

# EXPLORING THE FIELD OF XA

## DESIGN ORIENTED WORK IN XA

### GRAPHIC DESIGNER, VISUAL DESIGNER, USER INTERFACE DESIGNER, INTERACTION DESIGNER WHAT IS THE DIFFERENCE



#### VISUAL ORIENTED JOBS

##### Graphic Designer

work more with print designs and deliverables

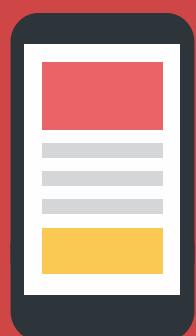
- Typography
- Color
- Images
- Use of space

- Typography
- Color
- Imagery
- Icons
- Other design element

##### UI Designer

User interface (UI) designers are responsible for the "look and feel" of a website, app, or other product & work exclusively on web

#### Visual Designer

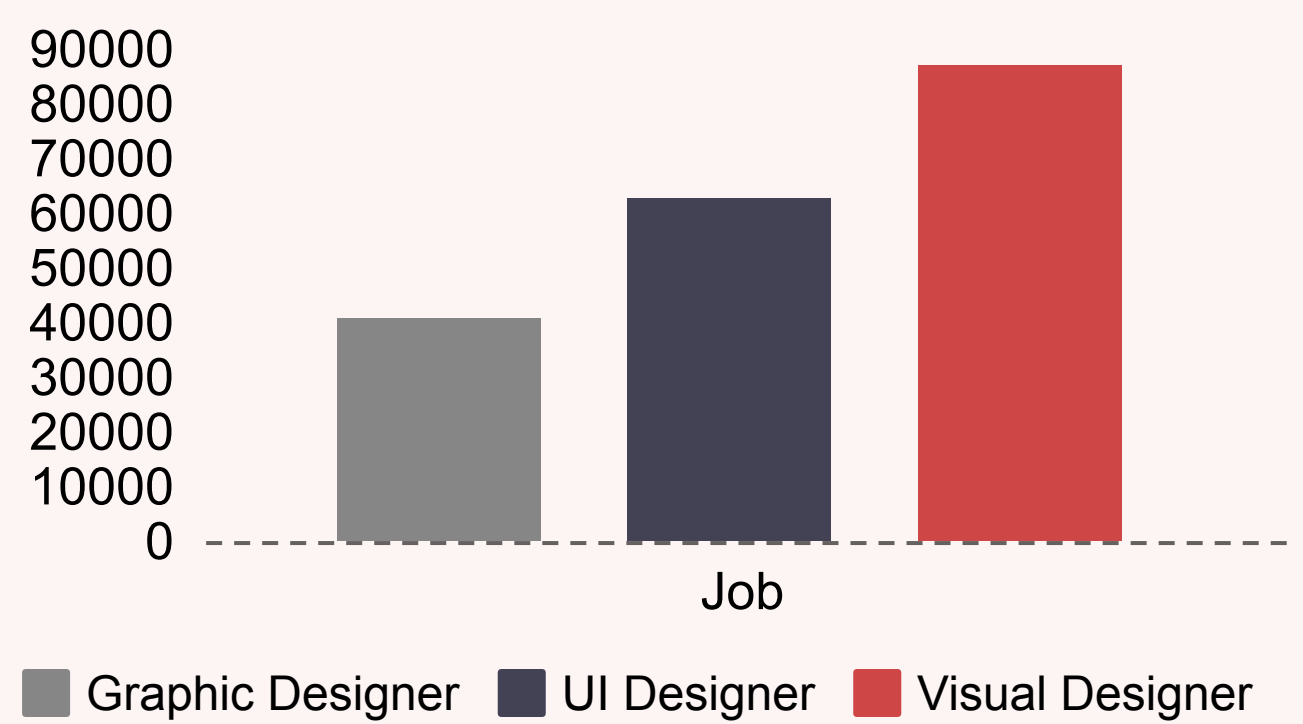


- Work primarily with web layouts and deliverable, including things like icons, info-graphics, logos, and presentations.
- Hybrid between graphic designer and UI designer.
- Understand UX, UI, and web design.
- Play a key role in defining what goes into brand's unique style and voice.
- Explaining concept and decision behind their work.

#### AVERAGE SALARY



Graphic Designer : **\$40,666**  
 UI Designer : **\$62,678**  
 Visual Designer : **\$87,000**



#### INTERACTION ORIENTED JOB

##### Interaction Designer

- Other than working with text and images, designer is also responsible for creating every element on the screen that a user might interact with.
- Focus with the specific interaction between user and screen.
- In charge of design strategy using data provided by user researcher.
- Making wireframes of key interaction.
- Making prototype of the product

It's nearly impossible to identify as "only" an interaction designer. The field overlaps with UX design, UI design, development, and visual design.

**\$ 77,219**

Avg. Salary

## PEOPLE IN THE INDUSTRY

#### EDUCATION BACKGROUND

- Fine Art
- Art History
- English Literature
- Industrial and Product Design
- Information Science

- International Relation
- Professional Writing
- Communication
- Applied Statistics
- Human Computer Interaction

UX is a very diverse community with various backgrounds

These are just some examples of educational background that some people in the industry have. Although most of the people come from a related background, there are some who don't.



#### BRENDA LAUREL

Brenda Laurel is currently a principal at Neogaian Interactive which dabble in design research, concept development, and design strategy. She is also a writer, researcher, and consultant. She has a long list of experiences working in experience design related jobs. Dr. Laurel is widely acknowledged as one of the pioneers of computer game design and interface design. Her doctoral dissertation (Computers as Theatre, 1991; and Computers as Theatre, second edition, 2014) was published as a book that has had enormous influence in the areas of interface design, computer games, and interactive entertainment. When she was a member of the Research Staff at Interval Research Corporation (a think-tank founded by Paul Allen, co-founder of Microsoft) she led a research and development effort to understand relationships between gender and technology among children and teens. Her book on design research (Design Research: Methods and Perspectives, MIT Press, 2004) has influenced thinking about how research can and should be incorporated into the teaching and practice of design. She has also worked for Atari, Sony Pictures, Apple, and Citibank amongst her many accomplishments.

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