

Design and user experience

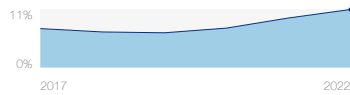
8th

Skills, knowledge and abilities / Technology skills / Design and user experience

Global Skills Taxonomy ↗

Five year trend

Learning hours spent pursuing assessments and credentials in **Design and user experience** from 2017 to 2022 (share of total learning hours).
Source: Coursera



Reskilling focus

Companies for which **Design and user experience** is a priority in their upskilling and reskilling programmes for 2023-2027 (share of companies surveyed)

26%

Skill importance

Companies for which **Design and user experience** is a core skill for workers (share of companies surveyed)

24%

Skill evolution

Share of companies for which **Design and user experience** is **increasing** or **decreasing** in importance at work. White diamond and label represent net share.

+48%

Jobs in focus

Roles where organizations surveyed report **Design and user experience** to be increasing in importance fastest, alongside estimates of the net job growth (percent) from 2023 to 2027.

ROLES

	NET GROWTH
1. Business Development Professionals	21%
2. Accounting, Bookkeeping and Payroll Clerks	-27%
3. Business Services and Administration Managers	-5%
4. Sales Representatives, Wholesale and Manufacturing, Technical...	0%
5. Managing Directors and Chief Executives	-2%
6. Assembly and Factory Workers	-6%
7. General and Operations Managers	0%

Time to skill

Learning hours required to achieve a credential in **Design and user experience** at beginner, intermediate or advanced proficiency as a function of the learner's level of formal education.

Hours 0 34

FORMAL EDUCATION BACKGROUND

	BEGINNER	INTERMEDIATE	ADVANCED
All	3.2	10.4	16.2
No Bachelor's Degree	3.3	10.5	14.2
Bachelor's Degree	3.2	10.2	15.0
Graduate Degree	3.1	11.6	18.2

Strategically adjacent skills

Probability that a company which will prioritise skills training in **Design and user experience** from 2023 to 2027 will also prioritise other skills.

Skill taxonomy Skills, knowledge and abilities Attitudes

AI and big data	57%
Creative thinking	49%
Analytical thinking	44%
Leadership and social influence	41%
Service orientation and customer service	37%
Resilience, flexibility and agility	36%
Technological literacy	35%
Curiosity and lifelong learning	33%
Environmental stewardship	30%
Talent management	27%

Simultaneous skill development

Probability that courses in **Design and user experience** also teach other skills. Source: Coursera.

Skill taxonomy Skills, knowledge and abilities Attitudes

Programming	44%
Resource management and operations	44%
Technological literacy	36%
Analytical thinking	34%
Marketing and media	33%
Creative thinking	31%
Networks and cybersecurity	27%
Empathy and active listening	26%
Reading, writing and mathematics	19%
AI and big data	18%

Industry trends

Industry-by-industry variations in reskilling focus, current and future importance, forecast evolution in importance, and strategic focus companies will place on **Design and user experience** from 2023 to 2027 for the industries which assign the highest and lowest reskilling focus to this skill (share of companies surveyed)

Above global mean Below global mean

