
UX Portfolio and Career

Girl Develop It

March 2022

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Welcome!

Please take a few minutes to introduce yourself to the class:

- Name
- Role/Industry
- Location
- What pain point (or general interest) brings you to this course?

Key outcomes for this course:

- Explore the variety of pathways and specialities in User Experience
- Examine techniques to improve your personal brand and skills through an online profile
 - Tips to improve your UX portfolio
 - Tips to improve your UX resume

Please note: we will **not** create a case study for this course. This course is instead designed to improve your current portfolio and online presence.

Course Topics

- I Career Pathways
- II Career Specialities
- III Online Presence
- IV Resources

Meet the instructor

LaRia Rogers (She/Her)

Role: Senior Business Designer at FJORD DC

Background: Product Management and UX

Fun facts: Adjunct at Univ. of Maryland, dog mom, MD native and resident, enjoys outdoor activities



I Careers Pathway

Common UX Career Pathways

- 1) The Manager (Management)
- 2) The Individual Contributor (IC)
- 3) The Freelancer (Entrepreneur)



I Careers Pathway

Common UX Career Pathways

1) The Manager (Management)

A UX Leader with the people management role and responsibilities

Example titles x growth:

- UX Designer
- Senior UX Designer
- Lead UX Designer
- UX Design Manager
- Director of UX
- VP of UX
- Head of UX
- Chief of Design

Opportunities:

- Lead and oversee teams and projects (growth and success)
- As a part of management team, can influence and have voice for business strategy in org
- Typically well compensated (especially for senior-level)

Challenges:

- Limited hands-on experience as designer
- Increase in scope of role and responsibilities
- The obstacles and learning curve of a new skill (management)

I Careers Pathway

Common UX Career Pathways

2) The Individual Contributor (IC)

A UX Practitioner without the people management role and

responsibilities

Example titles x growth:

- UX Designer
- Senior UX Designer
- Lead UX Designer
- Principal UX Designer
- Staff UX Designer

Opportunities:

- Become a SME and Craft Lead; remaining hands-on with UX lifecycle
- As a hands-on practitioner, can develop thought leadership and visioning as the design point of contact in an org

Challenges:

- Some orgs have not yet adapted to this type of role (especially for senior-level)
- Some orgs do not compensate at same pay grade level in comparison to management pathway (especially for senior-level)

I Careers Pathway

Common UX Career Pathways

3) The Freelancer (Entrepreneur)

A UX Consultant and self-employed strategic designer

Example titles x growth:

- Title depends on speciality in UX (e.g. Freelance UX Researcher, Freelance UX Prototyper, Freelance UX Strategist, etc.)

Opportunities:

- The variety and scope of work and clients
- High earning based on rates and experience

Challenges:

- The overhead of running a business (e.g taxes)
- The heavy dependency on networking for new clients

II Career Specialities

Common UX Specialities

- 1) UX Researcher
- 2) UX Architect
- 3) UX Engineer
- 4) UX Writer
- 5) UX Strategist



II Career Specialities

UX Researcher

Understand user behaviors, needs, motivations, and pain-points through qualitative and quantitative research.

Methodologies:

- Moderated and unmoderated user Interviews, questionnaires, focus groups, observations, etc.
- Market research
- Comparative analysis
- Case studies

Tools:

- SurveyMonkey
- Usertesting.com
- HotJar
- Loom

Day in the life examples:

- Plan, design, implement and synthesize user research strategies
- Work closely with cross-functional teams to identify and advocate for research initiatives
- Understand and present the voice of the customer

II Career Specialities

UX Architect

Structure content across a website or app to ensure a positive user experience; make the information accessible, logical, and well-organized.

Methodologies:

- Site maps
- User flows
- Wireframes
- Design documentation

Tools:

- Lucid Chart
- Miro
- Figma
- Excel

Day in the life examples:

- Conduct usability testing
- Create personas, journey maps and user flows
- Work closely with cross-functional designers to wireframe and prototype a product/service information architecture

II Career Specialities

UX Engineer

Part-designer, part-developer; combines user experience and user interface design with key front-end development skills such as JavaScript, HTML, and CSS.

