

# DESIGNING YOUR **UX CAREER**

UX Vietnam Festival 2018 - January 14 2019

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# BACKGROUND

20+ years in design industry

Founding team member of multiple startups

Ran design agency for 10 years

UX director of multiple design agencies

International speaker on UX

World's largest humour site

# DISRUPTION

Nothing shall be spared

# SUPERMARKETS

STORE CASHIER

SELF-SERVE

CASHIERLESS



# SUPERMARKETS

STORE CASHIER

SELF-SERVE

CASHIERLESS

DIRECT SHIPPING



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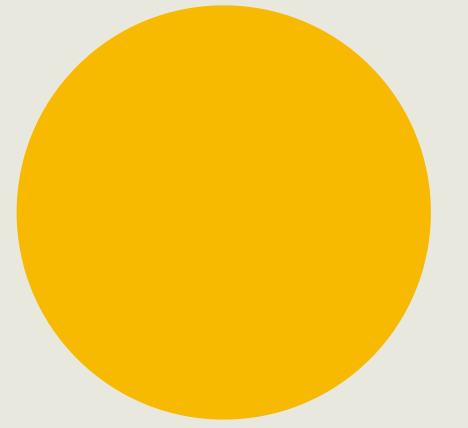


# TRANSPORTATION

PERSONAL VEHICLES

TAXIS

RIDE HAILING



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PERSONAL VEHICLES

TAXIS

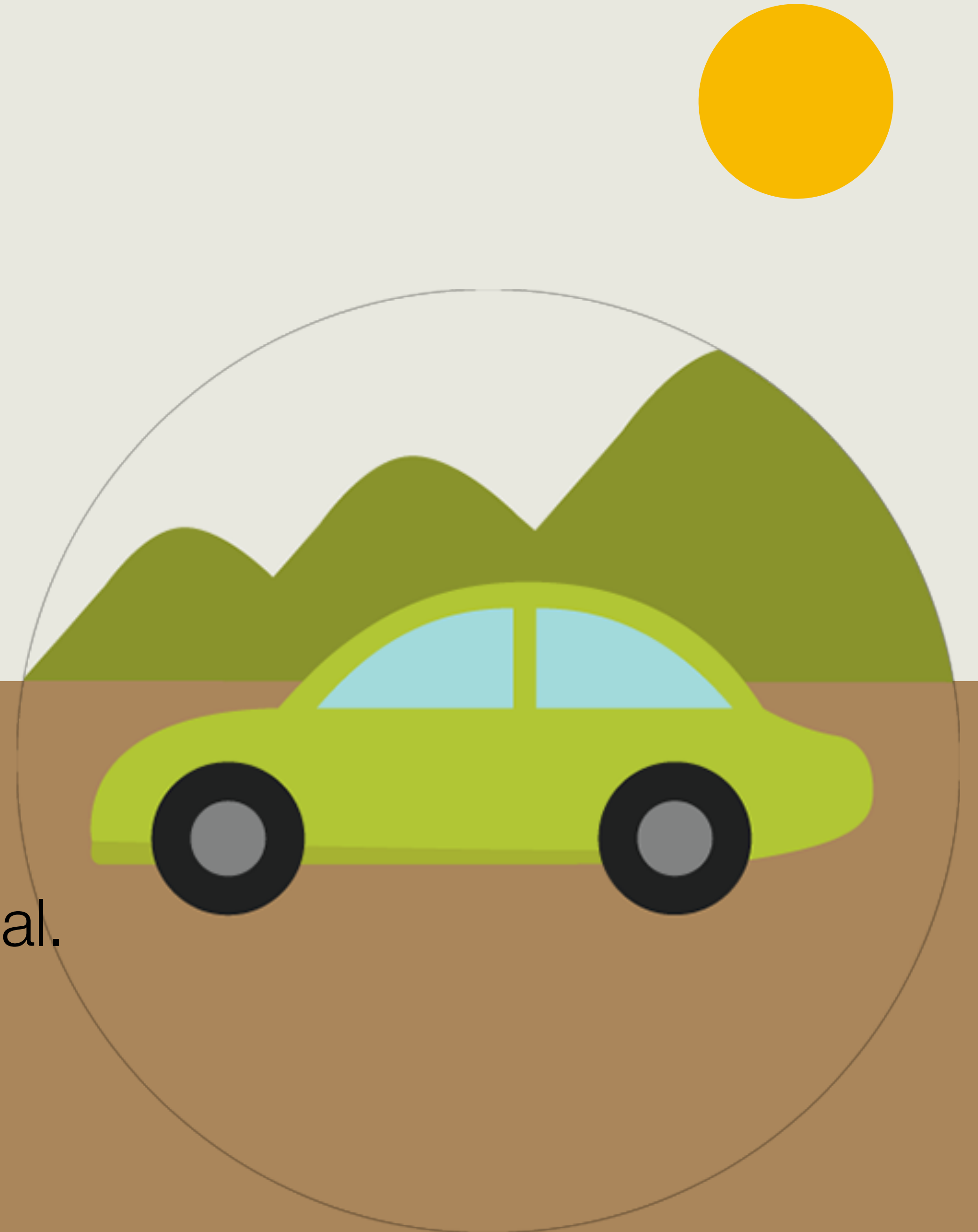
RIDE HAILING

AUTONOMOUS FLEETS

## Motivator?

UBER alone employs **2,000,000 drivers** global.  
Do the math.

