

Industry Advisory Council

 Meeting report, November 2023







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01

UXDI updates

We discussed the launch of two new courses: the *Professional Certificate of Content Design* and the *Professional Certificate in User Research*. Both courses have been well received so far by career switchers and UX designers looking to upskill. We also reported on our most popular webinar to date, which featured Don Norman and other UX leaders like Irene Au, Brenda Laurel and Aaron Walter.

02

State of UX hiring

UXDI is planning to launch the *State of UX Hiring* report in 2024, which will explore the UX hiring landscape. In advance of that report, we wanted to get a sense from Council members about how design hiring has evolved over the past year and what the horizon looks like going into 2024. The group discussed how teams are being resourced, and how capabilities and skills are being developed and maintained.

03

Designer-developer collaboration

The gap between design and development is where great ideas can fail. In this discussion, Council members shared insights and tactics for bridging that gap. The group discussed approaches for improving collaboration between designers and programmers. They also discussed how to avoid common challenges that can affect software quality and working relationships.



Key takeaways from the session

- **After a year of uncertainty, the outlook for 2024 is careful optimism.**

The group discussed the impact of lay-offs by high-profile companies in 2023. With the market uncertain and efficiency on the agenda, companies have been cautious when it comes to hiring.

Nonetheless, there was a sense of careful optimism for 2024, with most expecting UX hiring to pick back up. Junior roles will be a target for some design leaders as they seek to rebalance and backfill their teams. Upskilling of current teams was also considered a priority for 2024.

- **Designer-developer collaboration is still a challenge.** The group agreed that breakdowns in communication between developers and UX designers still pose a challenge in product development, and perhaps always will to some extent. However, this can be remedied by making it a priority to get teams talking to each other on a regular basis. A simple answer that isn't always easy in practice.

- **For better collaboration, two-way knowledge is key.** UX designers should have foundational knowledge of software development, and developers should understand the principles of good UX. “Speaking a common language” makes the difference.

- **Remote working impacts how we assimilate organisational knowledge.** While there are big benefits to working remotely, the group discussed how it can impact on our ability to absorb knowledge from across the business. This can be particularly difficult when onboarding junior designers, as they may get fewer opportunities to see how different teams and functions work.

As we continue to work in hybrid and remote environments, team leads and managers need to be intentional about finding ways to ensure these elements of cross-collaboration are not lost.



Attendees



Denise Leahy
Quality Chair of IAC
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Serra Kiziltan
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Owen Derby
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