



# PERSONALITY TRAITS FOR EFFECTIVE UX

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A black and white photograph of a man standing and speaking into a microphone at a conference. He is wearing a dark, short-sleeved button-down shirt and dark trousers. He is facing slightly to the right. In the background, several people are seated at round tables, listening. The room has large windows with a grid pattern, and the lighting is dim, with some overhead lights visible.

**20+ Years in UX and Design**

**Principal UX Consultant**

**Lead UX Architect, Lazada Group**

**Director of UX, Bourne Digital**

**VP Product, Bizzy Indonesia**

**VP of Product, Ardent Labs**

**Director of UX, Technocrat**

**President, Visca Consulting**

Newcomers to UX typically ask

**“WHAT DO I NEED TO  
KNOW TO SUCCEED?”**

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The demands and breadth of knowledge  
a UX practitioner must possess to truly  
be impactful is tremendous.

We tend to focus on mastering technical skills, if we know these, we know UX:

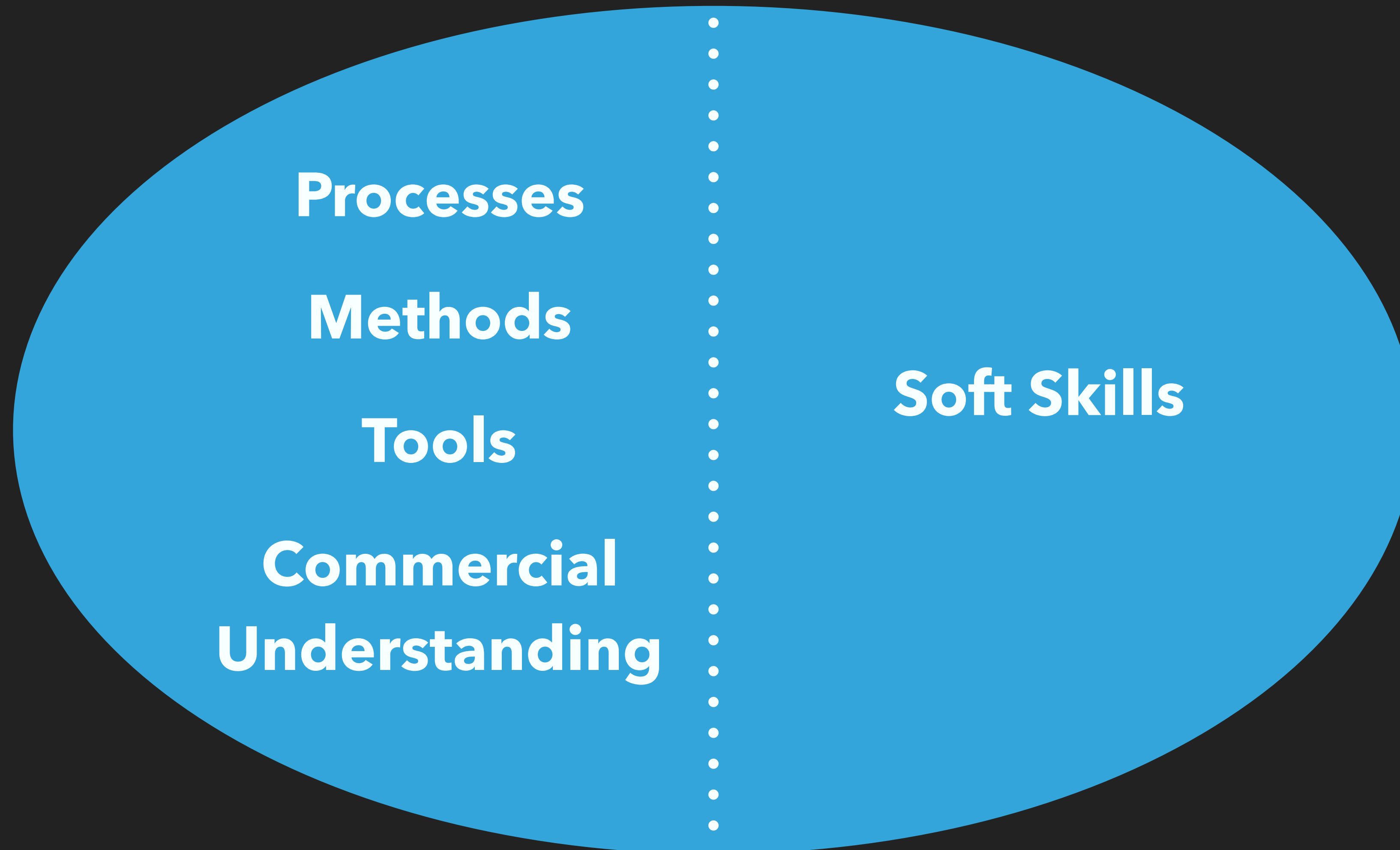
**Processes**

**Methods**

**Tools**

**Commercial  
Understanding**

However... That's **half** the equation. Well developed "soft skills" play a powerful role.





Good personality traits are critical

If you can't build effective relationships, be a force that motivates and convinces others, yet surrender your ego - it's an uphill battle.

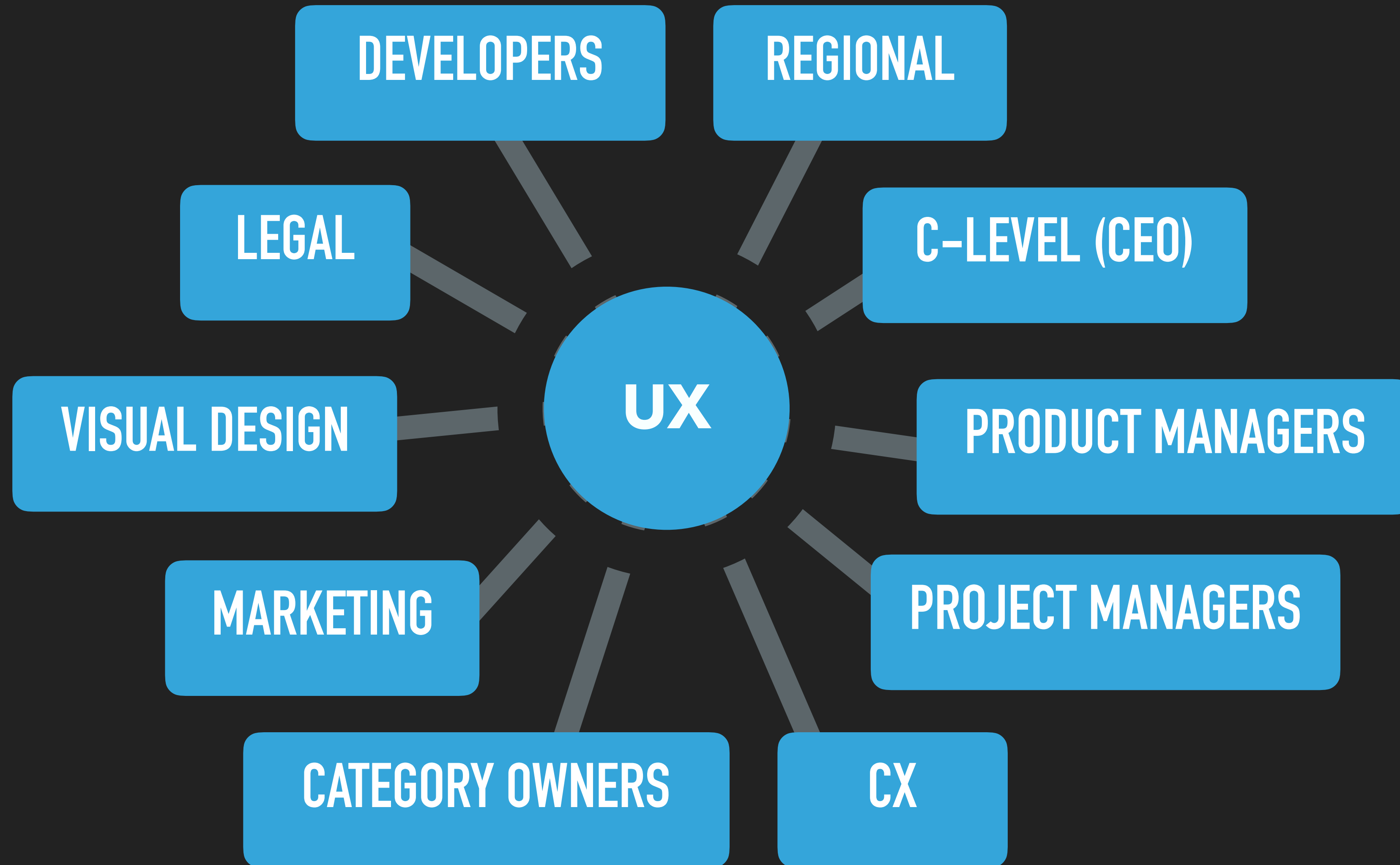


In fact...