Source: CNN



# ENTERTAINMENT

LIVE

RECORDINGS

RADIO

PEER TO PEER



# ENTERTAINMENT

LIVE  
RECORDINGS  
RADIO  
PEER TO PEER  
STREAMING

SPOTIFY has over **40,000,000 tracks**.

I'd personally listened to them for  
29,218 minutes in 2018.

Sources: Wikipedia; Spotify Wrapped



# COFFEE

MANUAL BREWING  
MACHINE

AUTOMATIC MACHINE



# COFFEE



MANUAL BREWING  
MACHINE  
AUTOMATIC MACHINE  
ROBOT BARISTA

**THIS IS A UX CONFERENCE RIGHT?**

# DESIGN

There's circles debating whether design jobs will be largely **automated** in 5-10 years.



# DESIGN

There's circles debating whether design jobs will be largely **automated** in 5-10 years.

**Seems pretty impossible... until you really start thinking about it.**



LOGO

Menu Item

Menu Item

Menu Item

Menu Item

Menu Item

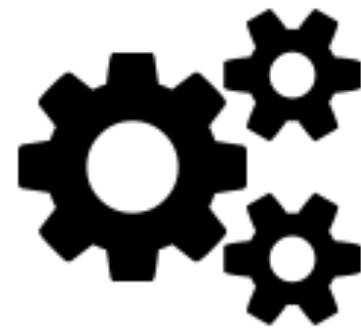
Login

SIGN UP

Jargon filled content  
about how inspirational  
our service is.

LEARN MORE

Another line boasting about our service.



It's so configurable and customizable you won't believe it. It's like a digital extension of you!



It's a cloud service, so we need something to show it's really authentic, like a cloud icon.



This meaningless graph icon gives you a feeling that measurable stuff is somehow happening with this service.

We found 69 results for 'amazing products'...

Sort by Ascending Price ▾



Glorious Filters

Color

- ☐ Down and out blue
- ☐ Passionate pink
- ☐ Aggressive red
- ☐ Mustard stain yellow

Brands

- ☐ Amazing Co.
- ☐ You Won't Regret It
- ☐ Super Products Ltd.
- ☐ iProduct

Ratings

- ★★★★★★
- ★★★★★ ☆ 4 or more
- ★★★★ ☆ 3 or more
- ★★★ ☆ 2 or more
- ★★ ☆ 1 or more

