

HCI/UX/Design Jobs for New College Grads

Philip Guo

<https://pg.ucsd.edu/hci-design-jobs.htm>

Associate Professor of Cognitive Science

UC San Diego

2020-10-05, Prototype 8

Many students & alumni wished they had learned what's in this talk ***at the beginning of college.*** Because all of this takes lots of time to prepare. Start early!

Opening question:
How much do classes really matter?



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Judy Chun

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EDUCATION

Carnegie Mellon University
August 2019 - August 2020
Masters of Human-Computer Interaction

University of California, San Diego
September 2015 - June 2019
B.S. Human-Computer Interaction
Minor, Business Marketing
GPA: 3.78 (Cum Laude)

SKILLS

User Research
Interviews
Journey Mapping
Personas
A/B Testing
Competitive Analysis
Heuristic Evaluation
Usability Testing
Surveys/Questionnaires

Design Tools
Sketch
Adobe CC
InVision
Principle
Flinto
Figma
Framer Studio

Development
Java
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JavaScript
Node.js
Express.js
Ajax
HTML5/CSS3

EXPERIENCE

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- Leading internal consumability evaluation of IBM Security Connect's Data Explorer application to uncover and fix usability issues before GA
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ticktBox April 2017 - June 2017
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- Led 2 design studios and helped 150+ students through fieldwork research, rapid prototyping, and user testing to develop a web application for health and recreation

PROJECTS

Felicity CBT April 2018 - June 2019
UX Design Lead San Diego, CA

- Provided easy access to self-administered cognitive behavioral therapy
- Created wireframes with UI specifications/UX documentation to ensure smooth development in iOS and Android patterns

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**Imagine:
4.0 / 4.0 GPA,
graduated with honors,
double-majored,
triple-majored,
never missed any homework points,
took 8 classes per term!**

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**Imagine:
3.4 GPA**

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The goal of this talk is to give college students an **overview** of Human-Computer Interaction (HCI), UX, and Design ...

... then show what **jobs** you can get with an HCI/UX/Design degree.

HCI often used in academia

UX (User eXperience) and **design**
job titles often used in industry

Warning: we're gonna go fast and there's a lot of dense text packed into slides.

This is **NOT** an example of good visual slide design!

It's actually very very bad visual design :)

Slides and videos online here:

<https://pg.ucsd.edu/hci-design-jobs.htm>

What do you typically learn in intro. Human-Computer Interaction (HCI), UX, and Design courses?

What you learn in HCI/UX/Design courses:

User Research

What do people really need?

Personas/Storyboards

What should we consider building?

Paper Prototyping

How should we start to build it?

Digital Mock-Ups

What should it look and feel like?

Interactive Prototypes

User Testing

How can we measure how well it works for real users?

Online Experiments

Final Web/Mobile App

How can we ship a finished product?

What you learn in HCI/UX/Design courses:

User Research

Personas/Storyboards

Paper Prototyping

Digital Mock-Ups

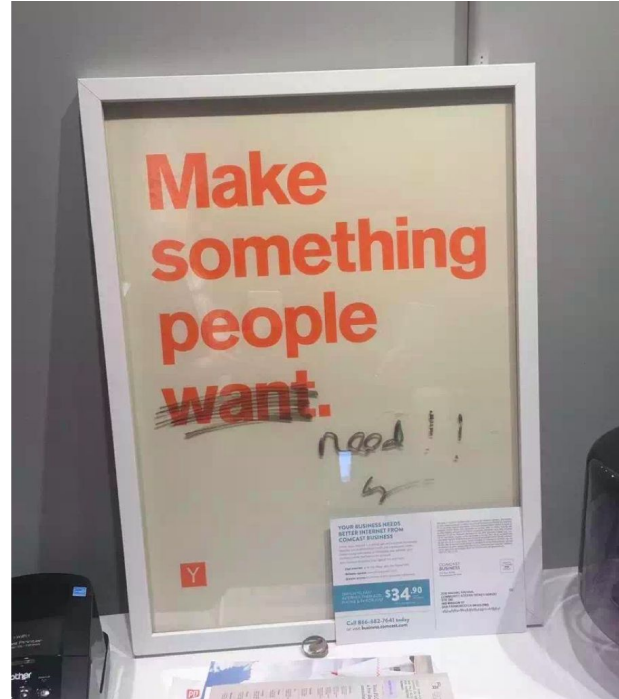
Interactive Prototypes

User Testing

Online Experiments

Final Web/Mobile App

Observe potential users in their natural habitats, interview them, find their actual problems/needs.



“Make something people *need!!*”
want -> need change [by Alan Kay](#)
Motto by [Y Combinator](#), photo by Kai-Fu Lee

What you learn in HCI/UX/Design courses:

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Personas/Storyboards

Paper Prototyping

Digital Mock-Ups

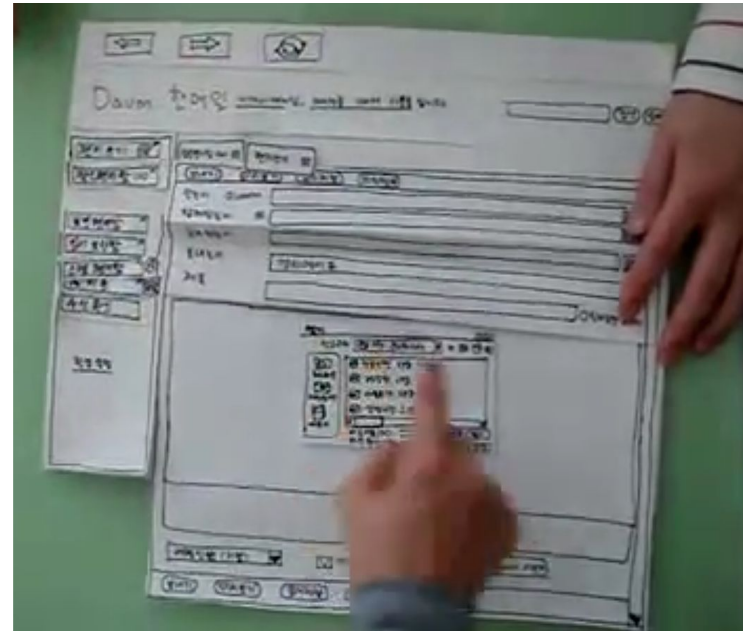
Interactive Prototypes

User Testing

Online Experiments

Final Web/Mobile App

Make low-fidelity sketches on paper and get early user feedback



Video: <https://www.youtube.com/watch?v=GrV2SZuRPv0>

What you learn in HCI/UX/Design courses:

User Research

Personas/Storyboards

Paper Prototyping

Digital Mock-Ups

Interactive Prototypes

User Testing

Online Experiments

Final Web/Mobile App



Use computer tools to make higher quality prototypes. Write code to turn it into a working app.

