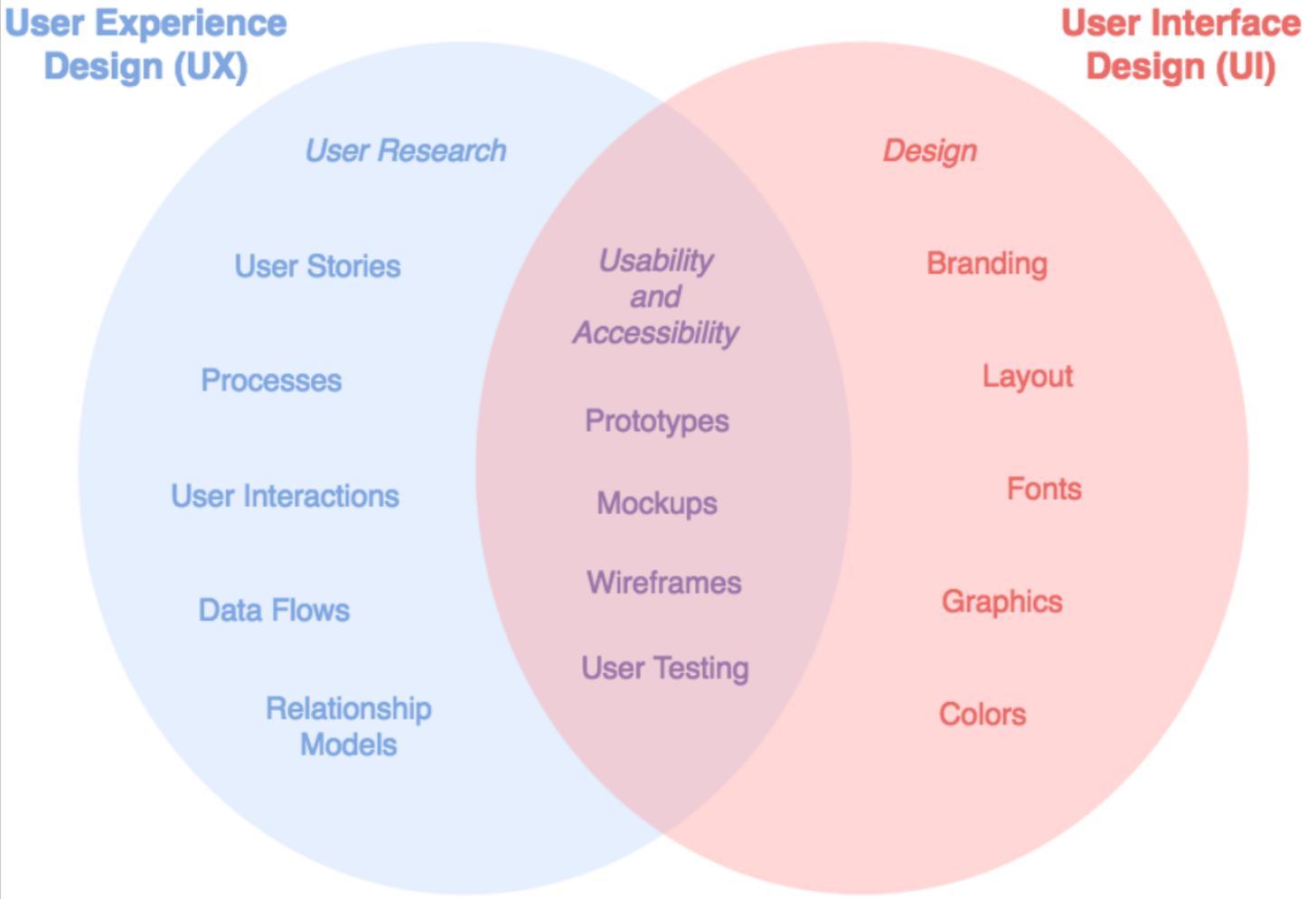
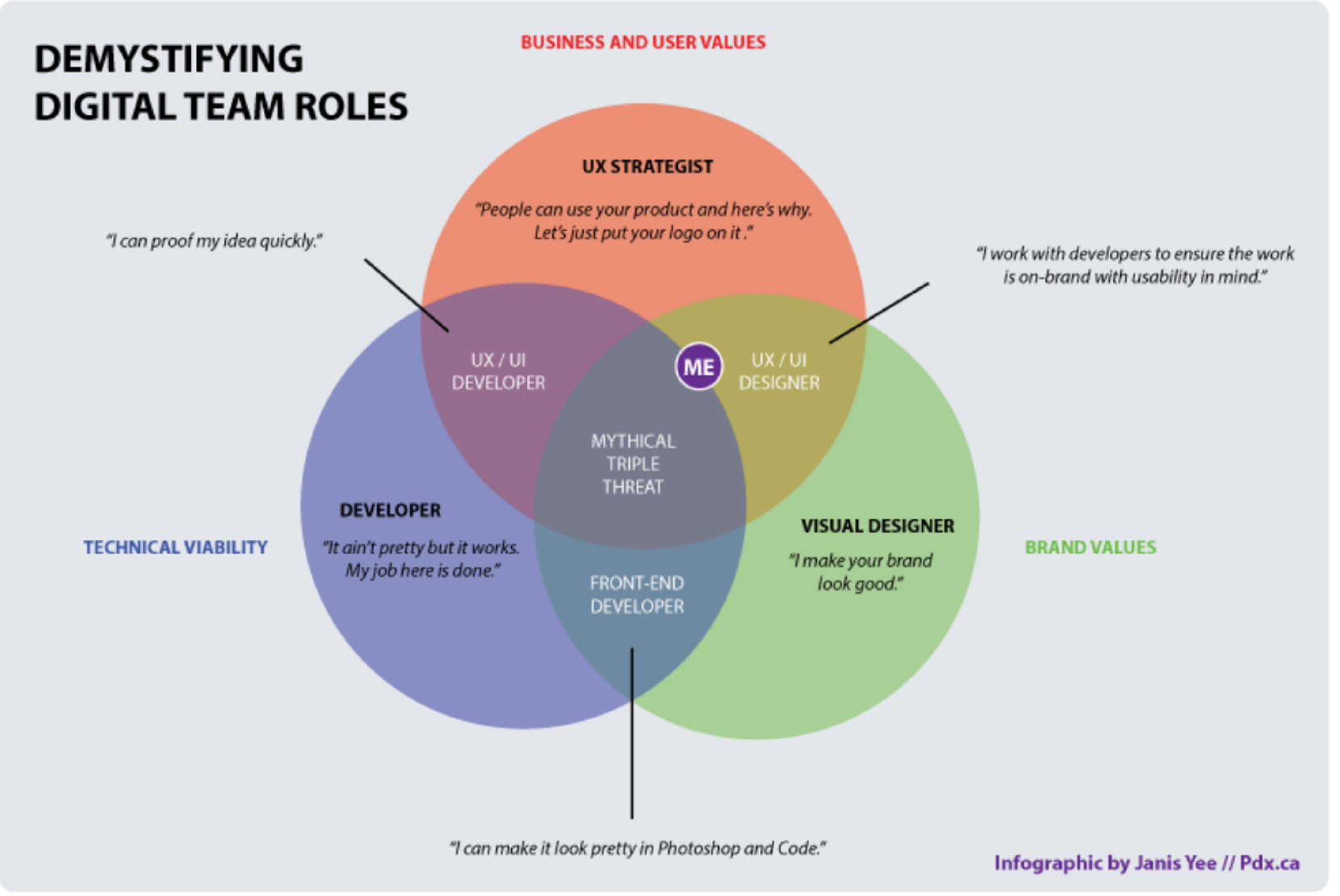