Price Range

1,000,000 VND ▾

to

3,000,000 VND ▾

APPLY



Amazing New Product  
You Must Have 68GB  
Model Genuine

12.990.000 VND FREE DELIVERY

★★★★★ ☆ 5 Ratings



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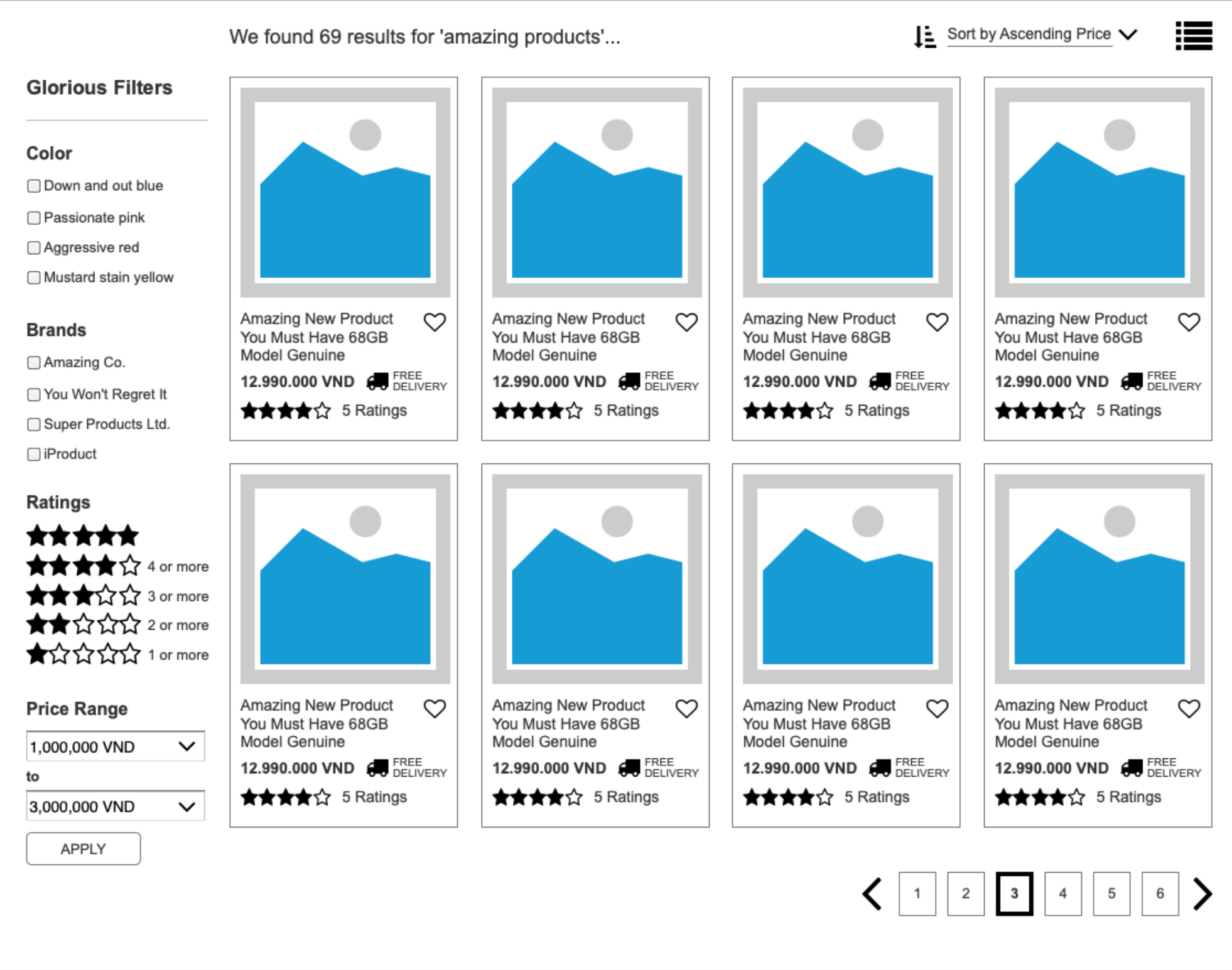
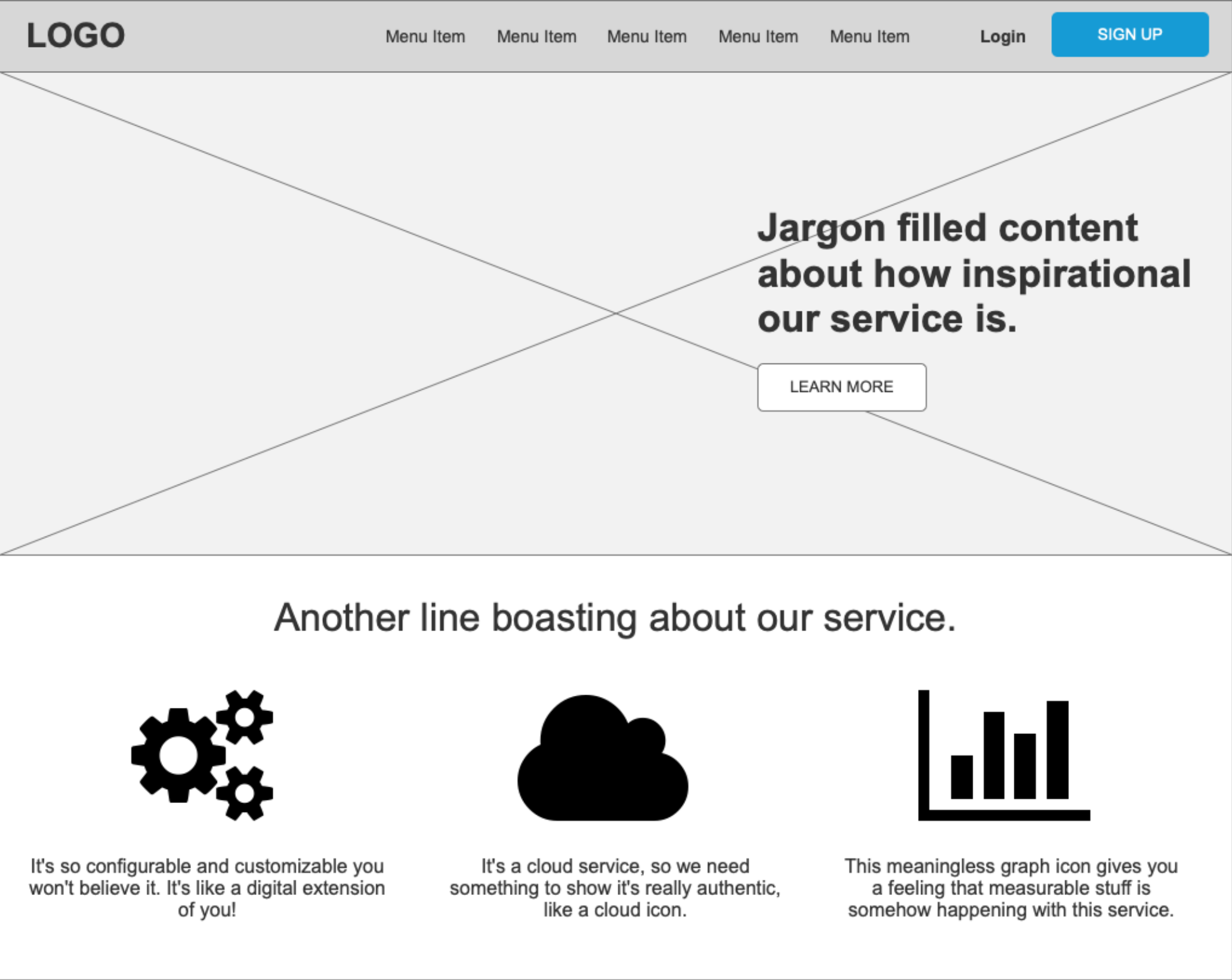
★★★★★ ☆ 5 Ratings