What you learn in HCI/UX/Design courses:

User Research

Personas/Storyboards

Paper Prototyping

Digital Mock-Ups

Interactive Prototypes

User Testing

Online Experiments

Final Web/Mobile App



([source](#))

Do science! Test on real people in their natural habitats, get users into your lab, deploy experiments online & analyze collected data.

What you learn in HCI/UX/Design courses:

User Research

Personas/Storyboards

Paper Prototyping

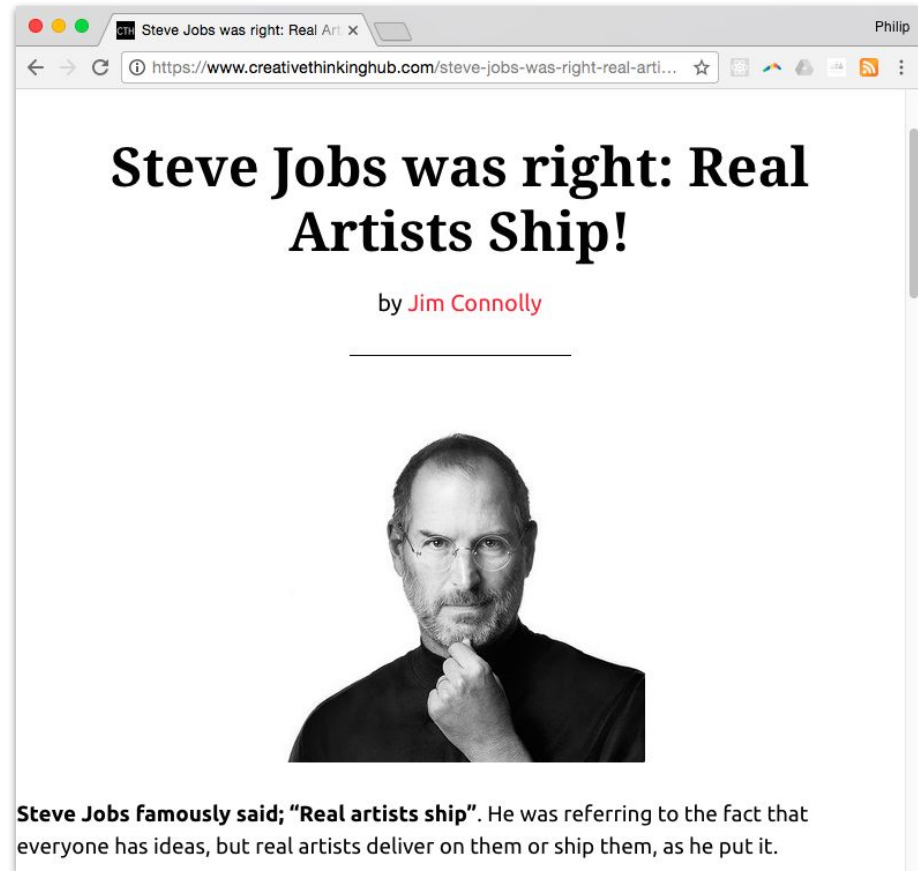
Digital Mock-Ups

Interactive Prototypes

User Testing

Online Experiments

Final Web/Mobile App



Source: <https://www.creativethinkinghub.com/steve-jobs-was-right-real-artists-ship/>

Product is never "done", just shipped!

Outline for rest of talk:

Kinds of HCI/UX/design jobs

How to get one out of college

What about grad school?

Outline for rest of talk:

Kinds of HCI/UX/design jobs

How to get one out of college

What about grad school?



I made this talk by consulting with people (many UCSD alum) who have recently worked in top design jobs



airbnb



Uber

Qualcomm

Contributors: Carrie Cai, Emily Danchik, Robert Ikeda, Finn Lin, Carolyn Zhang, Marcos Ojeda, Judy Chun, Sean Kross, Don Norman, Thi Dang, Kandarp Khandwala, Christi Hagen, Anvisha Pai, Rajiv Sancheti, David Wu

All of the insights are theirs;
all of the mistakes are mine.

Hopefully in the future I can call on
you to add your insights.

One-slide summary: if you want an HCI/UX/Design job ...

Build up a design ***portfolio***, lean hard on personal and alumni ***connections***, and get a design ***internship*** while in college.

(This will maximize your chances of getting interviews. You still need to pass them!)

What jobs are available?

Jobs match what you learn in
intro. HCI/Design courses!

What you learn in HCI/Design courses:

User Research

What do people really need?

Personas/Storyboards

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What you learn in HCI/Design courses:

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Personas/Storyboards
Paper Prototyping
Digital Mock-Ups
Interactive Prototypes
User Testing
Online Experiments
Final Web/Mobile App

What jobs allow you to do this:

UX (**U**ser **eX**perience) Researcher
PM (Product/Project) Manager

UX/Product Designer

Visual Designer

UX/Product Designer, UX Architect,
UX Prototyper, Interaction Designer

UX Researcher

UX Researcher
Data Scientist

Front-end Developer, Product
Engineer, Software Engineer

A disclaimer on design *job titles*:

Can be confusing since different companies call similar jobs by different names; and these names change fast.

Read *job descriptions* and ask companies for what they really want from candidates.

The purpose of this list is to:

- Show how UX jobs often hide under non-UX names
- Provide example titles that will help you search for UX positions
- Help you justify adding UX activities to your current position

