Types of Design Careers

— GRAPHIC DESIGN SPECIZALIATIONS —

STRATEGIC

MECHANICAL

DESIGN

USER-CENTRIC DESIGN

UX Designer

UI Designer

IxD Designer

Brand Specialist

Digital Designer

Visual Designer

Graphic Designer

Web Designer

Back-End Web Developer

Production Artist

Desktop Publisher

Front-End Web Developer

Full-Stack Web Developer

Email Marketer

PRODUCTION

WEB DEVELOPMENT

TRADITIONAL

DIGITAL
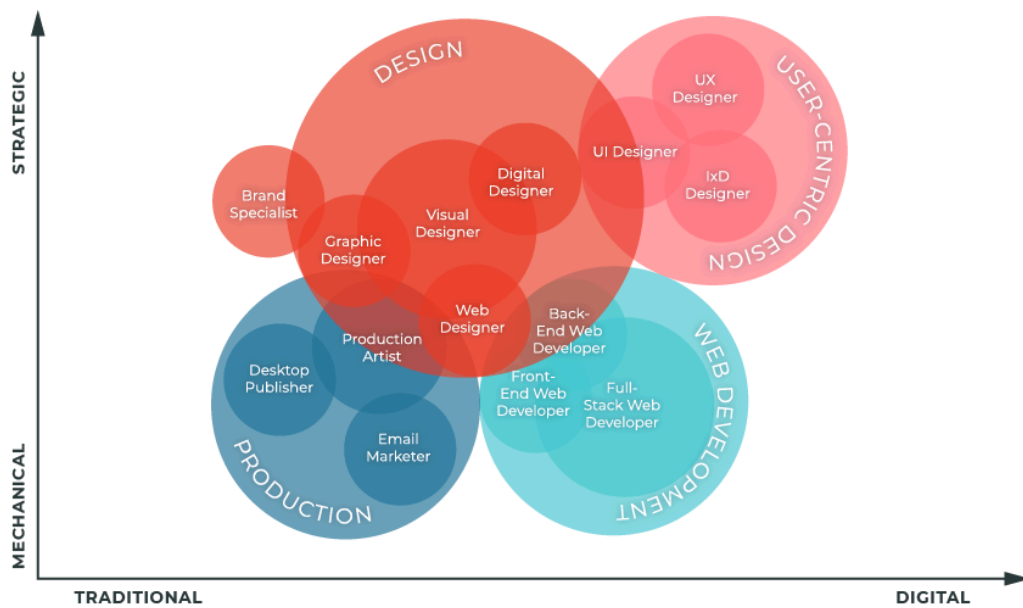
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Design Professional Development Program

Industry Overview

Since companies started to realize the importance of user-centered design, our discipline has seen immense growth. Every now and then, we hear stories of companies who have become hugely successful because of good design. These design-driven companies are radically reinventing entire industries by putting their customers first and providing experiences that change the old way of doing things. Same problems, new solutions.

From a business perspective, design has gone from a nice-to-have that will make things look better, to a crucial element that drives user engagement and, therefore, profit. Companies of all sizes are looking for designers who can help them achieve their business goals. So the next thing you want to think about as you start to define your career path as a designer is where you want to work and in which terms.

You can be a designer in a large tech company, at a small startup, at a consultancy. You can work for non-profit organizations, small businesses, enterprises. You may prefer not to associate yourself with an organization and become an independent freelance designer—so you can select the specific projects you work on. You might focus on research, or visual design, or UX strategy. You could become a content writer, an information architect, or really specialized in motion design. Whatever your work style may be, it's essential for newcomers to understand the possibilities ahead of them.

Design becomes really valuable to companies when we focus on listening to customers and understanding their expectations and needs. Companies that can anticipate and exceed customer expectations and solve real pain points will see more loyalty and brand love in the long run. Think about some of your favorite brands today—chances are you've had positive experiences with that brand in both physical and digital channels (like their website or mobile app, for example). Even more important: people stick to brands that have a positive impact in the

world; brands that are mindful of pursuing profit but not harming the environment, the economy, or culture.

When companies can quantify the impact of good design (in other words, when they can show that it improves their numbers), they want to invest more money into design. Modern, design-driven companies are often investing part of their revenue into hiring more designers, expanding their digital product teams, and increasing the influence designers have inside their organization. This creates a really optimistic scenario for anyone starting their career as a designer—it creates exciting opportunities for doing great design work.

Purpose & community

You've probably heard in the news that social media apps can cause addiction, or that location tracking apps can represent a threat to the user's privacy if their data gets into the wrong hands.

Although most digital products are created with good intentions, we can't always control or predict how they'll be used by people once they're out in the world.

Your duty as a designer is to keep that bigger picture in mind as you're creating a product — just as architects must account for the safety of their buildings.

As a designer who works for a company, you'll be asked to use your design skills to generate more engagement, more views, more profit.

Use your voice to advocate for your users. Speak up to protect them from addiction, misinformation, and violations of their rights. Push back on company decisions that can potentially spread misinformation, misbehavior, or injustice. Bring this mindset with you every day. You can define where your product's boundaries are, and block your design superpowers from being used for evil.