

**Unicorns Don't  
Exist \***

**Or**

**Why Titles Suck.**

# **This wasn't about startups**

**Sorry<sup>1</sup>.**

Everything in this slide is 100% factual and meant to be taken completely serious. The internet is a serious place and you should treat everything said there as gospel.<sup>2</sup>

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<sup>1</sup> No, not really.

<sup>2</sup> Lol not really. These are also generalizations pulled from the internet mixed with relative perspectives and opinions.

**u-nī-corn**

**'yōonə,kôrn/**

**noun**

# u-ni-corn

'yōonə,kôrn/

**noun**

1. A joke said at conferences about the mythical combination of designer & developer.

# u-ni-corn

## 'yŏonə,kôrn/

**noun**

1. A joke said at conferences about the mythical combination of designer & developer.
2. Someone who is too damn good at their job that they just have to be shitting rainbows.

# u-ni-corn

## 'yōonə,kôrn/

**noun**

1. A joke said at conferences about the mythical combination of designer & developer.
2. Someone who is too damn good at their job that they just have to be shitting rainbows.
3. I mean who does this person think they are, anyways?!



# Seriously, Though -

Titles are really bad at describing what you can actually do.

Even normally-accepted titles get oddly specific and still vary widely.

- Web Designer
- Front End developer
- UI Designer
- UX Designer
- Interaction Designer

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<sup>3</sup> Taken from CSS-Tricks Job Titles in the Web Industry.



# Some Examples:

You can be called literally anything that has nothing to do with what you do, but still determines your value nonetheless.

You could be **Yahoo's** *Paranoid In Chief* or **LinkedIn's** *Hacker-in-Residence*<sup>4</sup>.

How about any one of the *Gurus*, *Ninjas* and *Rockstars* that some companys use to talk about the skill level of their employees?<sup>5</sup>

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<sup>4</sup> Some names come from an article from 2016 in Fortune.

<sup>5</sup> From Skillcrush.

# Remember Webmasters?

At it's heart, the web is built on the back of older technology that we still rely on, though.

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# So you can code some HTML & CSS?

```
<!Doctype html>
```

```
<html>
```

```
  <head>
```

```
    <title>I Made A Thing!</title>
```

```
    <link rel='stylesheet' src='style.css' />
```

```
  </head>
```

```
  <body>
```

```
    <div class='container'>
```

```
      <h1>I'm a front-end developer now!</h1>
```

```
      <p>...
```

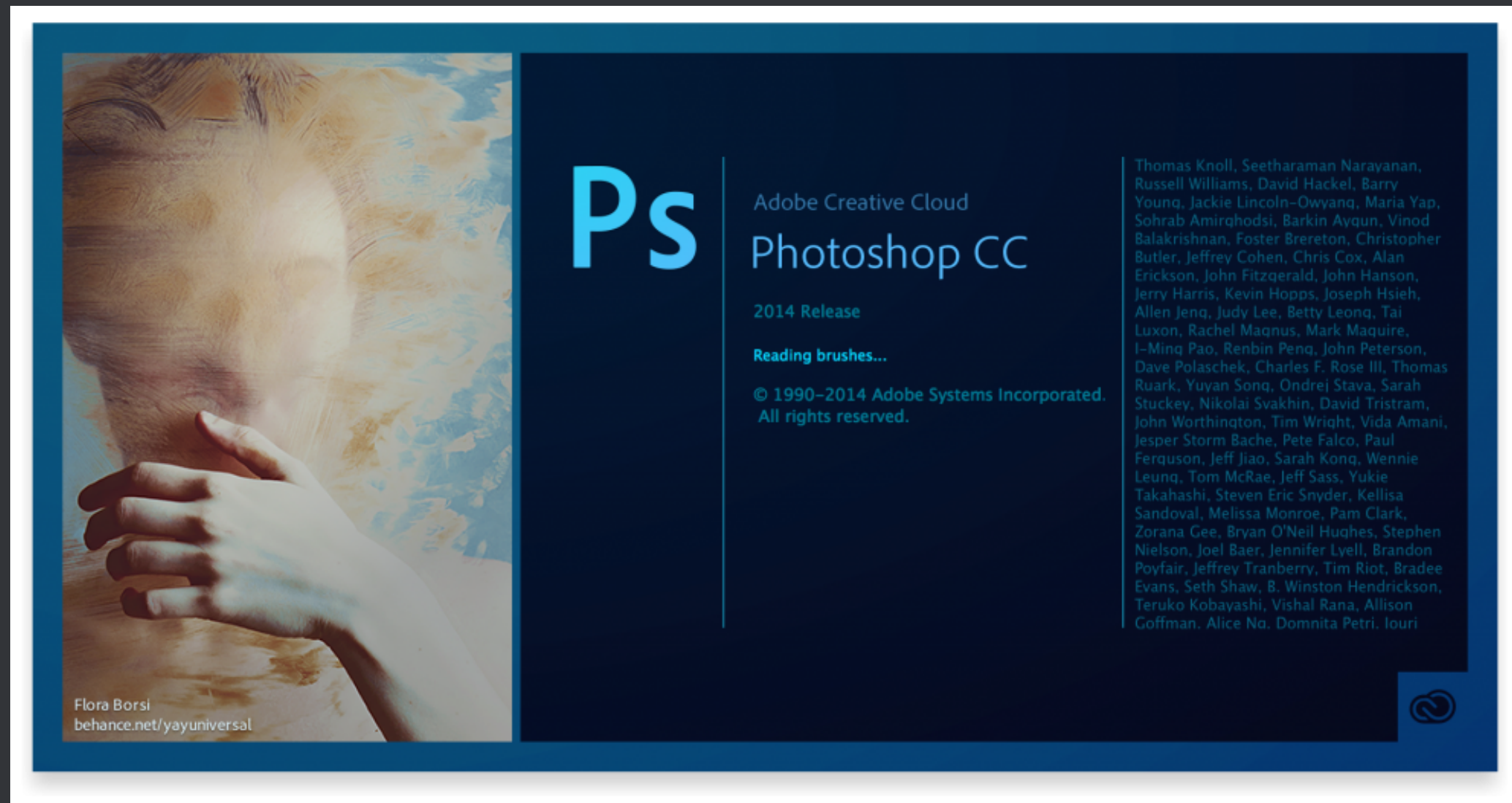
Then, congratulations, you're a front-end developer!