3D Artist	Information Architect	UX / Project Manager
Analyst / Programmer	Information Architect and Front End Developer	UX / UI Architect
Analytics Product Manager	Information Architect and Interaction Designer	UX / UI Designer
Application Usability Designer	Information Architect, Ontology Engineer	UX / UI Designer, Information Architect
Architect: UX / UI	Information Developer	UX / UI Developer
Art Director – Print and Interactive	Information Resource Manager	UX / Usability Consultant
Assistant Webmaster	Information Systems Associate	UX / Usability Specialist
Associate Director – Digital Marketing	Insight And Planning Director	UX / Visual Designer
Business Analyst	Instructional Designer	UX Analyst
Business Leader	Interaction Architect	UX Architect
Business Systems Analyst	Interaction Design Director	UX Architect and Strategist
Business Unit Director	Interaction Designer	UI / UX Designer
Chief Design Officer	Interactive Designer	UI / UX Specialist
Chief of Product	Interactive Designer and UX	UI Consultant
Chief Research Officer	Interactive Marketing and Usability Consultant	UI Designer
Client Website Platform Supervisor	Interactive Marketing Manager	UI Designer and UX Specialist
Communications Consultant	International Manager for Training Development	UI Designer Engineer
Communications Manager	Internet Marketing Manager	UI Engineer
Content Manager	Intranet Employee Communications Manager	UI Specialist
Content Strategist	Intranet Project Manager	Usability Analyst
Content Strategy Manager	IT Usability Consultant	Usability Consultant
Conversion Consultant	Knowledge Manager	Usability Consultant / IT Teams Coach
Coordinator Digital Media	Lead Experience Strategist	Usability Coordinator
Creative Director	Lead Interaction Design	Usability Designer
Creative Usability Lead	Lead UX / Creative Designer	Usability Engineer
Customer Engagement Manager	Lead UX / UI Designer	Usability Engineer, Information Systems
Customer Experience Design Team Lead	Lead UX Analyst	Usability Expert
Customer Experience Manager	Lead UX Designer	Usability Manager
Design Director	Manager, Applications – Web	Usability Specialist
Design Manager		User Analyst
		User Centered Design Practice Lead

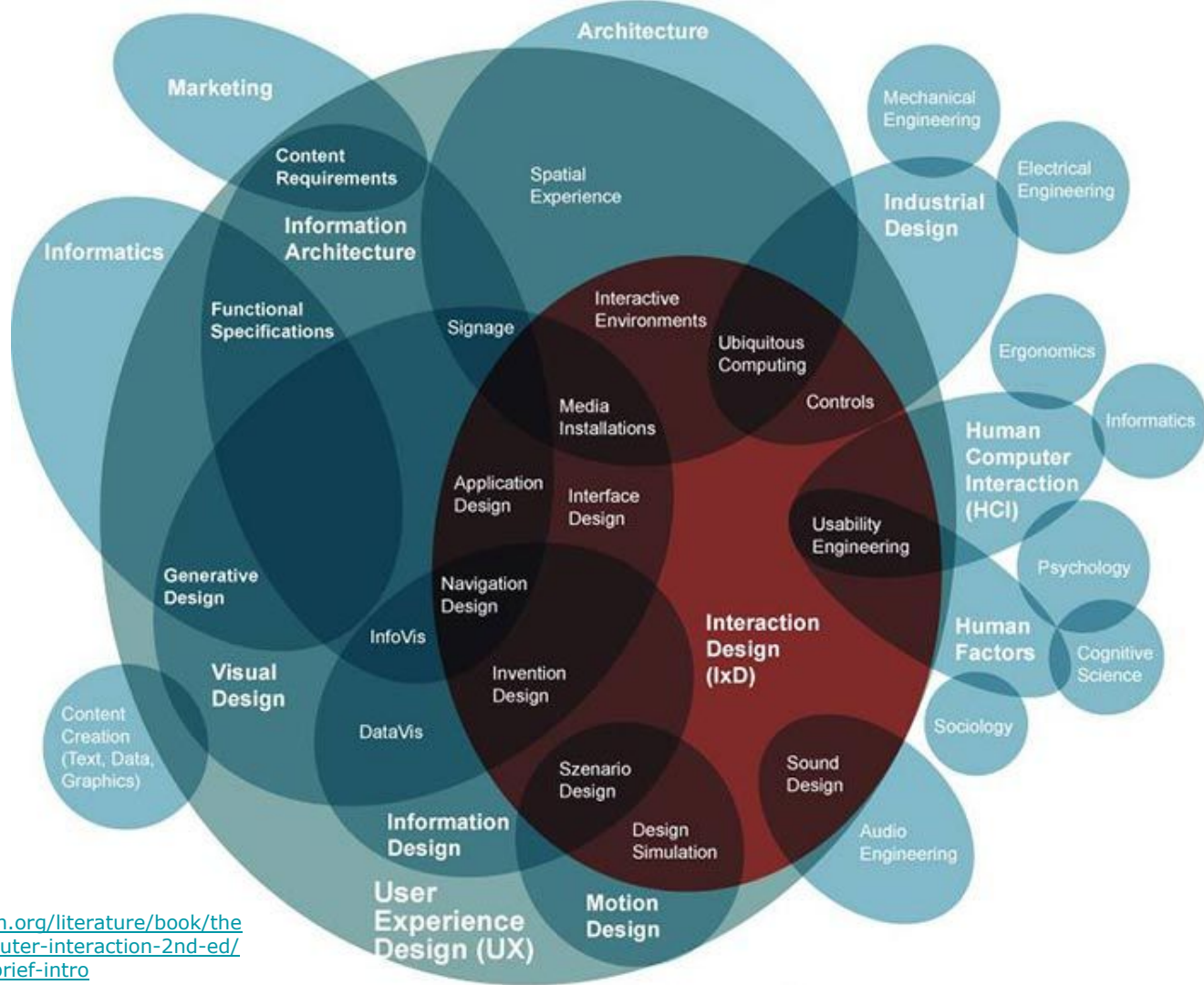
2013 survey of ~1000 HCI professionals:
<https://www.nngroup.com/reports/user-experience-careers/>
(Pages 97-99 in PDF)

