

Q2

UX Skills

Core Skills and Soft Skills

Why Core Skills?

In the Career Ladder

- These are the baseline skills you are expected to have as a successful UX / UI Designer
- Mastery and additional learning is expected as you move up in your career
- Core Skills – *enable you to do the job*

Why Soft Skills?

Critical for Job Success

- 85% Job Success is from well-developed soft- and people-skills
- 15% from technical skills and knowledge
- Soft Skills – *enable you to succeed*

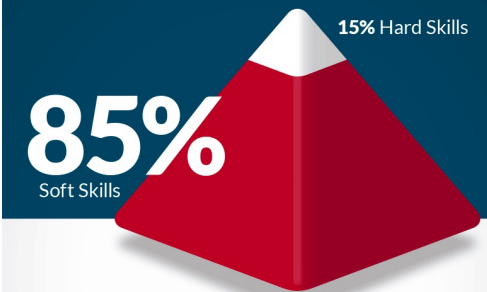
<https://www.nationalsoftskills.org/the-soft-skills-disconnect/>

The Soft Skills Disconnect

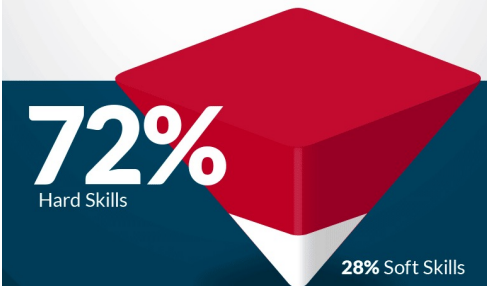
Research conducted by Harvard University, the Carnegie Foundation and Stanford Research Center, has all concluded that

85% of job success comes from having well-developed soft skills and people skills, while only 15% of job success comes from technical skills and knowledge (hard skills).

NEEDS



In 2010 employers spent **\$171.5 billion** on employee training and **27.6%** of those training dollars was on soft skills.¹



ACTUAL DOLLARS SPENT

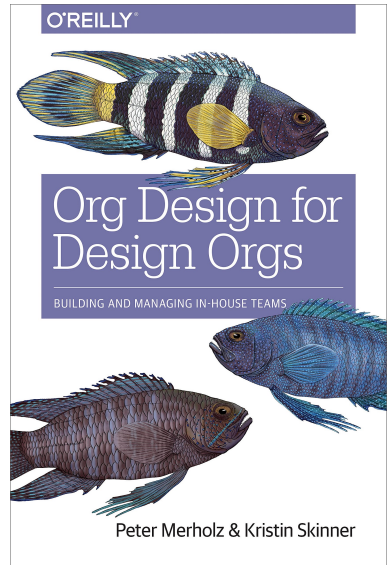


1. Green and McGill, 2011, The State of the Industry Report, American Society of Training and Development
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Core Skills and Knowledge

Q2 UX Designer Career Ladder

- Interaction Design
- Information Architecture
- Usability
- Communication
- *Corporate Design Mission*
- Additional
 - Multi-device design
 - SDLC + Agile
 - Visual Design
 - Content Management
 - User Research
 - Accessibility
 - Front-end Development (HTML & CSS)



Interaction Design

Workflows and screens

- The structural design of software interface, supporting a user's flow through a system and ability to successfully interact
- Methods/Deliverables - sketching/whiteboarding; wire frames, screen-flow diagram, workflows, journey maps, mockups, prototypes

Information Architecture

Ordering data

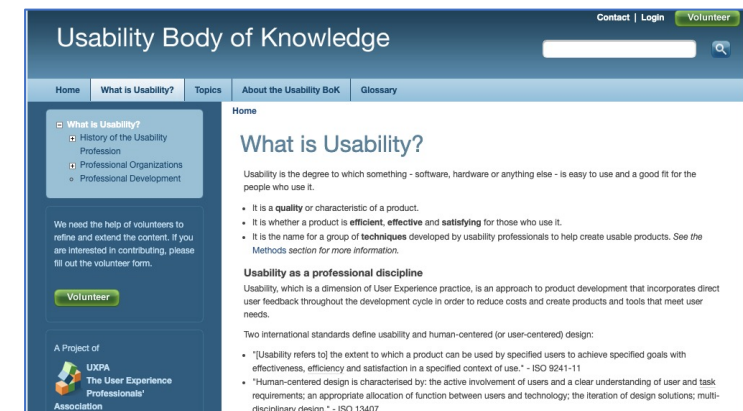
- Structuring content, developing taxonomies, crafting navigation and formulating other activities that make information accessible, usable, and understandable
- Methods/Deliverables: card sorts, affinity maps, glossaries, site maps