# So you can code some PHP?

```
<?php
    function m_x_plus_b($m, $x, $b) {
        return $m*$x+$b;
    }
    $slope=1.5;
    $x=2;
    $b=3;
    echo "y = ".m_x_plus_b($slope,$x,$b)."<br>";
?>
```

Woopie! You're a Backend Developer!

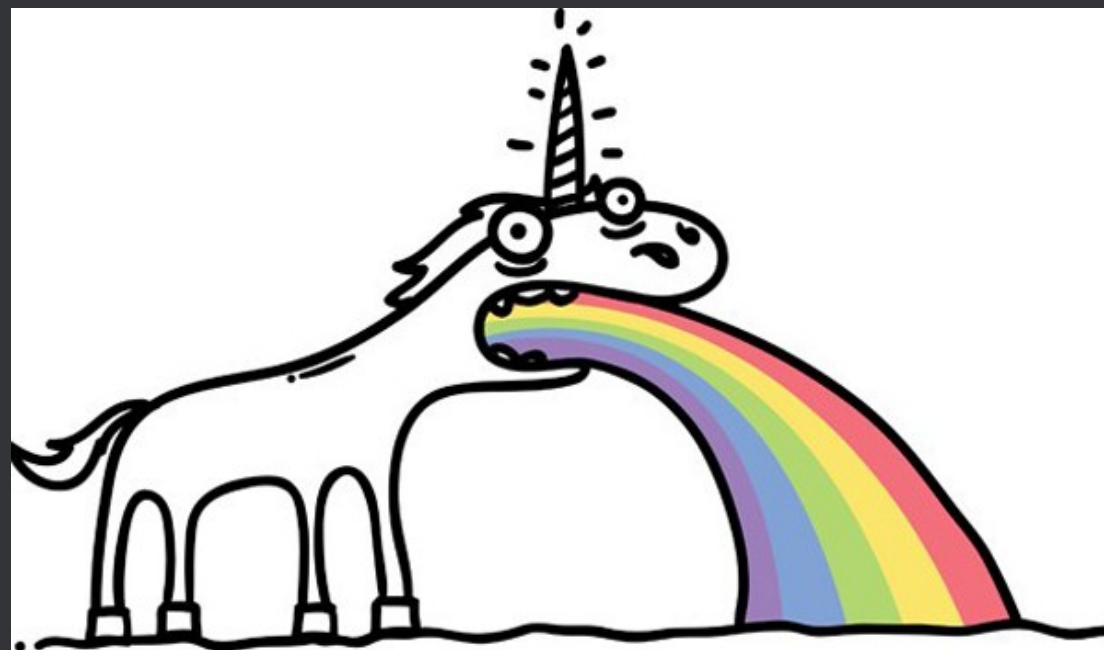
# You downloaded Photoshop a few years ago?



