

Find the right UXer for your team

UX roles can be confusing and some of them even overlap. Each UX role takes charge of a different range of key tasks, depending on what phase of the design process they handle. Here are the most common UX roles and responsibilities, so you know what to look for in your search for a UX professional.



UX Designers

are generalists who cover a little of everything in all five phases of the design process. Tasks include:

- Conduct user research
- Analyze/identify user pain points
- Generate ideas and select most promising
- Create prototype designs
- Provide/solicit design critiques
- Conduct usability and user tests
- Push out design solutions



UX Researchers

are specialists whose findings influence the empathize, define and test phases. They also:

- Gain understanding of users through qualitative/quantitative research methods
- Analyze user data to synthesize key findings and make design proposals
- Advocate for users' needs
- Present research findings to team members
- Test and improve designs through evaluative research



UX Writers

or Content Strategists, write copy for the prototype phase of the process. Tasks include:

- Create effective page titles and navigation menu item names
- Write simple and blame-free error messages
- Craft emails and newsletters to achieve product goals
- Weave a cohesive narrative throughout
- Define/maintain vision for product's language



Product Designers

focus on a product's creation/design and user experience. They are responsible for all tasks under UX Designers plus:

- Plan roadmap for a specific product (anything outside of web design)
- Collaborate with development and marketing to ensure successful implementation



Visual Designers

are specialists who focus on the prototype phase. Also known as UI Designers, their tasks include:

- Transform UX goals into accessible designs
- Create and/or maintain a visual asset library used throughout the product including icons, badges, etc.
- Apply branding guidelines to designs



UX Unicorns

are a rare and special breed of people who contribute to all phases of the design process. Also called UX Engineers, they are responsible for all tasks under UX Designer plus:

- Develop live front-end prototypes
- Implement front-end design code
- Create innovative products