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12.990.000 VND FREE DELIVERY

★★★★★ ☆ 5 Ratings



Honestly... A robot could do these without breaking a sweat.

Material Design

iOS UI Patterns

HTML Form Fields

Themes

Flat Design

Touch Interface

Small Screens

2D Interfaces

Design Systems

Responsive

Many usability benefits for users like  
consistency, affordance, familiarity and predictability.

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iOS UI Patterns

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2D Interfaces

Design Systems

Responsive

Many usability benefits for users like  
consistency, affordance, familiarity and predictability.

**However they create an environment ripe  
for automation.**

**THINK OF YOUR FAVORITE PRODUCT**

# My Sony Extra Bass earphones instantly spring to mind...

- ✓ Sounds right for me
- ✓ Has personality
- ✓ Isn't afraid of being different
- ✓ Material refinement
- ✓ Form and function balance



# My Crumpler Artisanal Loaf pouch also comes to mind...

- ✓ Has personality
- ✓ Isn't afraid of being different
- ✓ Right proportions
- ✓ Material choices
- ✓ Highly functional



# My Crumpler Artisanal Loaf pouch also comes to mind...

- ✓ Has personality
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**How do we design for that level of affection and uniqueness for our digital products?**



# RIGHT HERE, RIGHT NOW

The new demands for design



Audi A7 Triple Screen Dash Interior

Source: AUDI AG



Mercedes Benz A-Class Large Screen Interior

Source: Mercedes-Benz



Amazon Echo



Amazon Echo

## FACT CARD

**Amazon Alexa**

Over 100,000,000 devices <sup>^1</sup>

**Google Assistant**

On 1,000,000,000 devices <sup>^2</sup>

**Google Home**

More than 1 sold every second <sup>^3</sup>

**Apple Siri**

500,000,000 active users <sup>^4</sup>

Sources

<sup>^1</sup> Engadget

<sup>^2</sup> Ars Technica

<sup>^3</sup> Techcrunch

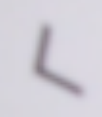
<sup>^4</sup> AppleInsider



CafeX Interface

CafeX Interface





### Americano

Espresso topped with hot water. Similar to a drip coffee.

2.75

### Americano with Milk

Espresso topped with hot water. Similar to a drip coffee.

4.00

### Caffè Latte

Espresso with steamed milk and ultra-fine milk foam

3.50

### Cappuccino

Most Popular

Espresso and ultra-fine milk foam

3.00

### Cortado

Equal amounts of espresso and steamed Oatly. Also known as a Gibraltar.