Methodologies:

- UX/UI design
- Design systems
- Programming
- Design repository

Tools:

- Figma
- Sketch
- Abstract
- GitHub

Day in the life examples:

- Communicate functional aspects of design to developers and other cross-functional team members
- Move from prototyping to developing to support design lifecycle

II Career Specialities

UX Writer

At the intersection of UX, copywriting and branding; crafts copy, ensuring that every piece of text the user encounters facilitates them in their journey.

Methodologies:

- Content Strategy
- Design systems
- Storyboard
- Design repository

Tools:

- Figma
- Sketch
- Abstract
- GitHub

Day in the life examples:

- Create end-to-end user experience copy (e.g. onboarding, support, errors, etc.)
- Work with cross-functional designers to improve the design lifecycle (e.g. usability testing)

II Career Specialities

UX Strategist

At the intersection of human-centered design and business strategy; responsible for aligning business goals with the end user's (or customer's) experience of a product or service.

Methodologies:

- Business Model Canvas
- Value Proposition Mapping
- Storytelling

Tools:

- InVision
- Keynote
- Miro

Day in the life examples:

- Work with cross-functional teams to maintain a clear understanding of business goals and user needs
- Synthesize user research and business data to help shape product strategy
- Communicate data and findings through stakeholder documentation and workshops

II Career Specialities

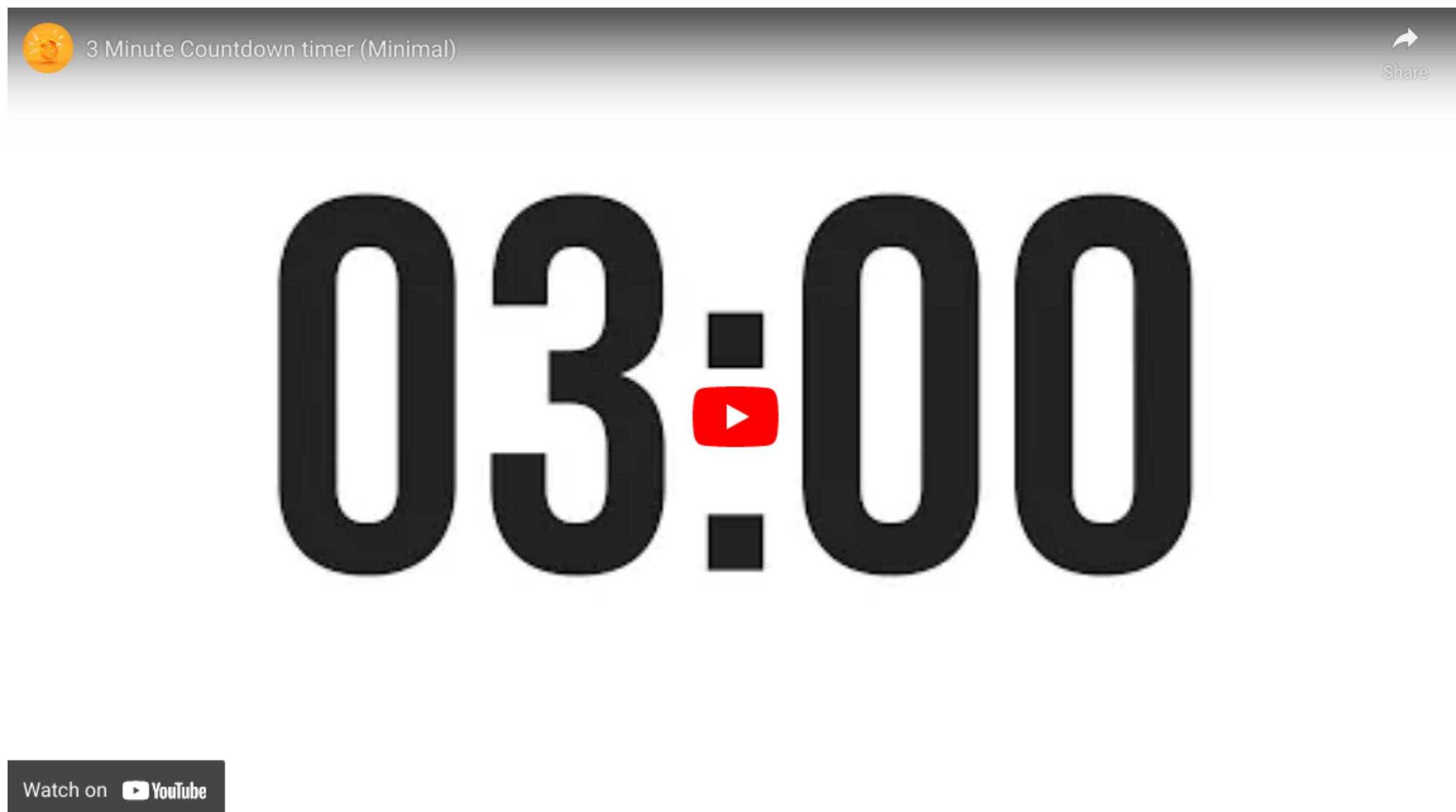
Why does this matter?!

