



NEED-TO-KNOW USER EXPERIENCE FACTS & FIGURES

TOP 4 IN-DEMAND UX POSITIONS IN THE U.S. ¹



Product Designer



UX Designer

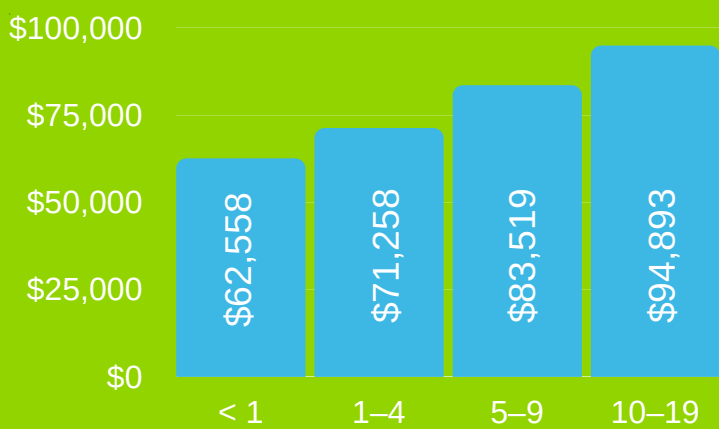


UI Designer

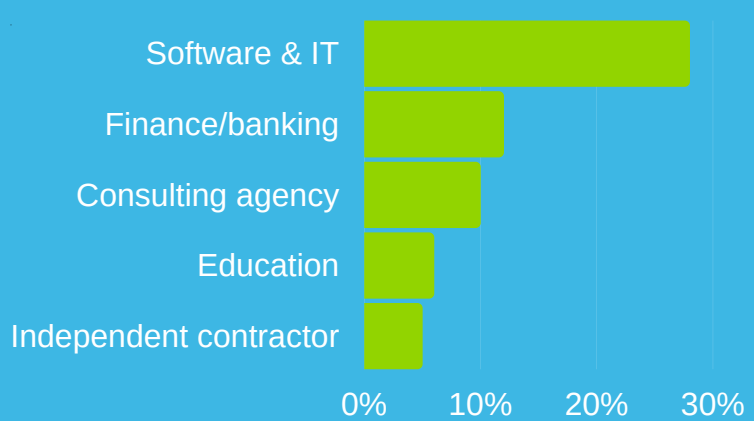


UX Researcher

UX is a growing field, with more candidates looking to break into it. But the number of UX professionals is still quite small (relative to demand).



The average national salary (per hour would be higher) for UX Designers in 2020, based on years of experience. ²



Software & IT is the top industry to hire and utilize UX professionals. ³

THE COST/BENEFIT OF UX ⁴

52%

of online shoppers claim that quick page loading influences their loyalty to a site.

Intentional and strategic UX has the potential to raise conversion rates by as much as

400%

\$1

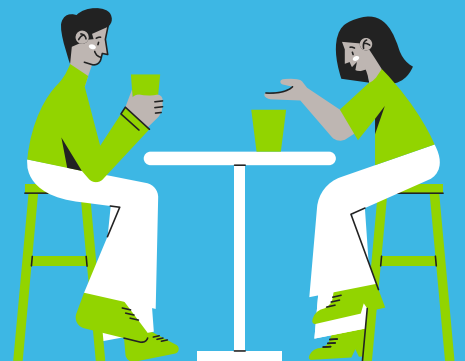
invested in UX results in a return between \$2 and \$100.

Slow-loading websites cost retailers each year in lost sales to the tune of an estimated

\$2B

SOFT SKILLS REQUIRED

In addition to hard skills like prototyping and wireframing, UX hiring managers are looking for candidates with soft skills such as communication and listening. That's because collaborating with subject-matter experts is a top activity carried out by 90% of UXers. ³



DID YOU KNOW?

Fixing a UX problem in development costs **10 times** as much as fixing it in design, and **100 times** as much if you're trying to fix the problem in a product that's already been released. ⁴

SOURCES:

1. LinkedIn
2. Payscale 2020 survey
3. Nielsen Norman Group 2019 survey
4. <https://truelist.co/blog/ux-statistics/>