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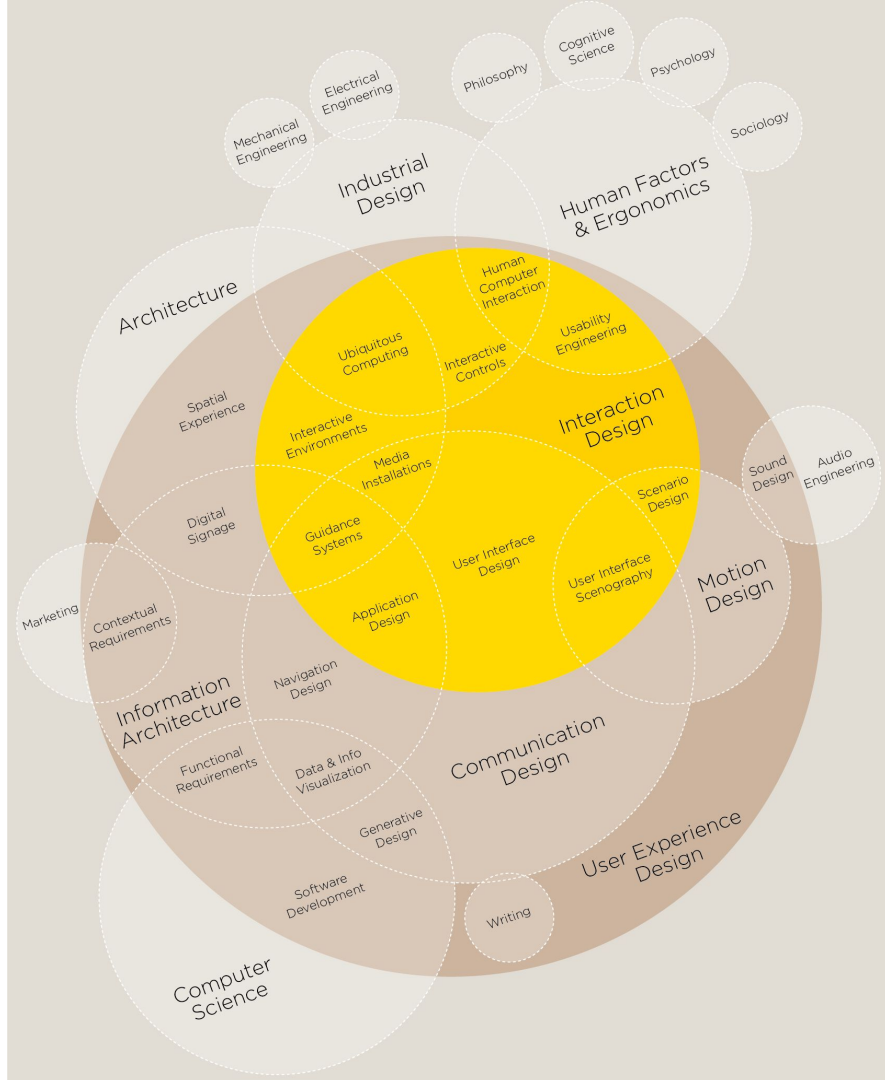
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Business Systems Analyst	Interaction Design Director	UX Architect and Strategist
Business Unit Director	Interaction Designer	UI / UX Designer
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Chief of Product	Interactive Designer and UX	UI Consultant
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Customer Experience Design Team Lead	Lead UX Analyst	Usability Expert
Customer Experience Manager	Lead UX Designer	Usability Manager
Design Director	Manager, Applications – Web	Usability Specialist
Design Manager		User Analyst
		User Centered Design Practice Lead

Designer	Manager, Creative Direction	User Centred Designer
Digital Experience Architect	Manager, Interaction Design, Digital Creative	User Interface Architect
Digital Experience Manager	Manager, IT and Web Dev.	User Operations Analyst
Digital Expert / Digital Project Director	Manager, Product Dev.	User Research Lead
Digital Strategist	Manager, Program and System Readiness	User Research Manager
Director	Manager, UI and Web Application Group	User Researcher
Director of Analytics and Information Design	Manager, UX	UX / Content Strategy Lead
Director of Brand Marketing and Design	Manager, UX and Research	UX / HCI Researcher – Usability
Director of Consumer Experience	Manager, UX Design	UX / Information Architect
Director of Digital Customer Experience	Manager, UX Research	UX Consultant
Director of Direct Consumer Interaction	Manager, Web Services and Usability	UX Consultant / Designer
Director of Global Product & Experience	Managing Director	UX Consultant / Interaction Designer
Director of Interactive Development	Marketing Specialist Advisor	UX Design Lead
Director of Online Operations	Masters Teacher	UX Design Manager
Director of Product Management and UX	Mobile UX Designer	UX Designer
Director of Product Strategy	Online Designer	UX Designer / Consultant
Director of Quality Assurance	Open Source Strategist	UX Designer / Engineer
Director of Usability	Principal Analyst	UX Designer / Ergonomist
Director of UX	Principal Consultant	UX Designer / Interaction Designer
Director of UX Design	Principal Designer	UX Designer / UI Developer
Director of UX Research	Principal Software Engineer – Usability and UX	UX Developer
Director of UX Services	Principal User Researcher	UX Developer / Analyst
Director of Visual Communications and Brand Management	Principal UX Architect	UX Director
Director of Web Content Services	Principal UX Designer	UX Engineer
Director of Web Management & Design	Principal UX Developer	UX Expert – Partner
Documentation Coordinator	Principal, Consulting Firm	UX Information Architect
E-Learning Consultant	Producer	UX Interaction Designer
Ecommerce Analyst	Product Designer	UX Lead
Editor / Copywriter	Product Director	UX Manager
Engineer, Usability and User Research	Product Manager	UX Professional
Ergonomist	Product Owner and UX Evangelist	UX Program Manager
Executive Director	Product Digital (Español)	UX Research Consultant
Experience Architect	Professor	UX Research Manager
Experience Design Manager	Project Manager	UX Researcher
Expert Strategist, UX Consulting	Public Information Representative / Managing Editor	UX Researcher / Designer
Expert Usability Engineer	R&D Engineer / UX Engineer	UX Sketching and Ideation Instructor
	R&D Manager	UX Software Engineer
	Research and Customer Experience Manager	UX Solution Architect
		UX Specialist
		UX Strategist
		UX Web Application Designer
		UX, Usability and Product Management Consultant
		Visual Designer
		UX / Director of UX



Source:

<https://www.interaction-design.org/literature/book/the-encyclopedia-of-human-computer-interaction-2nd-ed/human-computer-interaction-brief-intro>



Simplified overview of design job titles^[1]

- UX Researcher: user research, user testing/experiments
 - (often are master's or Ph.D. grads)
- Product Manager (PM): user research, team coordination
- UX/Interaction/Product Designer^[2,3]: non-code prototypes
 - (**most common** type of job for new college grads)
- UX Architect/UX Prototyper: design + some coding
- Visual Designer: art/graphics
- Data Scientist: write code to analyze data; Ph.D.-focused
- Front-end Developer: write lots of production code

[1] you may do multiple roles in one job and “wear many hats”

[2] sometimes the term “product designer” refers to a person who takes on multiple design roles.

[3] to learn more: <https://www.invisionapp.com/blog/building-an-enterprise-ux-team/>

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How to get one out of college

What about grad school?

How do you get an HCI/Design job out of college?

Build up a design ***portfolio***, lean hard on personal and alumni ***connections***, and get a design ***internship*** while in college.