It's actually a pretty unfulfilling and limited career if you DON'T nurture and actively apply good personality traits.

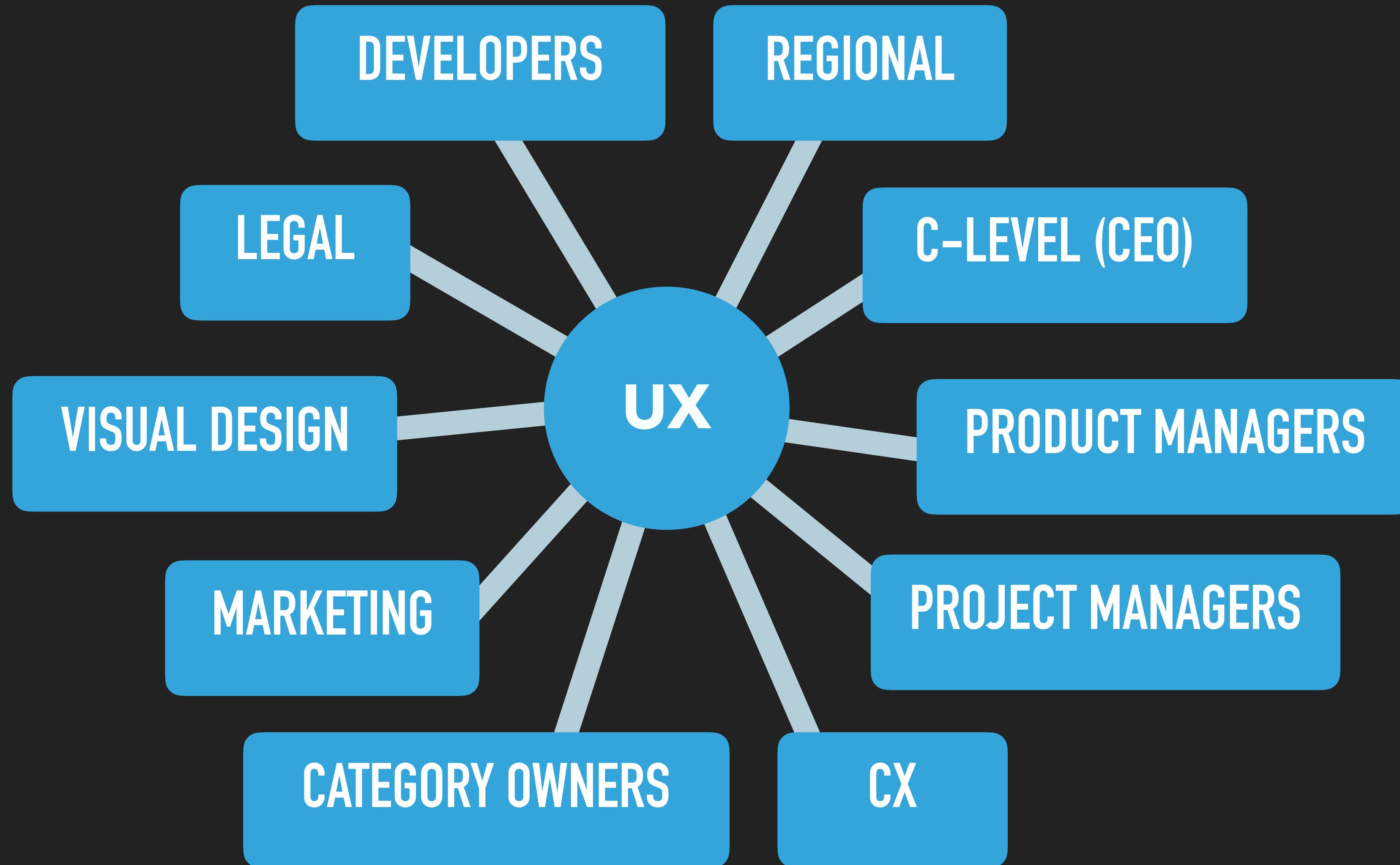
You'll plateau and eventually hit a wall.  
**It's inevitable.**

# The Hub of UX



Be conscious invisible walls exist...