Grab your crayons, you're a designer.

# Many skills already blend

Even if you specialize, you are still building just a part of what makes the web what it is today. You might as well puke up a rainbow. What is a specialization now was once a hack or a borrowed skill to make rainbows.



# The Web Requires Growth

If you work on the web, you'll always be learning. Even if you specialize, you are going to learn new skills work with other people who started somewhere else.



# Skills, GO!





# **Don't let it get to you!**

**Titles can mess with you. You have to fit into them, live up to them and feel like you have to evangelize them.**

- Imposter syndrome
- Code anxiety
- Deadlines
- Inter-disciplinary competition

Isn't that **great?**



he's different

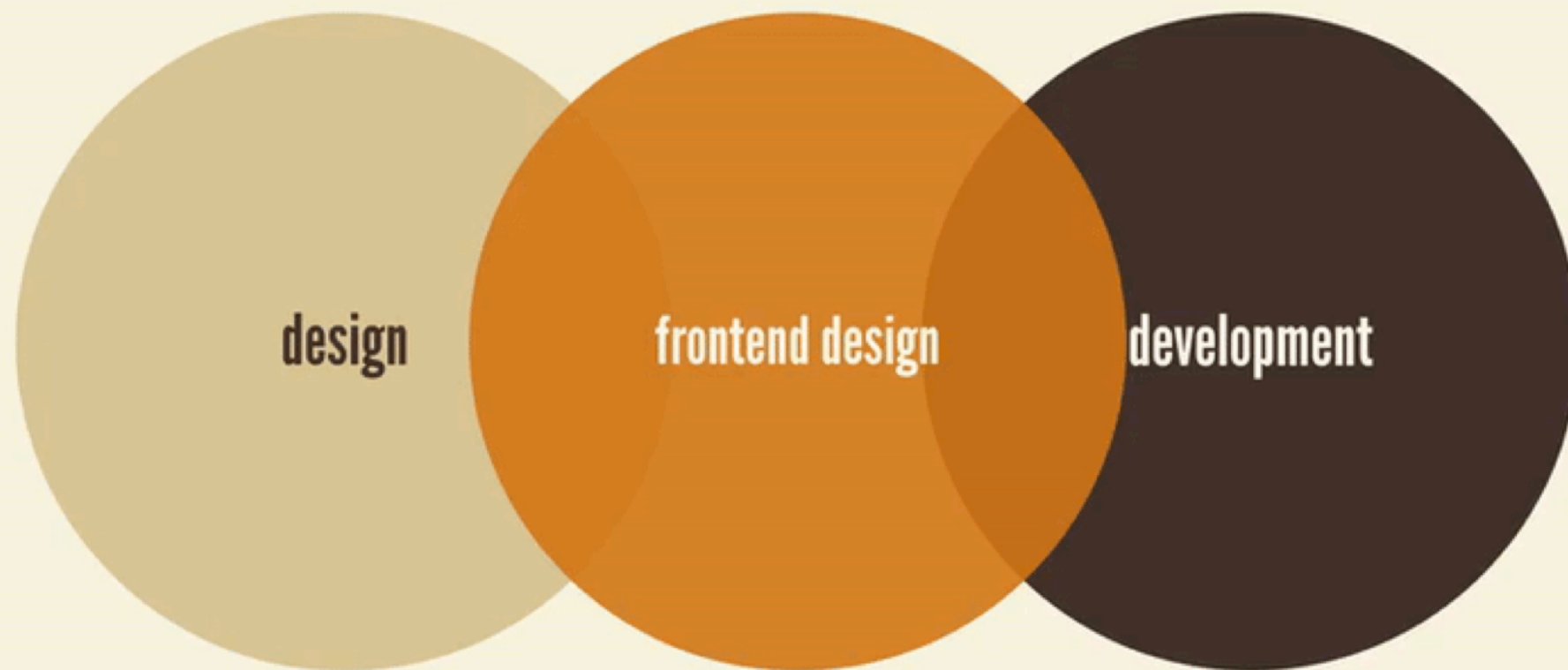
**Don't let the  
haters hate.**





# Unicorns may not really exist

But there is a lot of overlap in skills.



**Do what the internet does  
best.**

Make it up!

- unicorns exist.



DON'T DREAM IT, DO IT