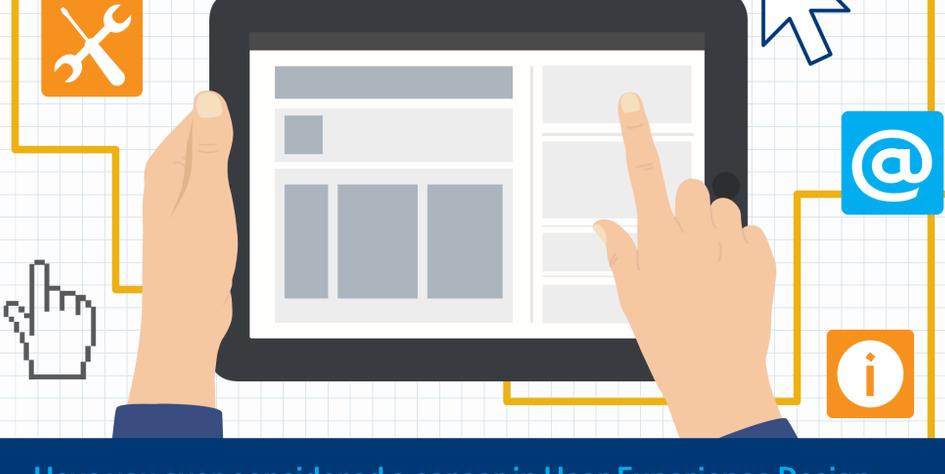


A career in UX DESIGN



Have you ever considered a career in User Experience Design (UXD)? UXD is one of the **fastest-growing** career fields in the United States. Check out these facts about a career as a UXD professional!

This is the **decade** of User Experience Design

WHY UX DESIGN IS SO IMPORTANT

A company's web presence builds brand awareness and identity and can be a big revenue driver. A confusing web presence means lost sales and negative brand association.



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



48% of users say that non mobile-friendly sites give a bad impression of the business.³



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



3 SECONDS+



40% of people will abandon a web page if it takes more than three seconds to load.⁵

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



WHAT UXD PROFESSIONALS DO:



UXD PROFESSIONALS WORK ON:

WEB	ADVERTISEMENTS	APPLICATIONS
<p> Websites Web Apps eCommerce Sites Shopping Carts Landing Pages </p>	<p> Banners Email Campaigns Video Gaming Surveys </p>	<p> Mobile Apps (iOS, Android, WebOS) Other Devices (Desktop, e-readers, GPS) </p>

UXD professionals report they have worked on the following type of products at some point during their career⁶:



THE FUTURE OF UX DESIGN

Median Pay: \$92,000⁷ **Top Pay:** \$150,000¹ **10-Year Job Growth:** 22.1%¹

Self-reported figures from UXD professionals working in USA and abroad; local and current economic conditions may affect compensation ranges.

Estimated growth of UXD positions nationwide; local and current economic conditions, and other factors, may affect projections.

At least **90%** of current UXD professionals have at least one college degree.⁸



UXD professionals report⁶:

- Feel 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**.

UXD professionals report:

5.4

satisfaction rate on a scale of 7.⁶

20%

work on both **UX and software programming**⁶

52%

hold **at least one master's degree**⁶

Kent State University offers an online Master's in IAKM with a concentration in User Experience Design.

To learn more, visit OnlineDegrees.kent.edu/UXD

KENT STATE UNIVERSITY

CITED SOURCES:

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ADDITIONAL SOURCES:

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- <http://designmodo.com/future-user-experience-design/>
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