***Portfolio + connections ->
internship -> full-time job***

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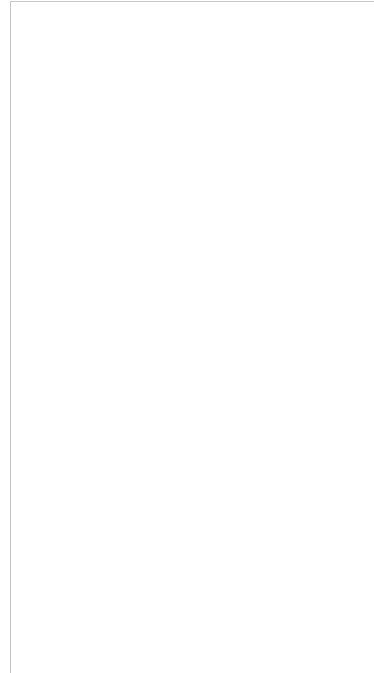
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Portfolio (basics)

- Start by making a personal website as your portfolio
- Class projects with design components (many at UCSD!)
- Volunteer to help on-campus groups or friends with projects; be resourceful about finding work
 - Look beyond web/mobile apps ...
 - e.g., posters, art pieces, event flyers, ...
 - business/marketing slide decks for friends

Portfolio (basics)

- Design sprints, hackathons, or challenges/contests
- Work part-time as a freelance designer for local companies or friends' startups while in school
 - UCSD: The Basement or Rady Startup accelerator
- Once you get a design internship, put in portfolio
- Look at friends' and alumnis' portfolios, resumes, and LinkedIn as examples of how to make yours

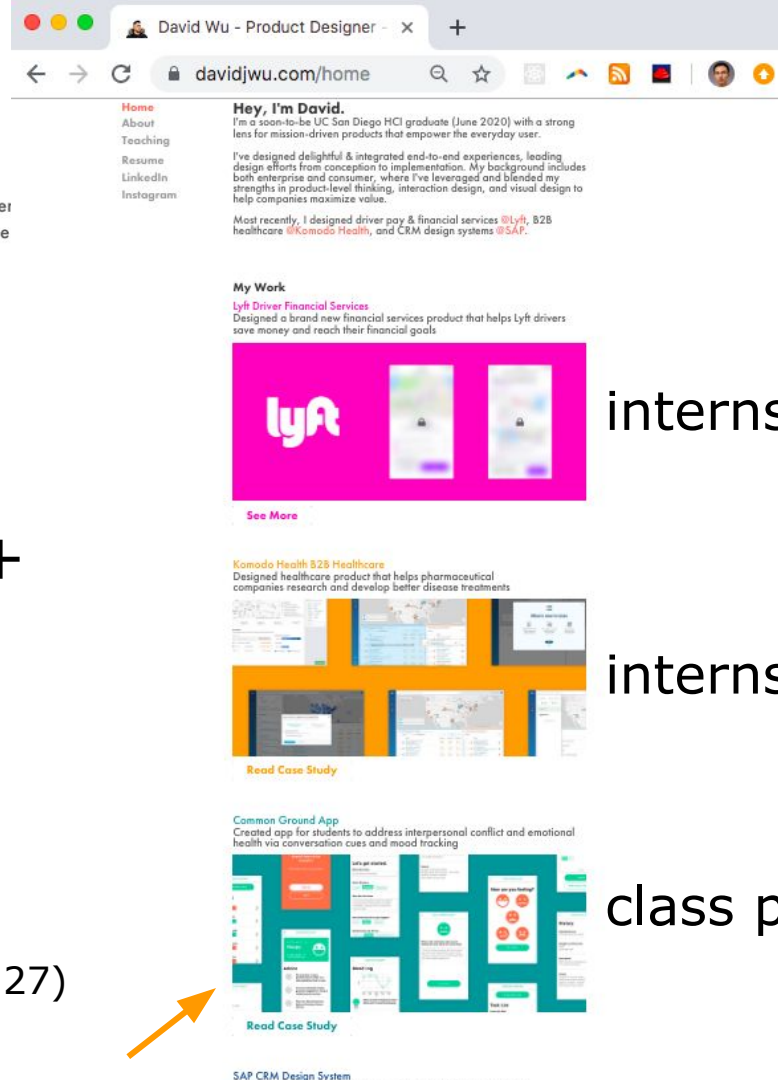
David Wu

Product Designer

- Home
- About
- Teaching
- Resume
- LinkedIn

Hey there – I'm David!

I'm a Product Designer with a strong lens for mission-driven products that er user. I've designed pay & financial services products @Lyft, B2B healthcare Health, and CRM design systems @SAP.



Design Portfolio =

Website with short intro + series of **case studies**

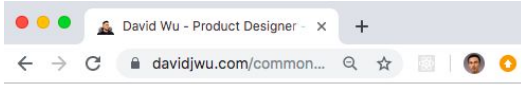
internship

internship

class project

My undergrad courses (COGS121 and COGS127) show you how to make good case studies

Case study = single webpage of *process* & *rationale*



David Wu
Product Designer

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Common Ground
Web Development Project
UC San Diego (COSC 120 – Interaction Design Course)

Scope: Project Management, User Research, UI/UX, Testing, Full-Stack Development
Timeline: 3 months (January to March 2018)



Project Overview

As part of an Interaction Design course at UC San Diego, I worked with a team of three to define, research, design, and develop a mobile web app. Through this 10-week course, our team learned the principles of product development, product design, and web development.

Our application, called Common Ground, aimed at helping college students and young adults in difficult conversations around living situations. I was primarily responsible for designing the user interface for our application, product discovery efforts, feature scope prioritization, and managing development timelines. I also contributed to research, testing, and deployment efforts.

At the end of the course, we presented our app to an industry panel. Our team won 1st Place in the category of Most Innovative App.

The Problem

"My roommate never cleans up the sink after they brush their teeth. I would bring it up, but it's such a small issue, and I don't know what to say."

Many college students and young adults living with roommates or housemates may encounter small problems between themselves. However, many do not know how to approach the topic, and instead of addressing the problems right away, they let these problems incubate for a while before addressing them.

Need-Finding and Research

The first step of our design process was to conduct need-finding to understand our target audience and observe breakdowns. We needed to identify clear and non-trivial problems that our target audience experienced. We started by conducting interviews and asking open-ended questions, such as:

- What do you like about your college roommate experience? What don't you like about your college roommate experience?
- Tell me about the biggest hurdle of your college living experience. What made it a hurdle?



We looked to three popular apps used by members of our target user base, and pulled inspiration from these three apps. For instance, we liked the clean design format used by Airbnb, the card-like tips in Robinhood, and the simplistic form process in Credit Karma. We wanted to bring these elements and consciously use them to inform our design decisions and information architecture.



