

# INTERACTION DESIGN & USER EXPERIENCE DESIGN



## KEY SKILLS

- Analytical
- Attention to Detail
- Communication
- Creativity
- Innovative
- Interpersonal
- Problem-Solving
- Psychological/Human Understanding
- Technical



## CONCENTRATIONS/SPECIALIZATIONS

- Application Design
- Experience Strategy
- Human-Computer Interaction
- Human Factors & Ergonomics
- Information Architecture
- Interactive Environments
- Media Installations
- Motion Design
- Usability Engineering
- User Interface Design/Engineering
- User Research



## SAMPLE DEGREES

- Applied Science & Tech (BA)
- Computer Engineering (BS, MS, PhD)
- Computer Science (BA, BS, MS)
- Electrical Engineering (BS)
- Graphic Design (BFA)
- Human-Computer Interaction (MS)
- Integrated Information Science & Tech (BPS)
- Interaction Design (BFA, MA)



## SAMPLE OCCUPATIONS

- App Designer
- Chief Product Officer
- Content Strategist
- Experience Designer
- Information Architect
- Interaction Designer
- Product Analyst
- Product Manager
- Professor
- Systems Designer
- Usability Analyst/Tester
- User Experience Researcher
- UX Designer
- UX Researcher
- Visual Designer
- Web Designer



## UX? UI? IxD? WHAT DO THESE MEAN?

**UX:** User Experience Design - sometimes used as an “umbrella” term for many specialties and related fields

**UI:** User Interface Design

**UX Designer vs. UI Designer:** UX is more analytical & technical, while UI works more with visuals; UI pertains to interactive elements in digital media (icons, clickable items, animations, drop down menus, etc.), while UX focuses on the structure behind the elements to determine how icon/button performs when clicked on

**IxD:** Interaction Design - subset of the larger field of UX

**IxD vs. UX:** IxD is an essential part of UX, but while UX is concerned with the entire user journey (including branding, usability, function, etc), IxD targets the moment of use & how to improve the interactive experience



## SAMPLE STUDENT ORGS

- Cyber Colonials
- GW DATA Club
- GW Tech Collective
- Institute of Electrical & Electronics Engineers
- Robotics Team
- Women In Computer Science



## PROFESSIONAL ORGS

- Human Factors & Ergonomics Society (HFES)
- Interaction Design Association (IxDA)
- Society for Technical Communication (STC)
- User Experience Professionals Association (UXPA)



## SAMPLE EMPLOYERS

- Accenture LLP
- ADG Creative
- Aligned Partner Group
- ALTEK Information Technology
- Applied Predictive Technologies
- Bates Creative
- Bluetext
- Carnegie Mellon University
- Central Intelligence Agency (CIA)
- Engage
- FCV Interactive
- Forum One
- Gartner
- Go Fish Digital
- Guidehouse
- Interactive Strategies
- Interfolio
- ISL
- Jack Henry & Associates, Inc.
- LMO
- Kit Check
- Mariana Tek
- Medullan
- Meow Wolf
- Mindbank Consulting Group
- nclud
- Oratrax Solutions
- Public Broadcasting Service (PBS)
- Skylight
- Spectraforce
- Taoti Creative
- The Brick Factory
- Ventura
- Viget
- Vox Media
- Warner Media Group
- Zillion Technologies



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