Usability

Body of Knowledge

- Understanding the theory and best practices, body of knowledge
- Understanding heuristics
- Knowing which Research methods to apply
- How to synthesize and report findings

<https://www.usabilitybok.org/>

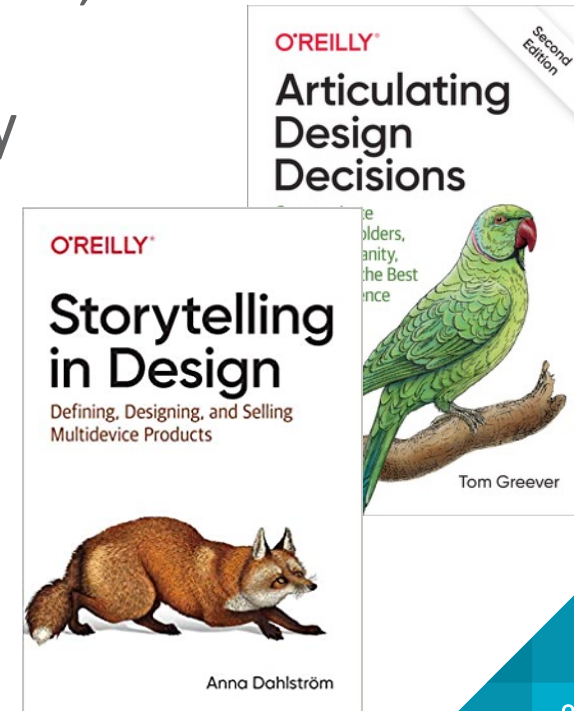


Communication

Fundamental Skill

- **Clear/Professional Written and Verbal Communication**
- Design Specs/Rationale in Confluence & Jira
- Research Reports, Email, Slide Decks, Abstract comments, meetings, presentations, customer calls, video, etc.
- Grammar, knowing the audience, structure, tone, body language, etc.

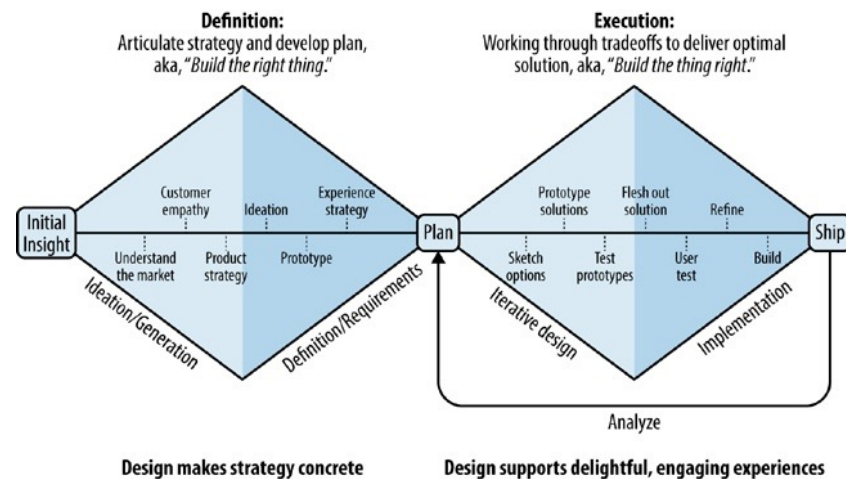
Storytelling to present the vision



Corporate Design Mission

Knowing who we are and what we do

- Understanding of department and corporate design mission and implications on product positioning, profitability, and performance



Additional Core Skills

Showing progress in your field

- Learning > Capability > Strong Knowledge > Advanced Knowledge > Expert Knowledge
- Adding more skills as you advance:
 - E.g. UX II: Demonstrates capability in 2 of the areas
UX IV: Demonstrates advanced knowledge in 2 areas, and capabilities in 2 others
 - Multi-device design
 - SDLC + Agile
 - Visual Design
 - Content Management
 - User Research
 - Accessibility
 - Front-end Development (HTML & CSS)

Multi-Device Design

Within and across modalities

- Knowledge of mobile phone, tablet, desktop patterns and constraints (iOS, Android, Windows, MacOS)
- Responsive design principles
- Multi-modal design: physical (branch, service design), voice (Alexa), phone (text/app/browser), TV (10-ft interface), desktop, tablet, etc.
 - “invisible UI”, Internet of Things, contextual design

Agile Software Development

Software Development Life Cycle @ Q2

- SDLC: understand the industry Software Development Lifecycle process and different models (waterfall, spiral, iterative, agile, etc.)
- Understand the Agile Scrum process we use at Q2
- Understand where UX Design fits and how to adapt
- Scrum Master / Product Owner training/certification