Storyboarding

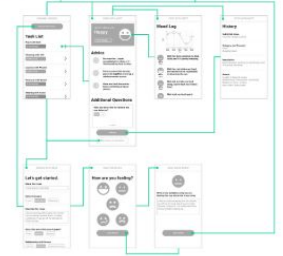
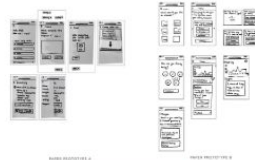
To summarize our need-finding and to build a better story of our users, we created a series of storyboards. These three storyboards captured the user's journey and experience through three separate roommate-related issues.



Design Iterations

Our team started our designs at low-fidelity with paper prototypes. This helped us reduce the overhead with redesigning at a more expensive and higher stage of fidelity.

In our paper prototypes, we visualized our application in its simplest form. After we created our paper prototypes, we conducted multiple heuristic evaluations to gather qualitative feedback from our users.



Testing Designs

Our team conducted a number of qualitative heuristic evaluations, according to Nielsen's 10 Design Heuristics. We used Nielsen's Heuristics as a framework to guide our conversations with students to gather feedback that could be directly used to improve our designs.



In addition to the heuristic evaluations we conducted, we also wanted to gather data to support our design decisions. In our heuristic evaluations, we found certain interactions where the user experienced something other than what we had anticipated. In those situations, we turned to A/B testing through Google Analytics. We relied primarily on quantitative testing when our own design intuition was not enough to produce the optimal user experience.



Class project *case study* -> product design intern at Lyft

David Wu
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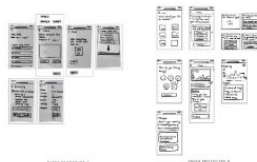
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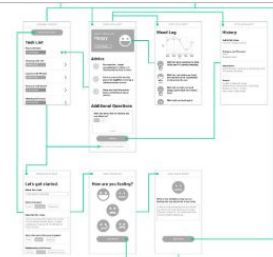
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The diagram illustrates the information architecture of the application, showing the flow of information and the relationship between different components. It includes sections for 'Task List', 'Happy', 'Add New Task', 'Task Details', and 'Home'.



Testing Designs

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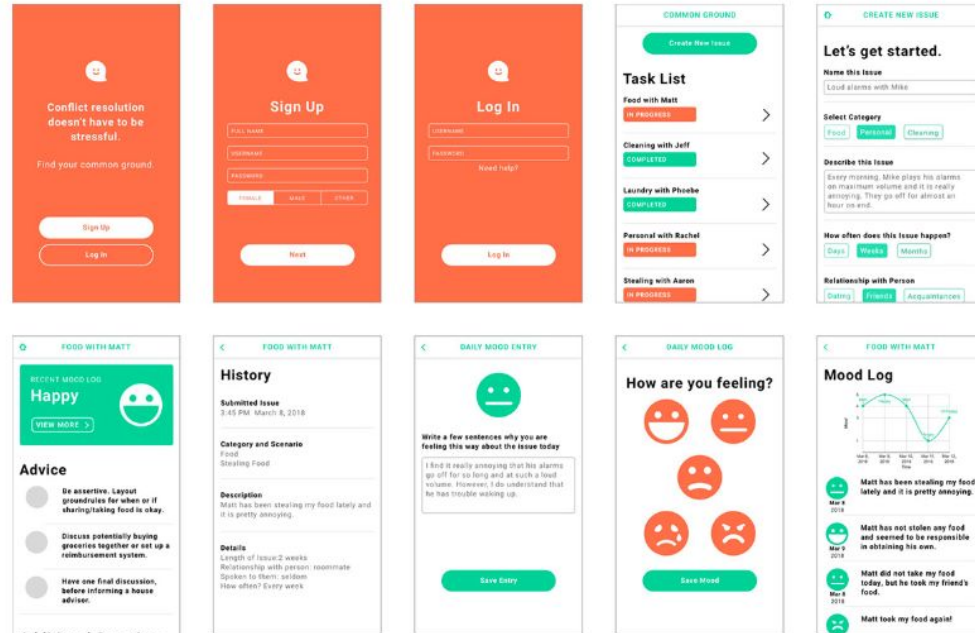


Only show final app from class project -> NO INTERNSHIP :(



Final Designs and Results

Ultimately, our team was able to design and fully develop our app. We presented our completed app to an industry panel and an audience of 500 people. Against nearly 100 other teams, our team won 1st Place in the category of "Most Innovative App."



Portfolio (advanced)

- Be able to justify and critique your own process
 - **Justify what you did, how you did it, why you made each design decision, why it matters in the end**
 - Important for dispelling the myth that design is only about visual aesthetics or “making stuff look good”...
 - ... it’s about making stuff that benefits real users.
- Have a compelling personal ***point-of-view*** that frames your work and makes you stand out
- My undergrad courses (COGS121 and COGS127) show you how to make portfolios and case studies

Portfolio (advanced)

- It's often better to show how you *improved* an existing real-world product rather than creating your own entirely from scratch
 - More authentic and with real-world constraints
 - In fact, that's a much, much, much more realistic approximation of what you will do in your future job
- Avoid cliché class projects that everyone makes!
- In your portfolio, highlight the most relevant projects for your desired job roles
- Example portfolios: [Cofolios](#) and [Bestfolios](#)

Companies don't really care ***what*** exactly you made for your portfolio projects; they just want to see that you've been engaging in a thoughtful and user-centered design process so ***you can do the same for them if they hire you!***

Portfolio + **connections**

- Cold-email alumni, especially *recent* alumni
 - Look them up on **LinkedIn** and cold-email them
 - (you can search and filter by UCSD alum)
- Talk to friends, family, dormmates, instructors
- ... and your bosses from prior jobs/internships
- *Most jobs obtained via referrals from connections*
- **Take advantage of your .edu student email address!**
- Also use your personal connections to critique your portfolio, resume, LinkedIn page, and cover letters

Portfolio + connections -> **internships**

- Basic interview prep: walk thru portfolio w/ friends
- Lots of interview prep resources^[1]
- Ideally put internship work in your portfolio^[2]
- If you can't get internships, ***spend your summers building your portfolio in any way you can***
 - One of my TAs (Rajiv) spent a summer as a DoorDash food delivery driver and then wrote a case study redesigning the DoorDash driver app; brilliant user research on himself!

[1] e.g.,: [A Guide to Interviewing for Product Design Internships](#)

[2] even if you can't, then you can still talk through your design process at a high level during job interviews

Looking for a full-time job **is** a full-time job.

Apply broadly, and don't worry if you don't exactly match the job description. It's free to apply!

Design job descriptions can be vague and not exactly what hiring managers are looking for, so it's worthwhile to still apply in case someone is looking for your skills.

Looking for a full-time job ***is*** a full-time job.

Don't have your heart set on any one specific place; successful applicants apply to dozens of jobs.

