

DIGITAL MEDIA EMPLOYMENT TRENDS

UI/UX DESIGNERS

UX/UX designers find work in usability research and development; interactive design including visual design, information architecture, prototype development and testing.

DEMONSTRATED SKILL SET INCLUDES:

Perform a variety of forms of user research including contextual inquiry, participatory design and usability testing, etc.

Clearly communicate conceptual ideas and design rationale to other members of the design, development and client teams.

Sketch concepts and designs on paper or whiteboard.

Create user interface specifications with design tools including: Illustrator, InDesign, OmniGraffle etc.

Deliver projects that are built using user-centered design processes and interaction design best practices and methodologies.

Work with product and engineering teams to scope and implement feature development.

Participate in regular design reviews and other team-wide design efforts.

Design wireframes, prototypes, mocks, flows and use cases.

Ensure visual design mockups are shipped with a strong consideration towards usability, consistency and tailored success metrics.

Communicate with product team members to understand and interpret project requirements.

Knowledge of front end markup.
HTML/CSS/JavaScript/JQuery/others.

VISUAL DESIGNERS

Visual designers work in concept and design development for new and existing web and mobile projects that range from marketing campaigns to overall site and application design.

DEMONSTRATED SKILL SET INCLUDES:

Translate UI flows, wireframes and prototypes into intelligent and beautiful visual designs.

Collaborate with teams to plan, analyze, organize and execute assigned projects.

Produce deliverables such as storyboards, templates, layouts, color palettes, typography, user interface elements and prototypes.

Develop visual design prototypes ranging from comps to interactive mock-ups.

Design iterative high-fidelity visual mock-ups and final design assets in Photoshop and Illustrator.

Establish consistency across all products and enforce standard UI patterns and guidelines.

Contribute to multiple design projects.

Guide the visual appearance of all features and enhancements across platforms and products.

Develop design concepts and solutions based on creative briefs and client's business strategy.

Execute and produce design communications for diverse media.

Present work internally and assist with client presentations.

Offer design alternatives and articulate their shortcomings as well as their benefits.

Produce graphics that create rich experiences for visitors and compel them to take action.

WEB DEVELOPERS

Web developers develop web and mobile sites and applications that can include client or server side programming with mark up or scripting languages and additional technologies. Application development uses logic to manipulate data or customize the visitor's experience.

DEMONSTRATED SKILL SET INCLUDES:

Participate in requirements gathering and documenting requirements.

Quickly prototype lo-fidelity HTML-based web and mobile experiences.

Determine scalability strategies and hardware/software requirements for site designs.

Recommend when to build from scratch and when to leverage third-party frameworks.

Build exciting web front-end experiences that seamlessly integrate with back-end services.

Identify, fix, and validate performance.

Uphold coding and design best practices to produce accessible, cross-device, mobile-friendly and responsive experiences.

Use advanced knowledge of web technologies, including JavaScript, JQuery, HTML5, CSS, database modeling tools and/or database interactions to integrate and build new web and mobile capabilities or applications.

Test and debug web applications.

Troubleshoot issues in production.

Optimize web applications to ensure they are rendered consistently in cross-platform and multiple device environments.

Stay current on latest web technologies and developments.

Manage workload and clearly communicate timeframes with installation and web security policies and standards.