# Design Roles

Mapping roles to the design process

# Recap

What did we do last time?

# Chris

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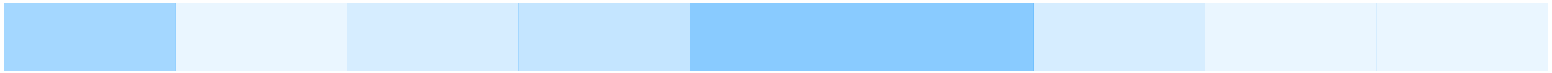

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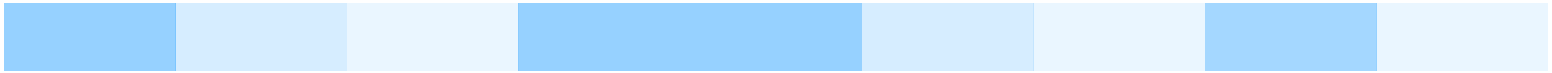

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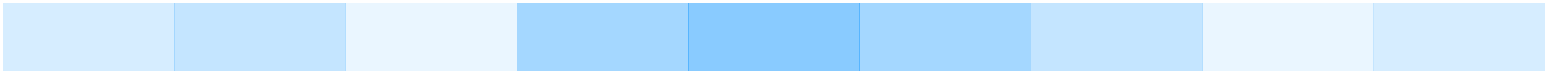

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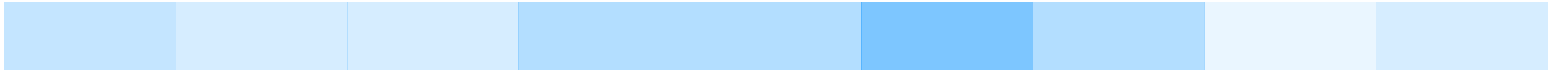

# Jules

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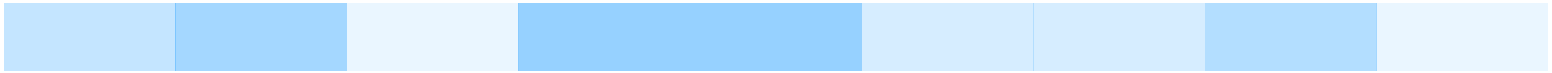

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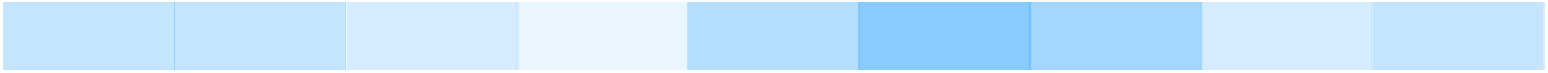

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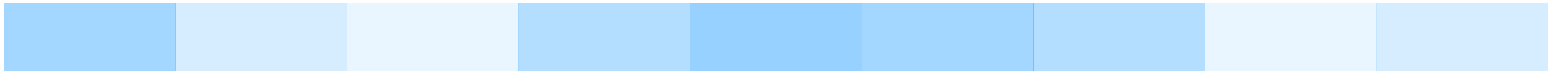

# Silvia

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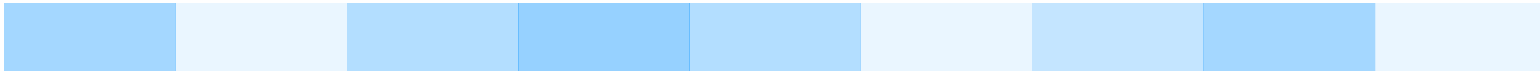

# Common Design Roles

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# Firstly, what is “User Experience”?

A great user experience means meeting the exact needs of the customer by offering simple and elegant solutions and features that are enjoyable to use.

But(!) it goes beyond product needs and feature lists - it encompasses the entire customer interaction with the service, and needs cross-functional input including engineering, marketing, sales, interface design, QA etc.

So, when we talk about improving the user experience, we mean deliberately managing and improving the customer experience of a product - from first hearing of the company, to being a customer, and beyond.