Keep track of applications using spreadsheet, take time to customize your resumes/cover letters

Looking for a full-time job **is** a full-time job.

Do EVERYTHING YOU CAN to get an employee at each company to give you a referral or to send your name and resume to recruiters.

Most job openings prioritize referrals!

Looking beyond pure design jobs ...

- In 2015, 93% of surveyed designers said ***coding was important*** (in 2005, only ~5% said so)^[1]
- Ideal ratio: 1 designer for every 5 programmers
- Reality: 1 designer every 10-30 programmers^[2]
- A good adjacent role is ***front-end developer***
 - Build up your design portfolio on the side while working and learn from designers on your team; transition to design later
 - *Many places still don't value design* but do value programming; it's your chance to sneak design thinking into your workplace!

[1] [John Maeda, https://designintechreport.wordpress.com/2015/03/15/design-in-tech-report-2015/](https://designintechreport.wordpress.com/2015/03/15/design-in-tech-report-2015/)

[2] there are far more programming jobs than design jobs!

Looking beyond pure design jobs ...



9:27 AM (18 minutes ago)



feelin it! i liked the deck

after our podcast, i was thinking that if you're a recent HCI grad from UCSD and struggling to find a job, improving your coding skills/portfolio might be the quickest path to something that resembles a "career". i think a lot of companies would love to have a coder first, and the design skills are a bonus



Feedback from a notable UCSD alum working in tech entrepreneurship (Sep 2020)

What if you can't find a full-time job right away?

One idea: do freelance or contract design jobs ...

- to make some money from part-time work*
- to build up your **portfolio** and **connections**
 - which will improve your odds of landing a full-time job
 - Employers tend to value real-world work experiences more than class/school projects
- (find these via personal connections or online postings)
- *ideally you'd be paid, but volunteering can build your resume/portfolio and get good letters of reference

Extra notes for our current predicament ...

Bad: global pandemic, long-lasting economic recession

Bad: fewer available jobs, fewer well-paying jobs

Good: more jobs hiring remotely, location matters less

Good: can move to cheaper location or with relatives

Idea: look for remote work opportunities (maybe even volunteer) to boost your resume during tough times

Outline for rest of talk:

Kinds of HCI/UX/design jobs

How to get one out of college

What about grad school?

Should you go to graduate school ...

... to get a master's degree in HCI/Design?

- NO - if you already have good portfolio/internships
- NO - if you can already get a job with bachelors
- MAYBE - if your major is far away from HCI/Design
- MAYBE - if you don't have a strong portfolio yet
- YES - if you get into a top-tier 'name-brand' school...
- YES - ... and if you can afford the tuition and time
- YES - if you want to be a UX Researcher
- YES - if you want to be a design teacher

Should you go to graduate school ...

... to get a Ph.D. degree in HCI/Design?

- NO - if you're aiming for **most** design-related jobs
 - (hired at same or slightly-higher level than bachelors/masters)
- MAYBE - if you want to be a UX Researcher
- MAYBE - if you want to be a data scientist
- YES - if you want to be a university professor
- YES - if you want to be a research scientist
 - (despite the similar-sounding job title, research scientists do more open-ended and exploratory work than UX Researchers)

Parting Thoughts

How much do classes really matter?

Judy Chun

(619) 559-3221
judy.chun.4@gmail.com

judy-chun.com
linkedin.com/in/judy-chun

EDUCATION

Carnegie Mellon University

August 2019 - August 2020

Masters of Human-Computer Interaction

University of California, San Diego

September 2015 - June 2019

B.S. Human-Computer Interaction
Minor, Business Marketing
GPA: 3.78 (Cum Laude)

SKILLS

User Research

Interviews
Journey Mapping
Personas
A/B Testing
Competitive Analysis
Heuristic Evaluation
Usability Testing
Surveys/Questionnaires

Design Tools

Sketch
Adobe CC
InVision
Principle
Flinto
Figma
Framer Studio

Development

Java
Python
JavaScript
Node.js
Express.js
Ajax
HTML5/CSS3

EXPERIENCE

IBM

Design Research Intern

June 2019 - August 2019

Austin, TX

- Leading internal consumability evaluation of IBM Security Connect's Data Explorer application to uncover and fix usability issues before GA
- Conducting heuristic evaluations with 5 cross-functional stakeholders, cognitive walkthroughs with Design/Dev/PM, and DUX Assessments to resolve pre-release issues

Qualcomm

UX Research Intern

June 2018 - September 2018

San Diego, CA

- Led multi-phase usability studies to enhance the UX of ID Attestation software using Continuous Multi-Factor Authentication (CMFA)
- Conducted interviews and heuristic evaluations with the Cybersecurity Solutions PM team, establishing 18 new product requirements
- Led user testing sessions to track task completion rate, system usability scale, use of navigation, and error rate

RMK Research

Visual Design Intern

June 2017 - August 2017

Seoul, South Korea

- Collaborated with Market Research Consulting team
- Launched visual libraries & branding guidelines for 3 new market entries in Seoul: Chanel's Privé exhibition, Nestle's Beba, and e.l.f. Cosmetics

ticketBox

UX Design Intern

April 2017 - June 2017

San Diego, CA

- Created navigation flows, sitemaps, & wireframes for digital ticketing platforms for Warner Bros. Pictures & Fox Film Studios
- Ensured solid web/mobile experience in iOS and Android apps

UC San Diego

HCI Design Instructional Assistant

September 2018 - December 2018

San Diego, CA

- Led 2 design studios and helped 150+ students through fieldwork research, rapid prototyping, and user testing to develop a web application for health and recreation

PROJECTS

Felicity CBT

UX Design Lead

April 2018 - June 2019

San Diego, CA

- Provided easy access to self-administered cognitive behavioral therapy
- Created wireframes with UI specifications/UX documentation to ensure smooth development in iOS and Android patterns

Judy Chun

(619) 559-3221
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judy-chun.com
linkedin.com/in/judy-chun

EDUCATION

Carnegie Mellon University

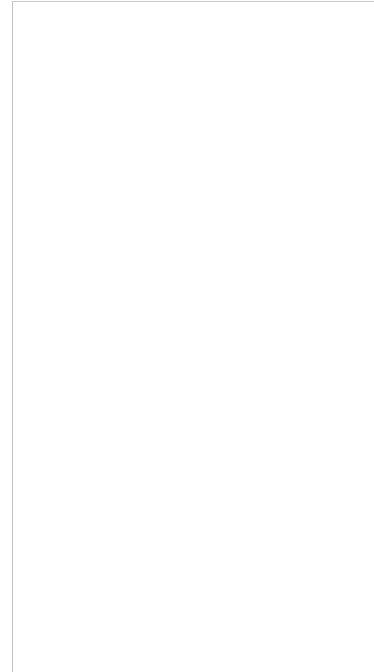
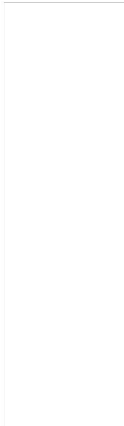
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September 2015 - June 2019

B.S. Human-Computer Interaction
Minor, Business Marketing
GPA: 3.78 (Cum Laude)



Parting Thoughts

How can YOU make a large public university feel more like a small private one?