2.50

### Espresso

18-19 grams of coffee precisely extracted to the roaster's parameters

3.00

### Espresso Macchiato

Espresso with ultra-fine steamed milk foam. A

CafeX Interface

NOW MAKING

SARAH M

CAROLYNN T

LEE M

+ 1 ORDER QUEUED

PICK UP NOW

MATT R

CafeX Interface



CafeX Interface

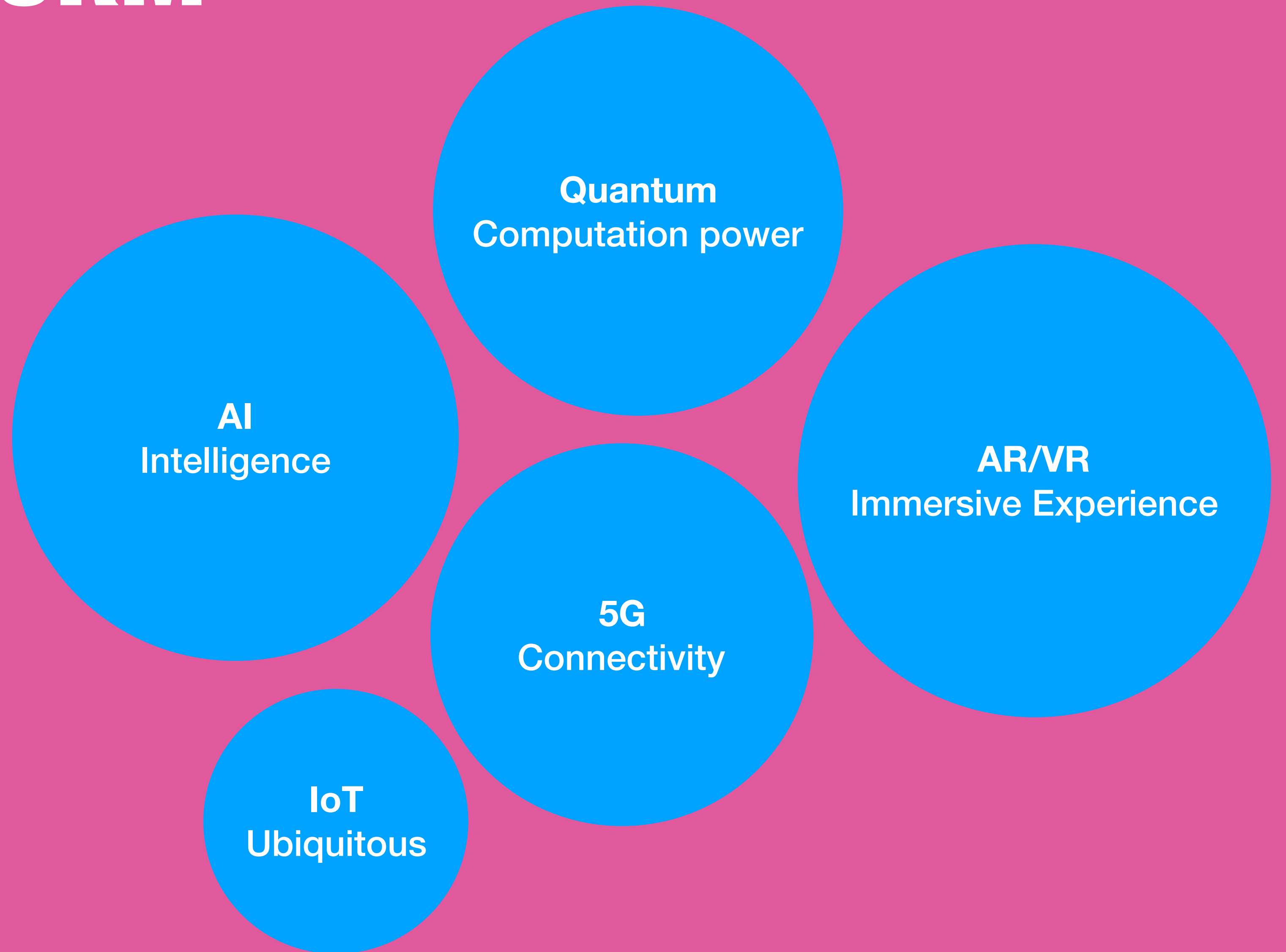
# WHERE THINGS ARE GOING

The perfect storm has arrived

# THE PERFECT STORM

This will be the beginning of a significant redefinition of how our civilization lives.

Massive computational, interface and connectivity improvements will usher in next wave disruptions.