Although it’s part of many roles across a business, there are roles with an explicit focus on UX, e.g. UX Designer. The thing is, at many companies that has become a catchall term for a myriad of sub-disciplines and specialism, which can make it all a bit confusing. Let’s look at this a bit more…

# Design Roles

## UX Designer

UX designers deploy user-centered design methodologies to manage and improve the customer experience of a product - from first hearing of the company, to being a customer, and beyond. This could be end-to-end design work, but the ‘UX’ part would be things like research and competitor analysis, user interviews, journey mapping, wireframing and prototyping, testing etc.

## Product Designer

Product Designers work across the design-process, everything from discovery (definition, research) through to design and delivery. This typically leads to less deep UX work, but user-centered design methodologies will still be deployed. Product designers will often be more interested in product management related considerations e.g. how does this align with business goals/vision, what strategies are we using to get there.

## Interaction Designer

If UX Designers and Product Designers are focused on the bigger picture/user journey, then interaction designers are instead more deeply focused on the moment when a user interacts with a product. This can involve things like copywriting/micro-copy, notification behaviour, semantic meaning of iconography, accessibility, font hierarchies, animations etc.

## UI Designer

Focused on translating user journeys and product/feature requirements defined by UX (or sometimes Product) designers into user-friendly and visually appealing interfaces. Typically they will have some working knowledge of HTML, CSS but would rarely be writing releasable code.

# ...Design Roles continued

**UI or Design Systems Engineer**

A frontend developer that functions a cross-over with design i.e. they take an active interest in how the interface looks and functions and will sometimes design interface elements themselves. This role will nowadays be accountable for design system development and management as well.

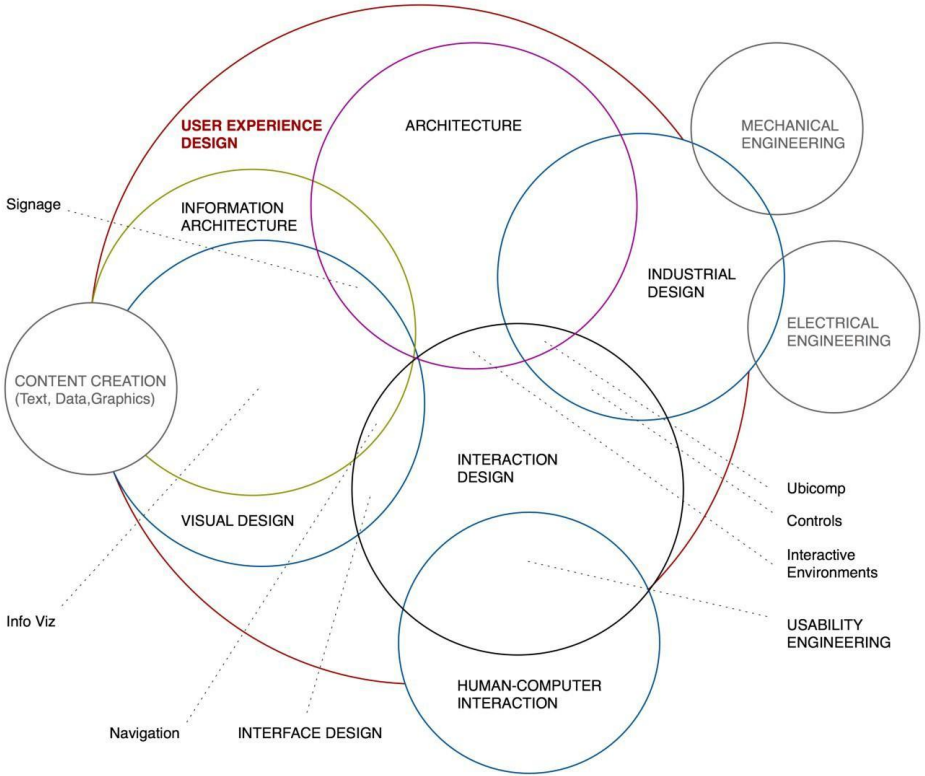
**UX Researcher**

Use Researchers use user-centered design methodologies and research practices to gather and discover user insights that inform design development/decision making. Likewise, a user researcher will often lead or support in validating new designs with users e.g. testing of prototypes or surveying for feedback on newly released features, running beta programmes etc. They can often become the primary interface between the product design team and the user.

**Service Designer**

A Service Designer is a lot like a UX designer, though they are typically more focused on the ‘bigger picture’ and how this can be broken down into definable processes and user journey sequences. They use similar user-centered design methodologies like journey mapping, personas etc. The term has become more popular to distinguish between UX designer who are really Product Designers, and UX designers.

