

Industry Advisory Council

Meeting Report, April 2024

 HubSpot

 SAP

 Meta

 INTERCOM

 UNIVERSITY
CANADA WEST

 workday

 dentsu

 DELL

 Revolut

 Google

 Critical Mass.

 ANALOG
DEVICES

Key takeaways from the session

1 Updates from the UX Design Institute

Colman Walsh (CEO, UXDI) provided company updates including:

- Strong performance of two new courses launched in 2023, the Professional Certificate in Content Design and the Professional Certificate in User Research.
- Launch of a new State of UX Hiring Report, a practical guide offering data and advice for aspiring UX professionals on how they can break into the industry.
- Recently launched Product Design course bundle which combines the Professional Diploma in UX Design and the Professional Certificate in UI Design. The bundle is resonating well with our audience so far.
- Company plans for a content update and refresh of the Professional Diploma in UX Design in 2024.

2 UX hiring in 2024

The group discussed the ongoing impact of lay-offs by high-profile companies in 2023. There appears to be a trend of specialist roles being the worst affected, such as user researchers and content designers. Those in people management positions also appear to be more heavily impacted. However, the council were optimistic that the UX industry will right itself and agreed that this is a temporary downturn rather than a permanent one.



Key takeaways from the session

3 Designer skills for AI

The group agreed that it will be important for UX professionals to develop a basic understanding of how datasets and large language models (LLMs) underpin AI tools. It is likely that AI will eventually be impeded into most digital products, so designers will need to understand how AI works. The value of critical thinking skills was also mentioned. UX professionals will need to apply their analytical judgement in the context of AI, so they can evaluate the strengths and limitations of AI systems and make informed decisions. Related to this, UX professionals will need to understand the relevance of issues such as ethics and copyright when working with AI. In terms of specific AI tools, the group anticipate there being more integration of AI features into existing industry tools which UX professionals will need to explore.

4 Product designer skillset

The group discussed the importance of product designers having well-developed soft skills. It is crucial that product designers are effective collaborators, have strong leadership skills and have the ability to create a positive workplace culture. Product designers also need to be able to prove impact through performance metrics and effectively prioritise roadmaps so resources are allocated to projects with the greatest potential. The group consensus was that there is much overlap between the roles of product and UX designers and that the title a person holds is largely determined by their company's role title conventions.



Attendees



Denise Leahy
Quality Chair of IAC
Formerly Trinity College Dublin



Serra Kiziltan
Group Creative Director
Serra-K LLC



Jonathon Colman
Senior Design Manager
HubSpot



Catherine Wilson
UX Research and Design Manager
Aer Lingus



Denis Cullinane
Senior Manager User Experience
Dell Technologies



Dave Keighron
Higher Education Professor
University Canada West



Frank Gaine
Head of Digital Experience
Smartbox



Stephen Hassard
UX Research Manager
Google



Gareth Dunlop
Experience Design Consultant
Consulting



Colman Walsh
Chief Executive Officer
UX Design Institute



Rachael Joyce
Head of Research & Insights
UX Design Institute



Lisa Dahmani
Director of Marketing
UX Design Institute

