What is UI design?

UI design is the discipline of designing user interfaces. A user interface is the point of contact a person has with an app, website, or software. Similar to graphic design and web design, a UI Designer is a type of visual designer.

A UI Designer is different from a [Web Designer](https://www.kenzie.academy/blog/web-designer-vs-web-developer-whats-the-difference/) because they focus on designing interfaces for websites, apps, and other digital products whereas web designs are focused solely on websites.

Similar to UX Designers, UI Designers create in a human-centered approach, prioritizing users’ needs first. A UI Designer’s job is to ensure the user interface is beautiful and intuitive (meaning a person can navigate easily through it without having to think too much about what they’re doing). UI design also helps shape a customer’s perception of a brand.

What does a UI Designer do?

Now that you’ve got a basic understanding of what UI design is, let’s discuss what a UI Designer *actually* does. A user interface designer is responsible for creating the look of a website. They’re tasked with designing a user interface from the user’s point of view. They may be given a specific design problem and be asked to solve it. The end goal of UI design is to create an intuitive user interface that’s easy to follow along with while also being visually engaging.

What skills do you need to be a UI Designer?

The best user interface designers should possess several key traits. If you’re interested in entering the field, you should determine whether you have the following skills and traits:

* Creativity – UI Designers live in the creative world and need to come up with new design ideas. They should also solve problems in innovative ways, pushing the boundaries of aesthetic design while addressing user problems.
* Attention to detail – The best UX/UI Designers are detail-oriented, moving beyond the big picture and diving deep into granular design issues.
* Communication – UI Designers need solid communication skills as they often work on teams to create deliverables. You should be able to communicate your vision for designs to clients, developers, and other design team members.
* Empathy – User interface design is focused on the user. You’re not just designing beautiful interfaces. You’re designing beautiful interfaces that make the user’s experience easier. This means you’ll need to empathize with users, examining what problems might arise when navigating the interface you design. You’ll also need to be mindful of the fact that different design elements can evoke different emotions for a user. And you’ll need to be able to empathize to create accessible interfaces that can serve the visually impaired.
* Experience with design and prototyping tools – As a designer, you’ll use UX/UI tools like Adobe Photoshop, Adobe Illustrator, Figma, Sketch, Proto.io, Adobe XD, and Invision Studio.
* Knowledge of design principles – UI and UX Designers follow standard design principles in their work. These tried-and-true principles help streamline the design process and ensure users can easily follow and understand the website, mobile app, or product they are navigating. They’ll also need to know concepts like color theory.
* Some experience with front end development – Knowing how to code can help [set you apart in the job market](https://uxdesign.cc/designers-who-can-code-are-more-valuable-eb7734631b03). While it’s not always required for the role of UI/UX Designer, front-end development knowledge can assist you in the design process. For example, you’ll have a better understanding of what is and isn’t possible when creating a design.

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