Visual (+ UI) Design

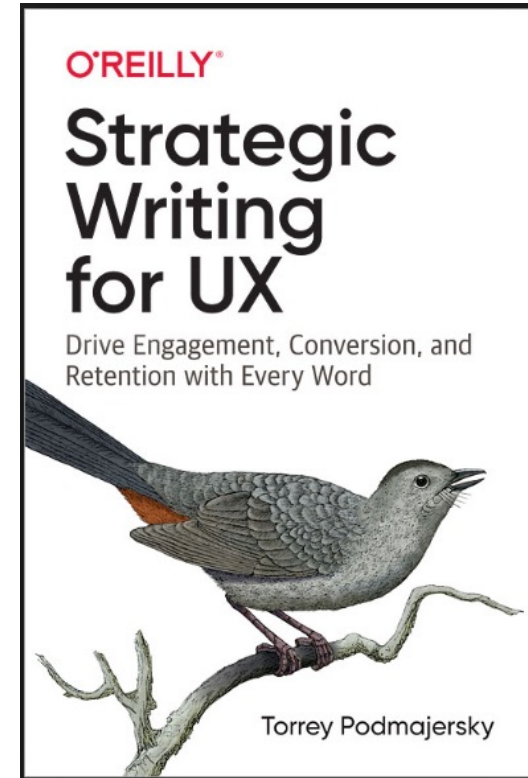
Look and Feel

- Color, composition, typography, visual hierarchy, and brand expression that present the product or service in a way that not only is clear and approachable, but appropriately exhibits personality
- Data visualization
- Design system thinking: reusable components, consistency internally and with understanding of industry norms

Content Management

UX/UI Writing

- Clear written communication that, like good design, guides the user through an experience. Much of the time, written content is the experience, and far more valuable than the design dress around it.



User Research

Design Rationale

- **Generative** – conducting discovery research to understand problems, identify new features/solutions. (interviews, contextual inquiry, surveys)
- **Evaluative** – conducting user testing of software interfaces [Usability]
- **Analysis** – deriving meaningful insights from research findings, creating deliverables to document findings (journey maps, personas, highlight reels, reports)

Accessibility

Universal Design

- Understanding why it is important
- Understanding tools and how they are used (by end users and to audit/QA software)
- Legal rules and precedents
- Web Content Accessibility Guidelines (WCAG) & ARIA (Accessible Rich Internet Applications) spec

Front-end Development

Knowledge vs. Ability

- Delivery of production-ready front-end code (HTML, CSS, JavaScript). Valuable in ensuring that designs are implemented as proposed.
- Ability to inspect (e.g. Chrome Inspector) web application and QA issues affecting presentation of your design
- **Designers Don't Code** – but it is important to know the medium for which you are designing to communicate with engineers

Soft Skills

Soft Skills for UX

- Professionalism
- Facilitation
- Confidence & Swagger
- Noticing
- Listening
- Understanding Cultural Context
- Synthesizing/Pattern Matching
- Drawing
- Embracing Pop Culture
- Disengaging
- Storytelling
- Persuasion
- Tolerance for ambiguity
- Humility
- Diplomacy

Leadership Skills

Leadership Skills for UX

- Strategy
- Empathy & Compassion
- Planning
- Mentorship
- Vision

+ Q2 Leadership Competencies

How We Lead @ Q2



Q2 Leadership Competencies

Build Engagement

- Collaborative Relationships
- Innovation
- Influence
- Authenticity & Openness
- Talent Cultivation

Deliver Results

- Business Understanding
- Customer Focus
- Critical Thinking & Decision-Making
- Execution
- Adaptability

Strategy

- Not just executing the *how but* articulating the *what* and *why* for the product. Understand the business goals. Make clear the trade-offs and positioning within business, technical, and customer contexts.

Q2 Leadership: Innovation, Business Understanding, Customer Focus



Empathy and Compassion

- Understand your colleagues and engage them from their perspectives. Make clear other's interests are being taken to heart.

Q2 Leadership: Collaborative Relationships, Authenticity & Openness

Planning

- Figuring out how a team will realize a strategy.
How to coordinate and deploy design tools and methods to achieve desired results.

Mentorship

- Coach less experienced designers and improve their practice.
- Promote design and design thinking throughout the organization

Vision

- Ability to create a narrative and representation that makes strategy concrete and provides a north star and inspiration for the teams building towards it. Success is shown in how the vision catalyzes action, inspiring the people within a company to charge forward because they want to live in a world where that vision is made a reality.

Q2 Leadership: Influence