The so what:

Understanding the type of role you're either in OR want to be in, will provide clarity of how to **market yourself** through your **online presence**:

- LinkedIn
- Resume
- Portfolio

Time for a quick break!

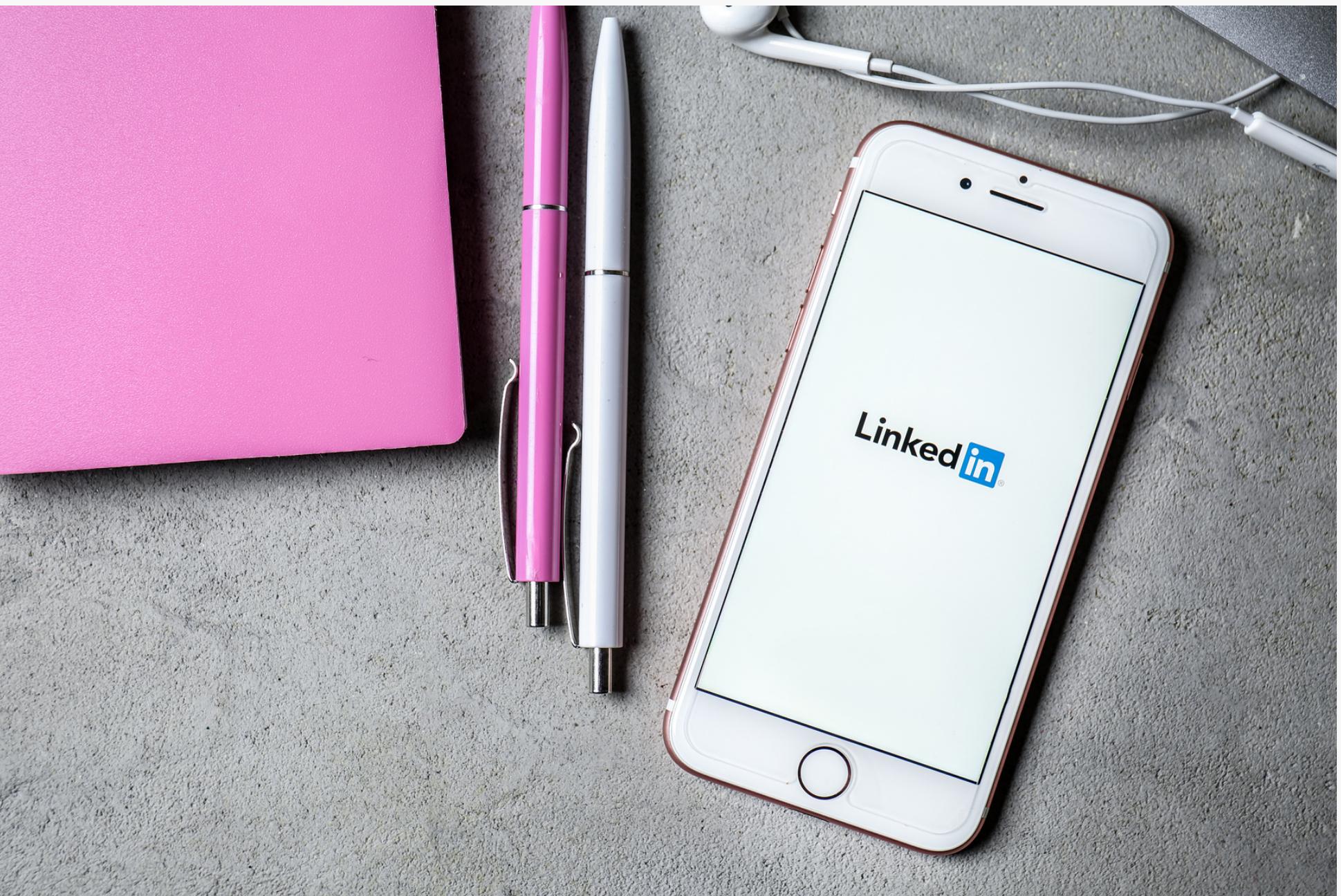


III Online Presence

LinkedIn

1) Use keywords

- Headline
- Job title
- Job description
- Skills



III Online Presence

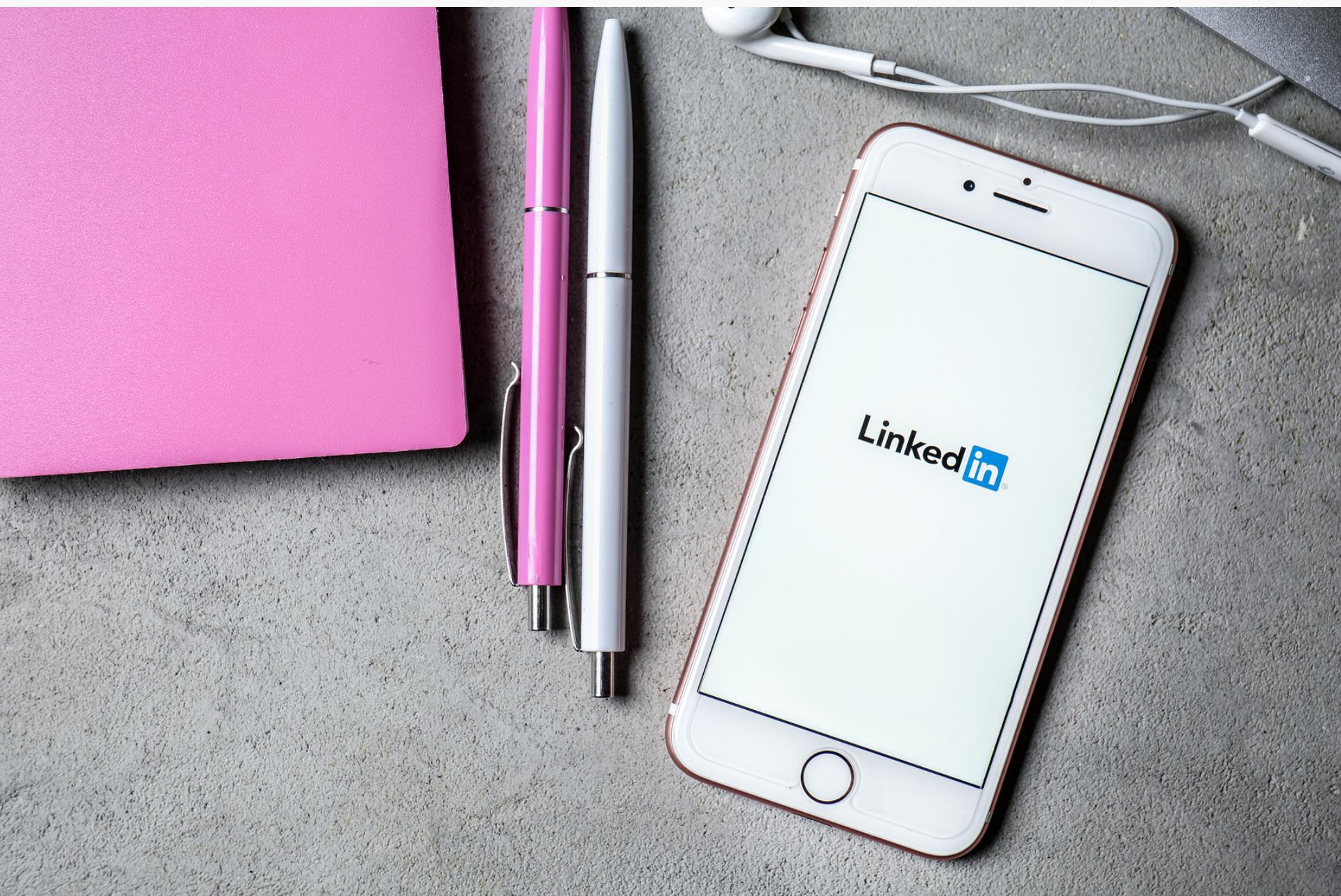
LinkedIn

1) Use keywords

- Headline
- Job title
- Job description
- Skills

2) Include key information

- How to contact you
- Linked portfolio
- Education (including certs/training)



III Online Presence

Resume

1) Use keywords

- Bio
- Job title
- Job description
- Skills
- Portfolio



III Online Presence

Resume

1) Use keywords

- Bio
- Job title
- Job description
- Skills
- Portfolio



2) Format like a designer

- Intention with color, typography and layout
- Minimalist; don't overwhelm
- Keep it to one page (some exceptions)

III Online Presence

Resume