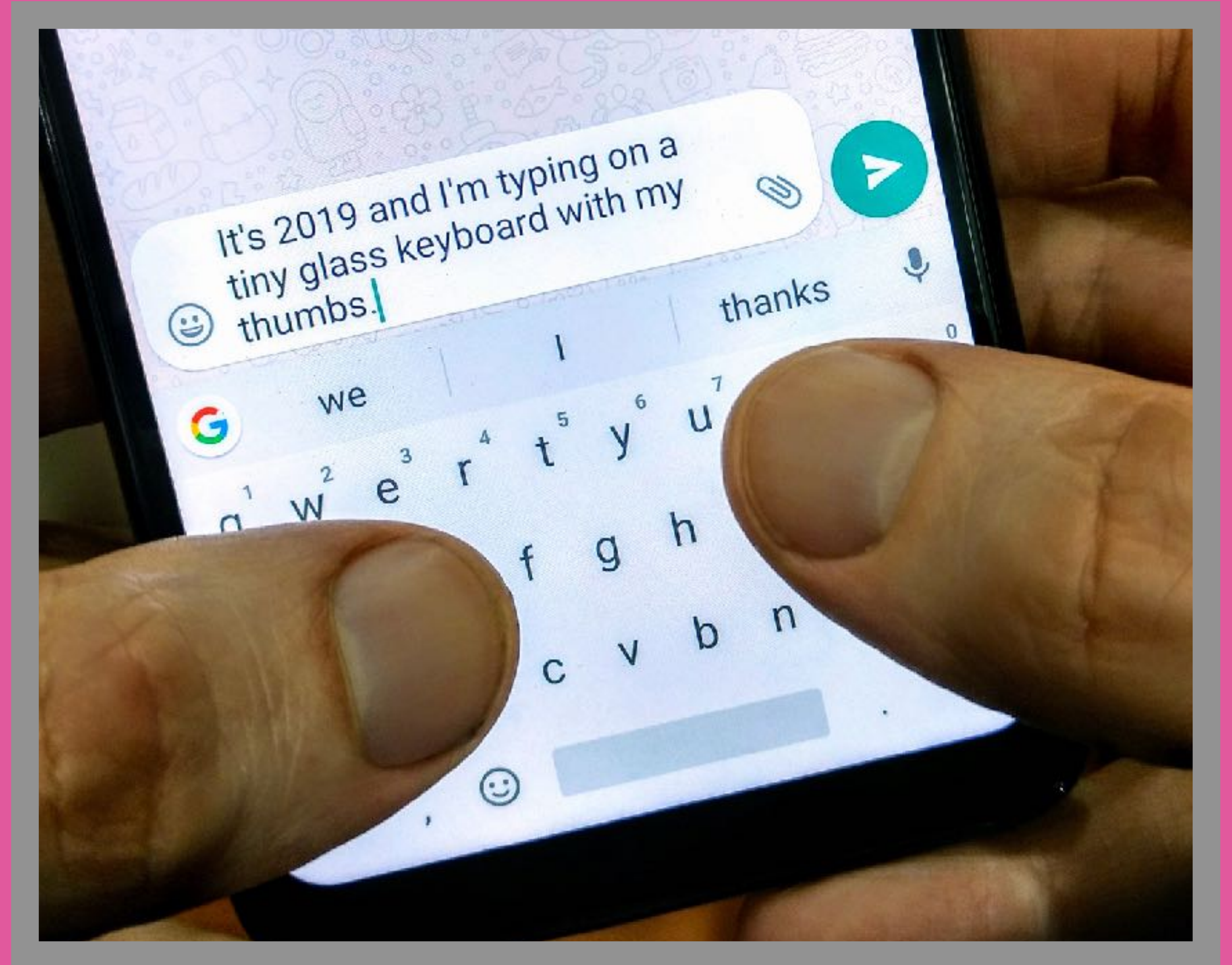


# THE PERFECT STORM

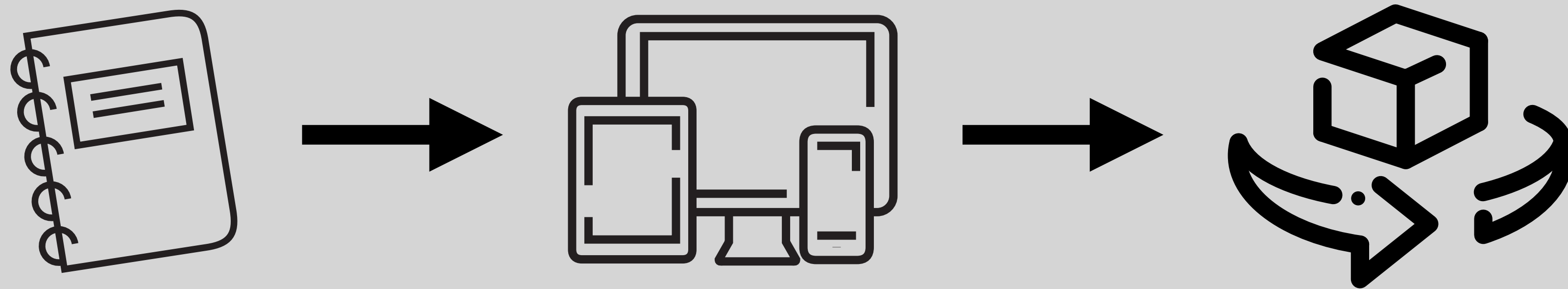
10 years from now...

We'll be **laughing** at footage of us all sitting around tapping on tiny glass keyboards with our **THUMBS!!**

Do you want to limit yourself to 6 inch mobile screens and dinosaur desktops?



# THE PERFECT STORM



Much of our technology is still flat and based on screens or pages (remnants from past paper dependent generations). Web browsers, eMagazines, word processors, slide decks.

When we break free from this, it transforms everything.

# THE PERFECT STORM

Assume everything is transitioning into something else,  
how can you capitalise on this in a design perspective?

**How can you and Vietnam be uniquely positioned?**

# YOUR 40 YEAR CAREER

You're 25  
today.

**2020**

You're 35,  
that's fast!

**2030**

OMG  
you're 45!!

**2040**

Age 55,  
what the??

**2050**



# YOUR 40 YEAR CAREER

## 20 Year Hot Zone

You're 25  
today.

**2020**

You're 35,  
that's fast!

**2030**

OMG  
you're 45!!

**2040**

Age 55,  
what the??

**2050**

Everything's going to change...

