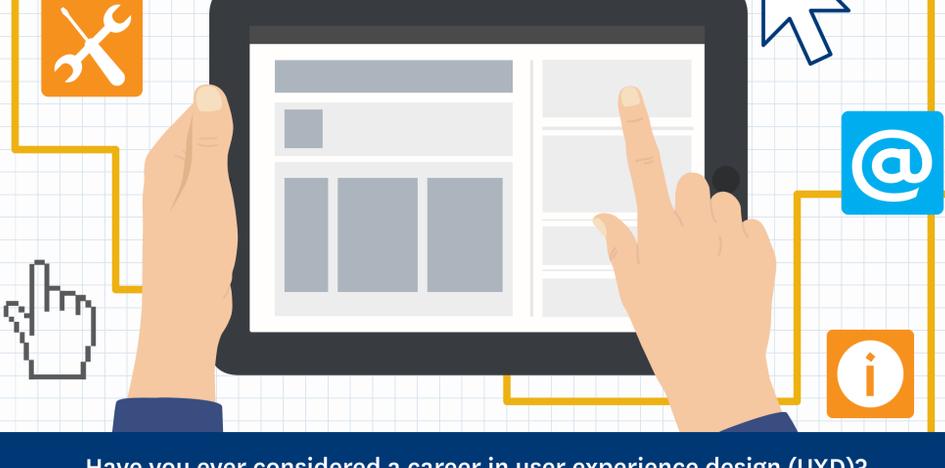


A career in UX DESIGN



Have you ever considered a career in user experience design (UXD)? *UX design is one of the fastest growing interactive careers, one in high demand in nearly every industry across the country.*¹

Check out these facts about a career as a UX design professional.

This is the Decade of User Experience Design

Why UX Design Matters

A company's web presence helps to build a brand's awareness and identity, which can be a big revenue driver. A confusing web presence means lost sales and negative brand association. Keep in mind:

Over \$1 trillion of all retail sales every year are mobile influenced.²



Mobile design and compatibility have increased sales for over 60% of companies.⁴



85% of adults think a company's mobile website should be as good or better than their desktop site.³

Since 2015, web-influenced offline sales have outnumbered non-web-influenced offline sales.⁵

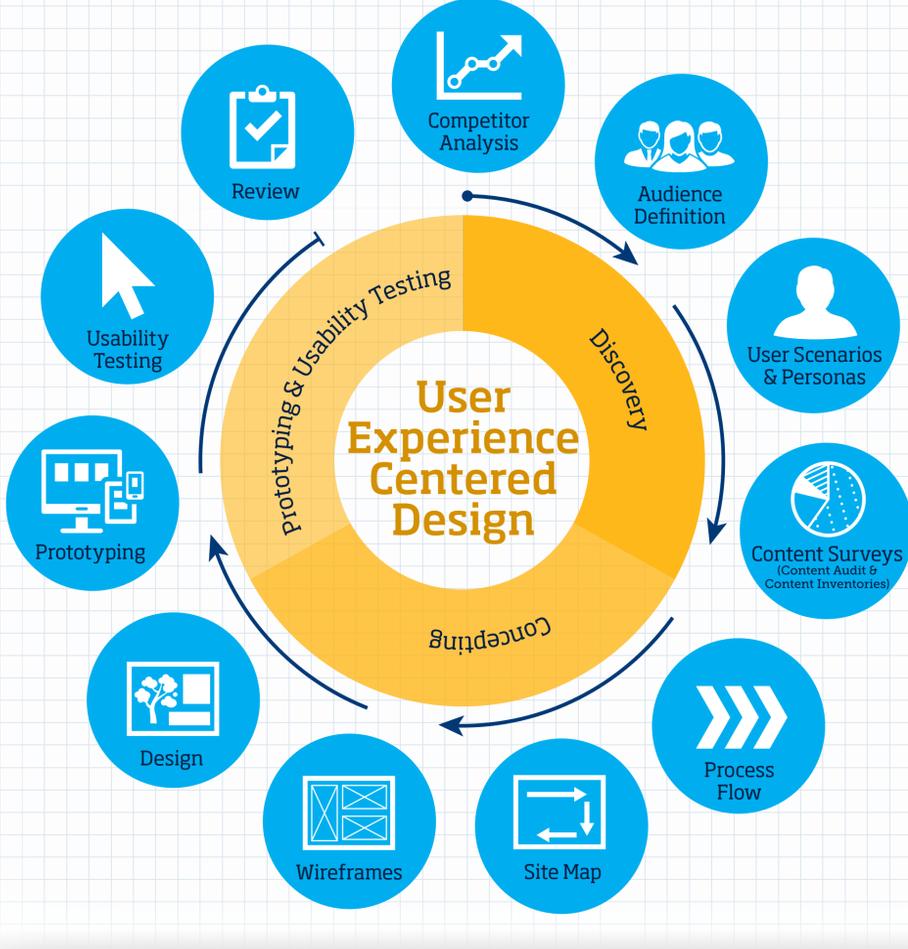


53% of people will abandon a website if it takes more than three seconds to load.⁶



Usability and intuitive site navigation are key to a successful website.

What UX Design Professionals Do:⁷



What UX Design Professionals Work On

UX design professionals report they have worked on the following types of products at some point during their careers.⁸

Websites and Web Apps: **94%**

Mobile Apps: **67%**

Enterprise Applications: **60%**

Desktop Applications: **54%**

WEB



Websites
Web Apps
eCommerce Sites
Shopping Carts
Landing Pages

ADVERTISEMENTS



Banners
Email Campaigns
Video Gaming
Surveys

APPLICATIONS



Mobile Apps (iOS, Android, WebOS)
Other Devices (Desktop, e-readers, GPS)

The Future of UX Design

According to CNN Money and PayScale's top 100 Best Jobs in America report, UX designers can expect big growth, great pay and satisfying work:⁹

Median Pay:

\$89.3K

Top Pay:

\$150K

10-Year Job Growth:

18%

Based on survey responses, UX design professionals:⁹

- Feel well-rewarded and highly valued
- View their work as being good for humanity
- Enjoy being able to use so many of their skills
- Find their work challenging and engaging



According to the same survey of professionals working in UX design:⁹

90%

hold at least one college degree

5.4

satisfaction rate on a scale of 7

20%

work on both UX and software programming

52%

hold at least one master's degree

Kent State University offers an online Master of Science in Information Architecture and Knowledge Management with a concentration in User Experience Design.

KENT STATE UNIVERSITY

1. <http://www.onwardsearch.com/career-center/ux-careers-guide/>
2. <http://www.mediapost.com/publications/article/268210/mobile-influence-on-store-sales-tops-1-trillion.html>
3. <http://excellentpresence.com/3405/googles-421-update-mobile-friendly-web-design/>
4. <https://econsultancy.com/reports/user-experience-survey-report>
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