# Sometimes you see these sorts of diagrams:




# But what even is this nonsense? ¯_(ツ)_/¯

# Mapping Roles To Process

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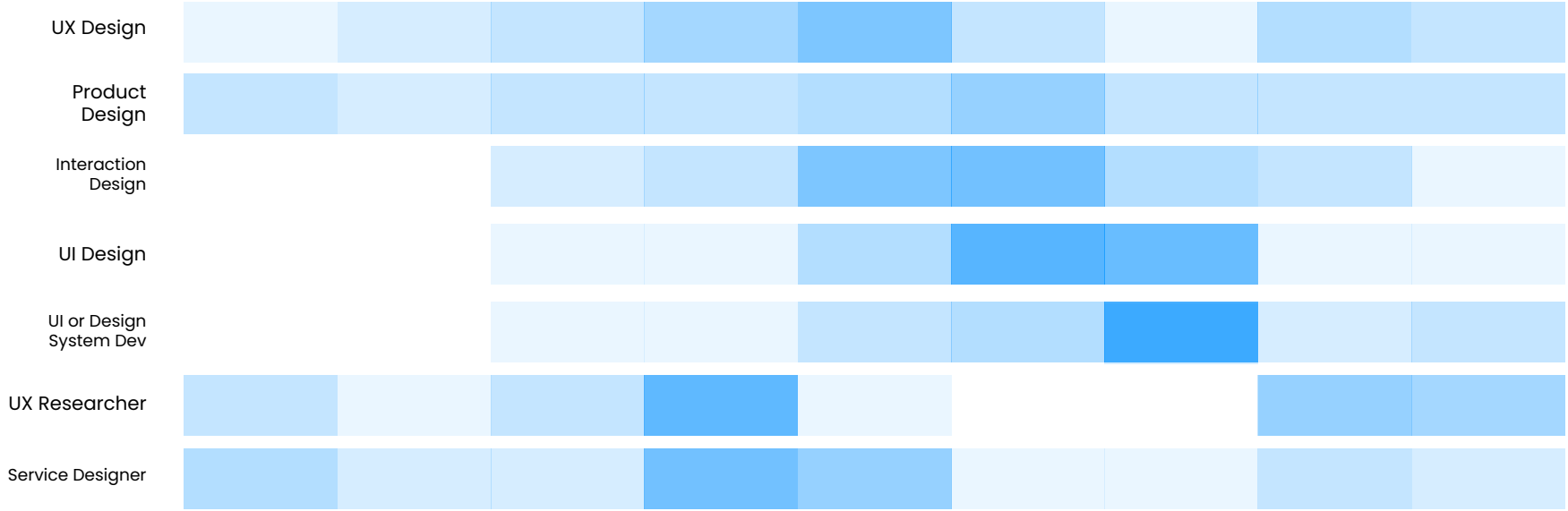


