

This Is The Job: User Experience Designer

Use this list to kickstart your advertising journey. Speak with your guidance counsellor, teachers, and parents to find out which courses, programs and next steps may be right for you.



What is a User Experience Designer?

Experience Designers / UX are the people who make things - like websites, landing pages and apps - work better, faster, easier for people. We're human nature specialists who consider how people approach technology so that the experience is as good as it can be and keeps them coming back.

This is what they do most days

I problem solve...

I conduct research and gather requirements to help focus on the problem, and create a strategy to solve it.

I design & validate...

I define a product's features, functionality and structure, and conduct usability tests to ensure the product is successful.

I build & support...

I collaborate to help evolve and refine the designs towards the finished product, and to ensure the product maintains our strategy from conception to launch.

In their own words:

“ My advice would be... don't commit yourself to choosing one specific path. Go with the flow and find what makes you happy, because work shouldn't feel like work. At the same time, put yourself in situations where you feel uncomfortable - that's how you'll thrive and grow.

I feel so lucky to have entered the world of UX design, because it's the perfect intersection between strategic thinking and design. I took a UX Design bootcamp course right out of university, where I met an instructor who's now my boss.” - Kat S.

Explore some of the skills you'll need.

- ✓ You love to learn about the inner workings of websites and apps
- ✓ You have a passion for digital design
- ✓ Excellent communication skills
- ✓ Ability to multitask
- ✓ Strong attention to detail
- ✓ Ability to think conceptually and execute design ideas
- ✓ Background in UX/UI Design
- ✓ Expert knowledge of Adobe Creative Suite, Figma, and prototyping tools
- ✓ Portfolio demonstrating creative abilities

This Is The Job:

Was created to attract more racialized people to the exciting, creative and challenging world of advertising, with the goal of increasing diversity across the entire industry.

To learn more visit thisisthejob.org