Example!

III Online Presence

Portfolio

1) Tell a story

- Hiring managers don't want to hear your knowledge of the "design process"
- They want to understand your contributions and impact, and how your challenges and success brought value to your team/org/users

2) Create a portfolio based on the role you want, not the role you have

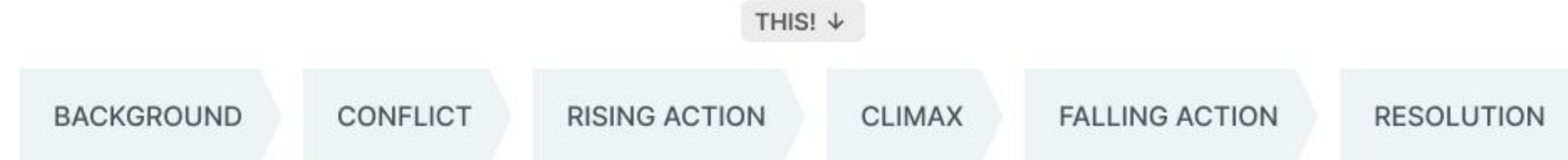
- Provide case studies that reflect your experience **AND** your dream role
- Make it personable

[Source](#)

III Online Presence

Portfolio

Presenting design work is about *storytelling*, not
the design process.



@tannerc

[Source](#)

III Online Presence

Portfolio

Example!

III Online Presence

Additional recommendations

1) Schedule informational interviews

- It doesn't have to be a hiring manager or recruiter; find an org/team that you admire and cold-message a team member

2) Get feedback and iterate (but don't lose sight of you!)

- Reach out to your peers (UX'ers and non-UX'ers) to receive feedback on your online presence; make changes based on feedback

3) Be prepared!

- Create a repository of who you are (2 bio's – short and long version), your accomplishments and brags

4) Apply strategically

- Create a list of your must-haves and apply based on this criterion (e.g. company, salary, bonus, benefits, education, etc)

IV Resources

- Cofolios - a repository of designer portfolio's at top tech companies
- 4 steps to create a beautiful design portfolio - an AIGA article outline steps to build your portfolio
- Inspiration (and opportunity to post) portfolios:
 - LatinxWhoDesign.com
 - BlacksWho.Design
 - APIWho.Design
 - QueerDesign.Club
 - WomenWho.Design

What's next for UX at GDI?

- **Introduction to Business Design**
- Wednesday 03/16 5:00 – 6:30 pm ET
- Intro to UX Research and Advanced UX Research (to be posted – coming April 2022)
- UX Strategy (to be posted – coming April/May 2022)

Have any questions? Want to keep in touch?

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