

# A Day in the Life

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of a **UX Designer**

# What is a **User** Designer? **Experience**

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User Experience (UX) designers study and evaluate how users feel about and use a system, looking at things like ease of use, perception of the value, utility, and efficiency in performing tasks. They crunch data, organize information, understand human behavior as it relates to their projects, and create interactive experiences that draw users in and keep them coming back. Great UX designers think so that their users don't have to.

UX designers are primarily concerned with how the product

feels. A given design problem has no single right answer. UX designers explore many different approaches to solving a specific user problem. The broad responsibility of a UX designer is to ensure that the product logically flows from one step to the next. One way that a UX designer might do this is by conducting in-person user tests to observe one's behavior. By identifying verbal and non-verbal stumbling blocks, they refine and iterate to create the "best" user experience.

# The Day at a glance

9:00am

Arrive at the office and get settled. Answer emails, check your to-do list and make sure you're ready for the day ahead.

11:00am

Get prepared for daily meetings with stakeholders on the project. Consult with other team members.

11:30am

Start the daily meetings. Make sure things are on track, everyone is staying organized, and the client is happy.

1:00pm

Dive head first into the design process. Open up the software of your choice and it's time to get started.

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2:00pm

Engage in daily critique sessions with your colleagues. This is especially helpful if you get stuck during the design process

3:00pm

After talking with colleagues and exchanging ideas about the project, it's time to get back to designing.

5:00pm

It's time to go home. Finish up what you're working on and pack up for the day.

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## Let's Get Started

What you do day to day will look different depending on what company you work for but, a typical working day will start with a quick catch-up with the Design and Production teams to answer any questions they may have, and understand when and where you might be needed. Then you'll fire up your MacBook and start checking your schedule, answering any emails, and opening up whichever project files you need.

In terms of workflow, it depends on what project you are working on and who your client is. You could be working in a sprint, which is typically a two-three week long project, or you could be working on a project that takes much more time.

The mornings are the times to get things ready for the day ahead and to understand what is expected from you by your clients and managers.



9:00 AM

# 11:00 AM

This is when you start to prepare for daily meetings. You would gather any information you need for the meetings to come, go over key points or compare notes with colleagues if necessary, and rehearse if you need too.

This is the time to prepare any questions you might have for colleagues in your meeting, objectives you have for the upcoming week, or any types of visuals you would like to present

Daily meetings with stakeholders, clients, and other people involved in the project is important so that everything runs smooth, everyone is on the same page, the client stays happy, and everyone stays on budget.



## Daily Meetings.....

This is the time when daily meetings with development teams, clients, art directors, and any other important people take place.

These meetings aim to get everyone on the same page and make sure everyone has clear steps on where to go next.

Design team meetings can be very structured, or they can be more creative. In either case, it is important that they are properly organised, with an agenda sent out well in advance so that participants know what will be expected from them, and that they are minuted so that any actions or decisions are captured and can be followed up.

“Deliberately coming together at the start of each day helps our team align and stay on track.”

-Njoki Gitahi  
Senior Communications  
Designer, IDEO

# 11:30 AM

# 1:00 PM

## Design Work

After the daily meetings, you have a clear direction of where you need to go for the day. This is when you actually start designing. This is when you open up the prototyping/designing software of your choice and start getting to work.

UX designers typically focus on wireframes. Some of the most popular softwares are Axure and Sketch. Basically, wireframing is a process of positioning logos, menus and buttons on highly-trafficked pages.

Actual imagery remains minimal in this phase. It's more about indicating placement for later design phases and creating a layout that draws attention to the most essential information.



## Constructive Criticism

There are a lot of meetings in UX design because it's important to get feedback from everyone, collaborate with people with different perspectives, and make sure everyone is on the same page.

It's important to ask for and accept critique during these times.

Exposing your work to as many people as possible can help you look at things and consider perspectives you would've never thought over before.

Also, this is an excellent time to ask for help if you are stuck because you are around so many creative minds that can offer a lending hand.

Sometimes instead of meetings,

there are UX and UI workshops and help designers keep thinking creatively and challenge them to problem solve.

**“A good designer will need to learn to take the feedback from their peers, clients, and bosses to solve a particular design problem.”**

-AIGA

# 2:00 PM

# 3:00 PM

## Back to Design

After getting some feedback on your work from colleagues and other people on the project, you get back to work on designing. What you do from here depends on what type of feedback you get, but you usually have a much better idea of what direction to go.

It's not unusual to also work on the user interface design (UI Design) of a project as a UX designer. UI design is the process of making interfaces in software or computerized devices with a focus on looks or style.



## Winding Down

At the end of the day, it's smart to look back at the day you just had and ask yourself "What did I finish today?", "What am I going to do tomorrow?", and "Is everything going according to plan."

This is also a good time to write down a to-do list for the next day, check your email one last time before leaving the office, and wrap up any quick tasks you started that day.

# 5:00 PM



# At the **End** of the Day

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UX design is a relatively new but growing field. You don't need a specific degree to be a UX designer, but you should have experience with technology and an understanding of people's behavior. UX designers are

**Empathetic**

**Organized**

and **Communicative**

UX is a growing and lucrative field. A UX designer's role is directly involved in the process of making a product useful, usable and enjoyable for its users

A UX designer's responsibilities can vary dramatically from company to company and sometimes even from project to project within

one company. Despite the variety the role offers, there are some general functions a UX designer can be expected to perform irrespective of the company they work at.

A UX designer should have a solid understanding of different softwares and the design process as a whole, but they also need soft skills such as **empathy, an understanding of human behaviors, and a willingness to communicate with others.**





This book was brought to you by the Interaction Design Foundation. Please visit

[www.interaction-design.org](http://www.interaction-design.org)

for more information.

Thank you.