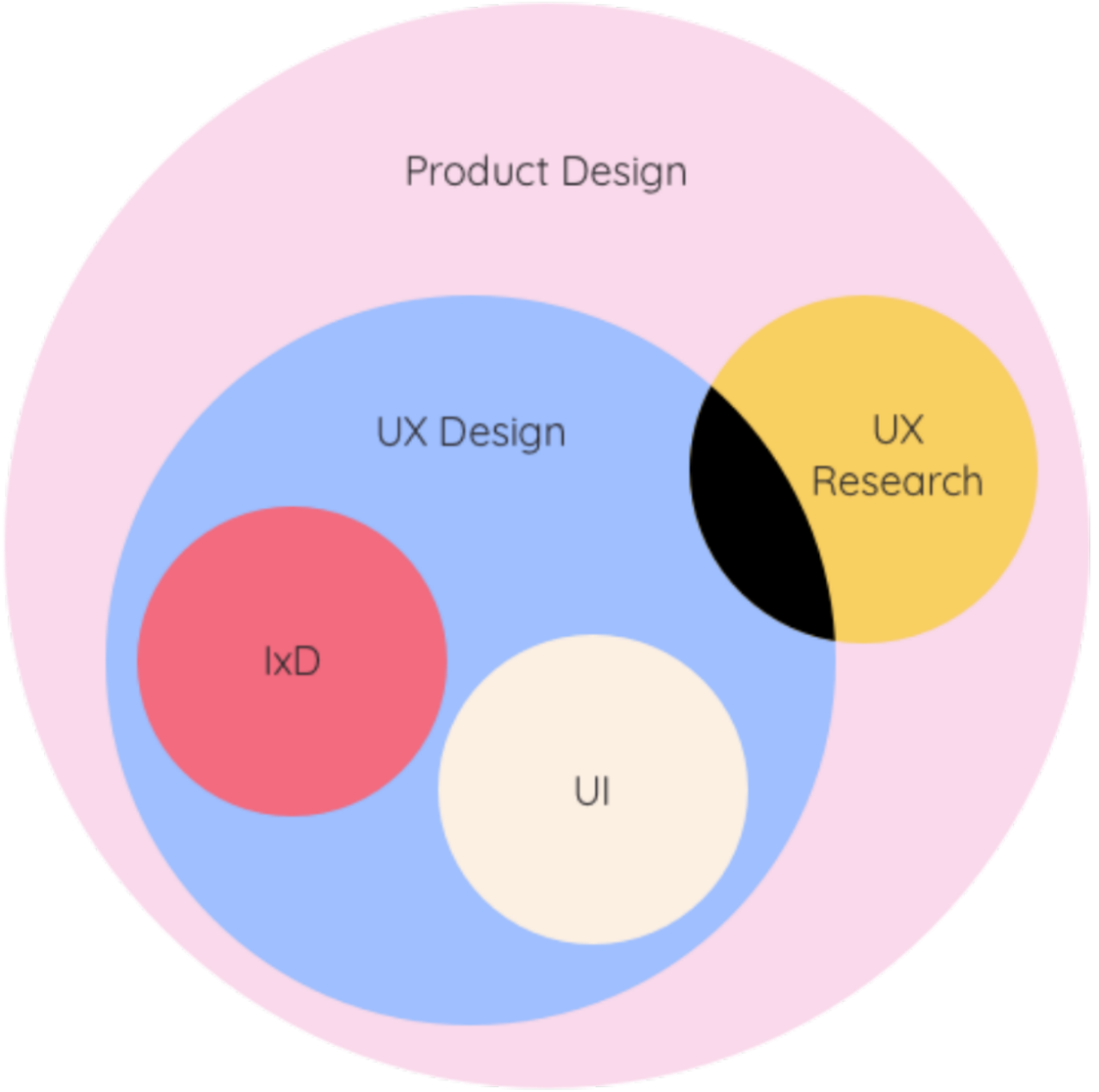


Illustration from careerfoundry

If we see through this diagram



..or through this one..



If we see it through the product design scopes