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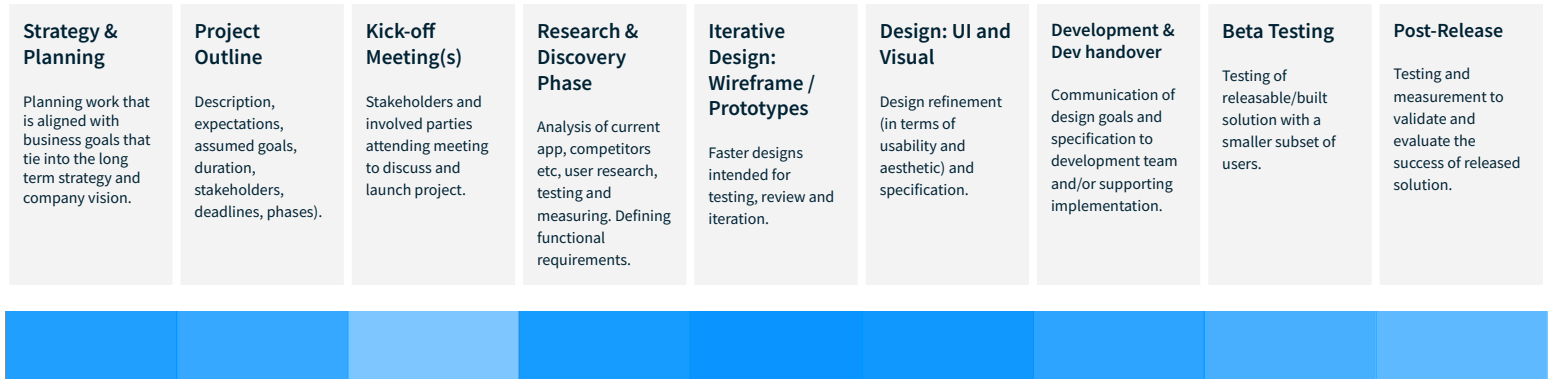
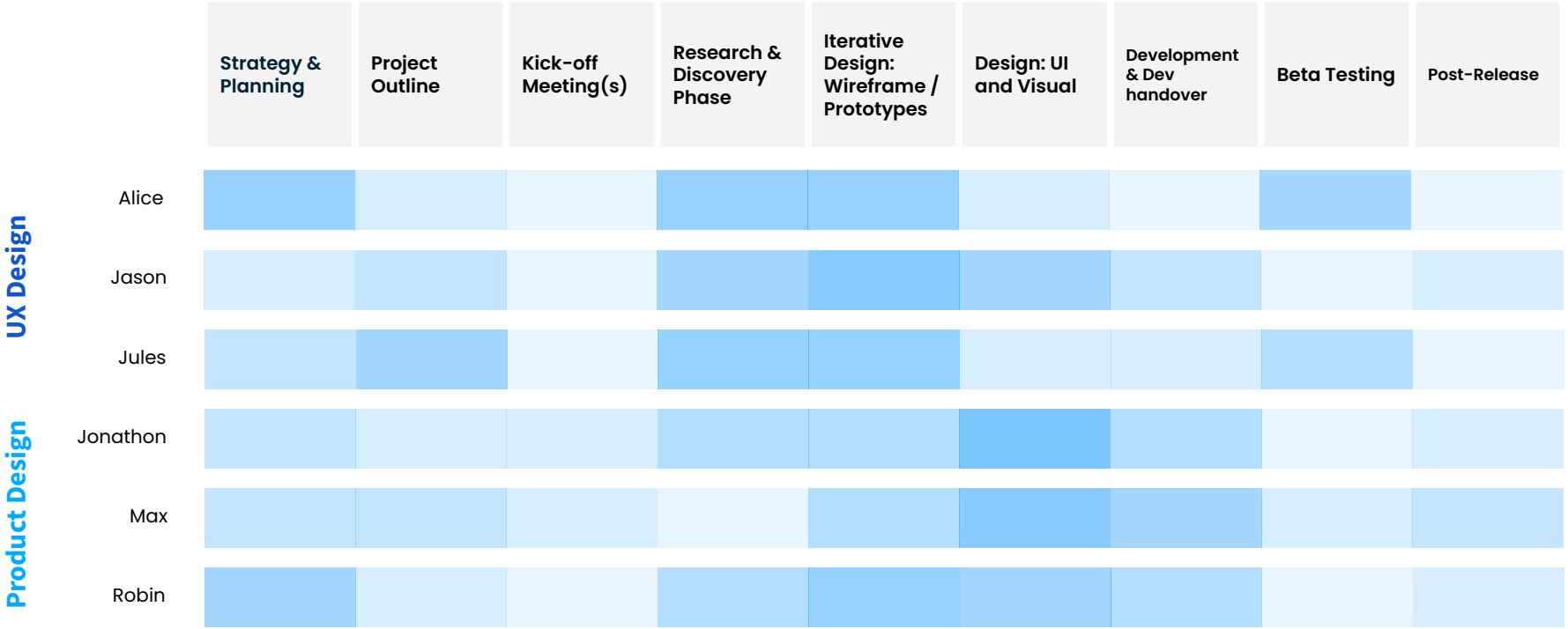
# Our Team

# We’ve got good coverage

If we overlay all the teams skills and focuses, it’s apparent that we have, or at least feel we have, good coverage of the design process. We’re not heavily weighted on development, which makes sense, and likewise we know we’re not focusing energies on beta testing or post-release measurement etc. Arguably we could have more weighting on the strategy and planning side of things.



# Side-side comparison