

EXPLORE USER EXPERIENCE/INTERFACE

WHAT IS USER EXPERIENCE/INTERFACE?

If you enjoy designing, computer programming, and considering human behavior when creating a product, consider the career path in user experience (UX) or user interface (UI)! UX deals with designing how a product will work for users which requires understanding human behavior, while UI deals more with designing how the product will look graphically. Examples of products could be software, applications, and websites. During a typical day, you may be spending time at the computer, engaging in team meetings, and developing designs.

FREQUENT JOB TITLES

- UX/UI Designer
- UX Writer
- Mobile App Developer

IDEAL QUALIFICATIONS

- Have an online portfolio
- Know current and emerging technology
- Enjoy graphic design for UI and research design for UX
- Understand how to design products based off the user experience for UX
- Have UX/UI projects that go beyond a classroom project

KEY SKILLS

- Digital media
- Graphic design
- Time management
- Programming languages and software
- Research for UX
- Verbal and written communication, especially for UX Writer roles

COMMON EMPLOYERS

- Microsoft
- Samsung
- Google
- Ford Motor Company
- West Bend Mutual Insurance Company

RELATED STUDENT ORGS

- The Hub
- Association of Computing Machinery-Women, UW-Madison Chapter

SUGGESTED COURSES

- Computer Science 200: Programming I
- Computer Science 570: Human Computer Interaction
- Computer Science 639: Building User Interfaces

RELATED ACTIVITIES

- Attend MadHacks' Hackathon
- Join Madison Women in Tech Meetup
- Join Mad Design Meetup