**selling, transport, energy, financials, health, transacting, consumption,  
waste, communications, entertainment, travel, food, work,  
surveillance, real estate, human longevity**

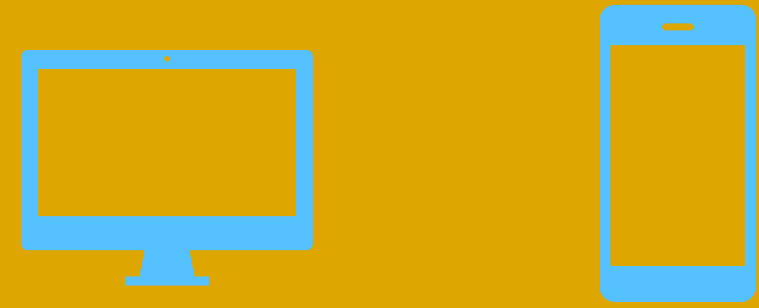
**Vietnam is not an  
emerging market.**



**Vietnam is not an  
emerging market.**

**It's possibly a 'leap frog'  
market.**





## DEADEND

Desktop sites  
Mobile apps



## TODAY

Interfaceless  
Assistants  
Bots  
Automation



## NEAR FUTURE

Interfaceless  
Augmented and Virtual

- Medical
- Educational
- Entertainment
- Industrial
- Travel
- Communications
- Telepresence

# SETTING THE SCENE

Crafting your path and experiences

# YOUR PATH

## Become a generalist or specialist?

*Senior UX Designer vs Senior Researcher*

Early on be open - get hands on and exposure across the whole design process. Later consider narrowing into a specialty that best suits you.

# YOUR PATH

Subject matter expert  
or diverse range of category?

*e-Commerce Specialist vs Category Independent*

Again... gaining exposure is key. As you've accumulated particular experience and interest in a specific field, consider becoming an expert. Dabble in the world of design and it will lead you in the right direction.

# YOUR PATH

## Work in-house, in an agency or as a contractor?

*Employee vs Independent Contractor*

In-house is often the starting point. An in-house team can teach you the ropes, agency life gives you breadth of experience. Agencies tend to hire limited intern and junior positions.

As you build your skills and portfolio you'll eventually gain value as a contractor.

# YOUR PATH

Should I work as a UX team of one or in a team?

*Lone ranger vs team setting*

UX so greatly benefits from the sharing and exploration of ideas together in groups. Greater progress when learning and growing with and from others.

# EXPERIENCE

What areas are often lacking when evaluating candidates?

**Commercial understanding**, business drivers for decision-making, political effectiveness

**Holistic view** of product and **contextual awareness**

**Documenting**, diagramming, technical flows and other 'living documents' for projects

**Content strategy** is equally important to interface design for successful product

# EXPERIENCE

## Should I start a design brand or self-brand?

*Dragon Star Design Studios vs Me*

When starting out, you're what companies are hiring and trusting, not an empty brand. As time goes on and the conditions are appropriate, putting the value and reputation you've cultivated and likelihood of needing subcontractors into a brand makes much more sense.

Otherwise the overheads are unnecessary.

# LEARN

What are the small things that make a big impact?

Doing the basics well (search, forms, navigation, error handling, support systems, authentication)

Creating delightful moments.

Being attentive to micro-interactions

Improving the 'intelligence' of functions

# LEARN

Areas to develop beyond design specific skills?

**UX is one cog in the machine** - grow your ability to relate and work with other teams (developers, marketing, growth hacking, product owners, senior management).

**Presenting, story telling, pitching** - the ability to SELL and persuade people on your designs and research insights is crucial.

# STANDOUT

How do I stand out from a crowded candidate market?

May not seem crowded now, but it will be.

Have a personality, a position on design, a unique selling proposition.

You can design something uniquely valuable, not simply your version of something somewhere else.

**Passion and pride in your work.**

# GETTING THE JOB

Proving you're the one they can't live without

# PASSION & PRIDE



Industry Room, Hà Nội

# PASSION & PRIDE



Ga Mười Chín, Thảo Điền

# COVERLETTER & RESUME

The perfect first piece to assess one's UX.



- Layout and structure
- Attention to detail
- Clean design
- Typography
- Terminology
- Considered and purposeful design

Is this person a legit UX person?



Photography, 3D graphics, video production, coding are all good but don't let them drown out and dilute your real calling.

