

HIRING A
UX HYBRID
PROFESSIONAL

PROS



CONS



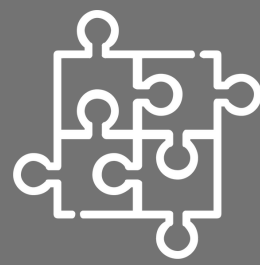
It's easier to find a UXer that specializes in one segment.



It's difficult to find a UX hybrid who can do it all (a unicorn).



You can look for a candidate who is more junior and willing to experiment with a hybrid role.



Many hybrid UXers don't have large company experience, so it might not be the right fit for you or them.



As a company, you get more hiring bang for your buck.



Your hybrid UXer can get burnt out from wearing too many hats.



UX is good for your company. Spending just \$1 on UX results in a return between \$2 and \$100.



A UX mistake can be costly. Fixing a problem in development costs 10x as much as fixing it in design.