Our 2020-21 charges are as follows:

Tuition: \$57,400

Room: \$8,275

Board: \$6,815*

Student Activities Fee: \$400

Health & Wellness Fee: \$360

Technology Fee: \$490

[\(source\)](#)

Private: great 'user experience' (everything taken care of!), but **SUPER EXPENSIVE!**



[\(source\)](#)

Public: more affordable, but everything is big, impersonal, and easy to get lost in the crowd

Parting Thoughts

How can YOU make a large public university feel more like a small private one?



- Hidden within every large public university is a bunch of *small private ones* waiting to be found
- Hidden inside of UCSD is ...
 - a product / UX design school
 - visual and performing arts schools
 - tech and entrepreneurship incubators
 - humanities, classics, and liberal arts schools
 - pre-med, pre-law, other professional training
 - world-class research across many fields
 - ... and many more "small private schools"



Parting Thoughts

How can YOU make a large public university feel more like a small private one?



- How can you find these hidden pockets?
- Be *curious*, *observant*, and *open* to experiences
- One idea:
 - take the minimum number of classes per term to keep on track for graduation
 - do well enough in classes (but not perfect)
 - then add an "extra class" where you spend 10+ hours a week on finding/doing something above and beyond your classes
 - these "extra classes" count for much more on your resume



Parting Thoughts

How can YOU make a large public university feel more like a small private one?



- **#1 tip:** talk to professors, IAs, and TAs after class and during their office hours ...
- ... not just about the material in the class (*because none of it matters that much!*) but more about broader life goals and challenges
- Find student organizations to join and be open to learning from your peers; ask questions!
- Go to on-campus talks, department events, lab meetings, anywhere you can **observe people**; you don't need to speak up, just observe!

Parting Thoughts:

BUILD YOUR OWN TIME MACHINE

([my youtube video](#))



Parting Thoughts:

BUILD YOUR OWN TIME MACHINE

([my youtube video](#))

To travel into your possible future, proactively seek out people who are 3, 5, or up to 10 years ahead of you in life. Learn what they've done so far and *what they think they should've done differently.*

Parting Thoughts:

BUILD YOUR OWN TIME MACHINE

([my youtube video](#))

Talking to these people will give you the ***superpower*** to make decisions today that will create your best possible future. If you wait until you're their age, it will be *much, much harder* to alter your path.

Recap: how do you get an HCI/UX/Design job out of college?

Build up a design ***portfolio***, lean hard on personal and alumni ***connections***, and get a design ***internship*** while in college.

Many students & alumni wished they had learned what's in this talk ***at the beginning of college.*** Because all of this takes lots of time to prepare. Start early!

Summary of HCI/UX/Design jobs

User Research	UX (U ser eX perience) Researcher
Personas/Storyboards	PM (Product/Project) Manager
Paper Prototyping	UX/Product Designer
Digital Mock-Ups	Visual Designer
Interactive Prototypes	UX/Product Designer, UX Architect, UX Prototyper, Interaction Designer
User Testing	UX Researcher
Online Experiments	UX Researcher Data Scientist
Final Web/Mobile App	Front-end Developer, Product Engineer, Software Engineer

Appendix A: Suggested Job-Related Resources

[How To Find a Job or Graduate School in Human-Computer Interaction, Interaction, or Industrial Design](#), by Don Norman

[Use Human-Centered Design for your Resume](#), by Don Norman

[Cracking the PM Interview: How to Land a Product Manager Job in Technology](#)

[College Students, Product Manager is the Best Job You Never Heard Of](#) (blog post)

Christi's suggestion: "I'd also suggest people set up passive job post search digests on Linked-In, Glassdoor, Indeed, etc. Once you set one up for your search terms, i.e. 'UX Designer,' then every day (or whatever frequency you set) a digest will land in your inbox so you can see what's out there."

Very detailed [2013 survey of 1000 HCI/UX professionals](#) by Nielsen Norman Group

Appendix A: Suggested Job-Related Resources

[Rajiv Sancheti's advice on design portfolios, resumes, and job hunting](#) (Nov 2019)

[The spectrum of design roles in 2018](#)

[Design Better by InVision](#)

[Creating a UX Design Portfolio Case Study](#) (YouTube video)

Example design portfolios: [Cofolios](#) and [Bestfolios](#)

From David:

- Another book I found useful for design interviews (in particular, whiteboard challenges): Solving Product Design Exercises (by Artiom Dashinsky)
- Books related to Product Manager jobs (see next slide): Inspired (by Marty Cagan), Value Proposition Design (Strategyzer)

Appendix B: PM (Product Manager) jobs, from Anvisha Pai in 2018

- Most companies **don't** hire new grad PMs. The few that do tend to be larger - Google, Facebook, Uber, Dropbox & Yelp have Associate PM (APM) programs.
 - If you want to do PM at a smaller company, you probably need a personal connection with the company or to join a startup in an engineering/operations role and try to get promoted within 2-3 years.
 - IMO, the best route is to do the big company gig to start! Being a PM at a startup is very hit or miss as a first job.
- Similarly, there are very few PM internships. The notable one is Google APM, but it's very competitive so a software or design internship would be a good alternative.
- Given the lack of internships, good ways to tee up yourself for a PM role are...
 - Technical / coding skills. Bunch of places will have a technical / algorithm interview
 - Leadership roles or projects on campus that show initiative and creativity
- If you want to start a startup or be a CEO someday, PM is a good path to go down. Though by no means the only way!

Presentation history

2020-10-05: v8, given in UCSD COGS127

2020-03-03: v7, given in UCSD COGS1

2019-11-26: v6, given in UCSD COGS1

2018-11-27: v5, given in UCSD COGS1

2018-05-29: v4, given in UCSD COGS1

2018-03-07: v3, given in UCSD COGS1

2017-12-05: v2, given in UCSD COGS1

2017-11-27: v1, first prototype, given in UCSD COGS120/CSE170

[also some intermediate drafts given in some of my own courses during week 1]