# PORTFOLIO



**Google  
Drive  
Link**



**No  
Portfolio**

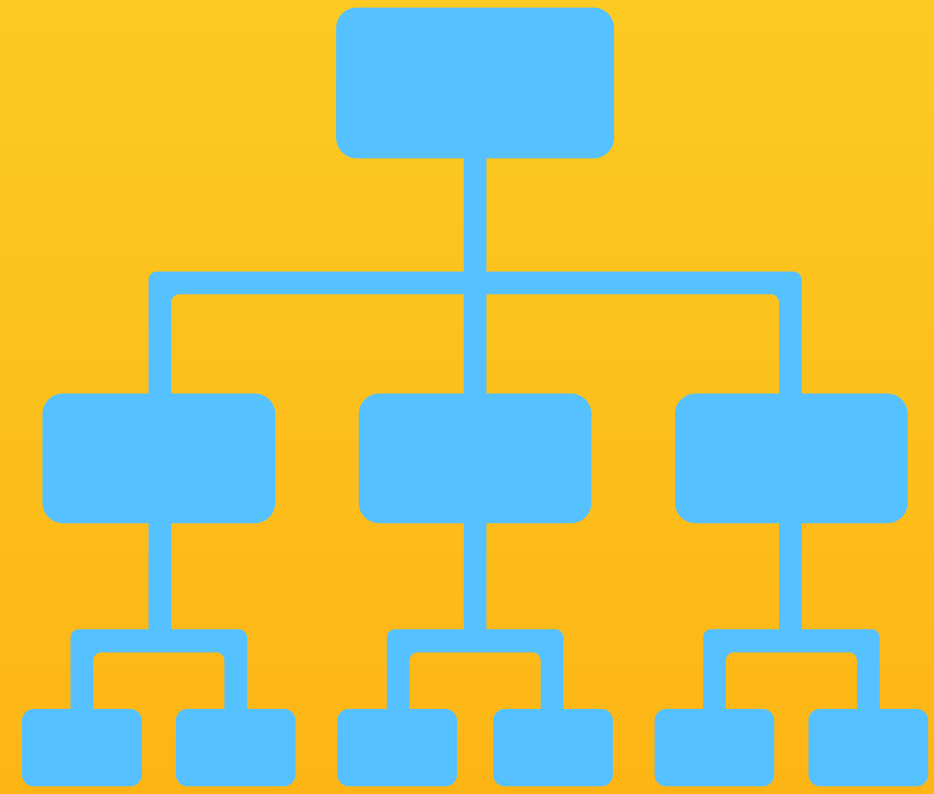
**Emailed  
PDF**

**Behance  
or Similar**



**Portfolio  
Site**

# PORTFOLIO



Portfolio  
Site

## Essentials

Easily accessible, don't hide it, don't embed insane URL  
Make it completely idiot proof

## Uniquely Yours

Tells a story, not just a collection of designs  
Has your personality and personal touch

## What It Tells

Stating the background, problem, solutions, outcomes  
Showcase how you got to designs, not just the designs  
Reveal the messy side of UX

# GETTING EXPOSURE



## **Recruiters - Your Personal Salesforce**

They open the doors as they're likely more connected than you

They do the pitch work and vouch for you



## **LinkedIn - Take it Seriously**

Your LinkedIn can't have tumble weeds rolling across it

Update it, nurture it, build network of connections

It'll be checked regardless if they found you there or not



## **Community & Events**

There's plenty of UX specific chats, forums, Slacks, groups, etc.

# INTERVIEW BASICS

## Keep it Real

Exaggerations are an easy spot, UX community is super small town

## Plain Language

Avoid tons of UX and business jargon, it doesn't dazzle, it dazes

## Positive

Positivity, optimism, overcoming obstacles; wins over negativity and pessimism

## Converse

Be human. A friendly chat between friends beats a Q&A session any day

## Participation

Community involvement, writing, presenting, side projects, volunteering, giving back

# INTERVIEW BASICS

## **Confidence**

Goes far in showing maturity, how you'll handle situations and stakeholders

## **Approachable**

Friendly, warm and humble, signs of someone with empathy for others

## **Self Development**

What are you actively doing to better yourself personally?

## **Punctuality**

Not on time? Likely won't be for senior level meetings either

## **Readiness**

Materials ready to go, no hunting around asking for wifi passwords and searching for docs

# INTERVIEW BASICS

“If I had to hang out with someone 8 hours a day is this the person?”

“How would they handle a hypothetical project end-to-end?”

# QUESTIONS & MORE QUESTIONS

What's the official job description?

How long has the UX team been around? Before that?

Accountability and responsibilities of role?

Where does UX fit into the business?

How is it integrated into project work flows?

What's the reporting line and approvals for UX?

What's the perception of UX by the rest of the business?

Do training, conferences and events have allowances?

What are some wins for UX team in past year?

What's the tool kit? Sketch? Axure? InVision?

# QUESTIONS & MORE QUESTIONS

It's potentially the next few years of YOUR life,  
YOUR happiness, YOUR growth, YOUR  
prosperity, YOUR rewards at stake.

**Never fear of being inquisitive.**



# QUESTIONS & MORE QUESTIONS

Not interested in answering? Makes you feel uncomfortable about the questions or really don't have answers?

**That's your cue to pick up and move on.**



# POST INTERVIEW

## Do What You Say

Do your action items, make them a priority. References, samples, side projects you discussed. Follow up, it's so rare... you'll stand out.

## Investing Time

A couple days effort in completing test assignments, company research, product category is an incredibly wise investment.

Appreciation is never out of style.

# THANK YOU

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