# The Hub of UX



...and break them down

# At Individual Level

New

Build

Longevity

▶ First impressions

▶ Gain rapport

▶ Best interests at heart

▶ Competence

▶ Capable

▶ Know your stuff

▶ Impact

▶ Value to business

▶ Trust

▶ Follow through

▶ Discipline

▶ Reliability



Condescending

Aloof

Patronising

Egotistical

Impulsive

Tactless

Arrogant

Dishonest

Unreliable

Impatient

Lazy

Intolerant

Indecisive

Impatient

Preachy

Selfish

Entitled

Judgemental



Affable

Articulate

Collaborative

Humble

Patient

Persistent

Inquisitive

Sincere

Selfless

Adaptive

Genuine

Empathetic

Resourceful

Dependable

Understanding

Confident

Energetic

Driven



Affable

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Selfless

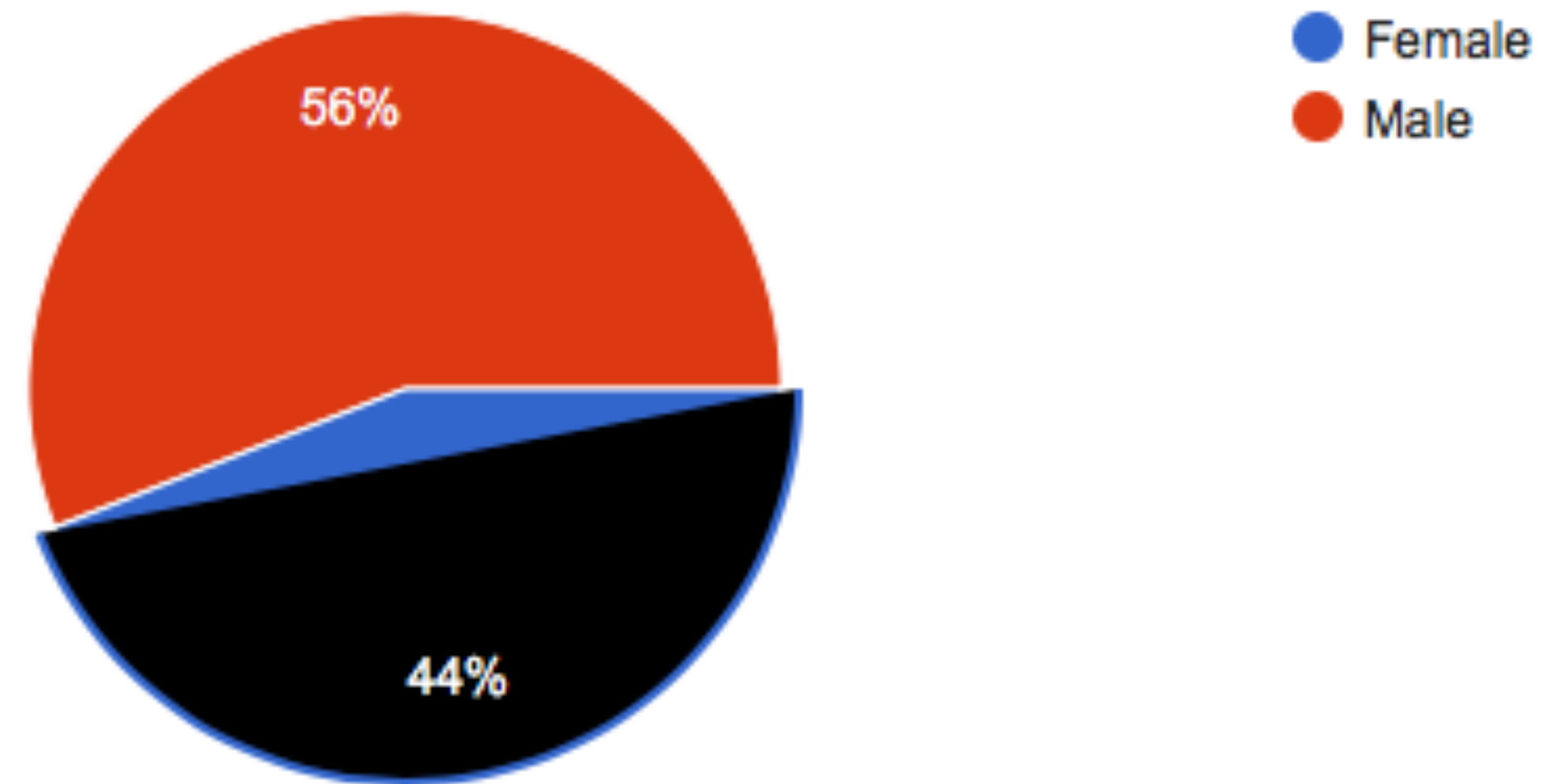
Empathetic

Understanding

Driven

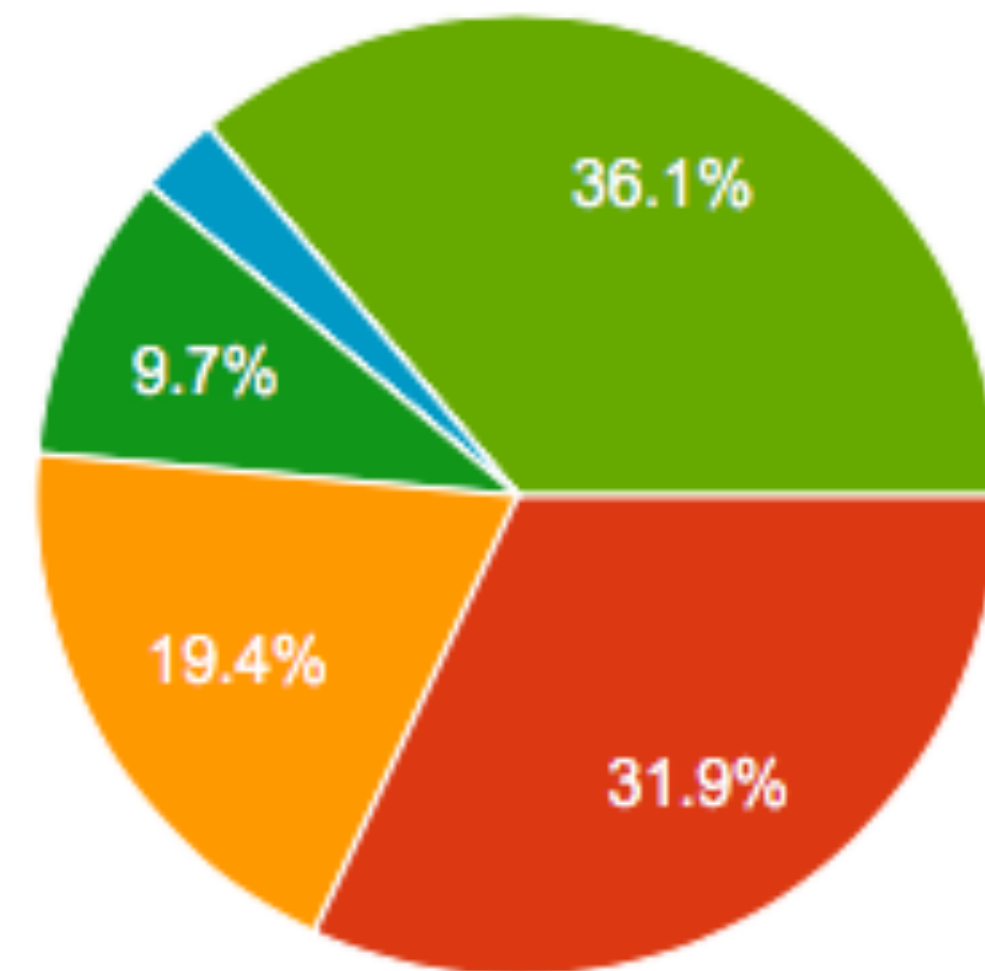
## Gender

75 responses



## Location

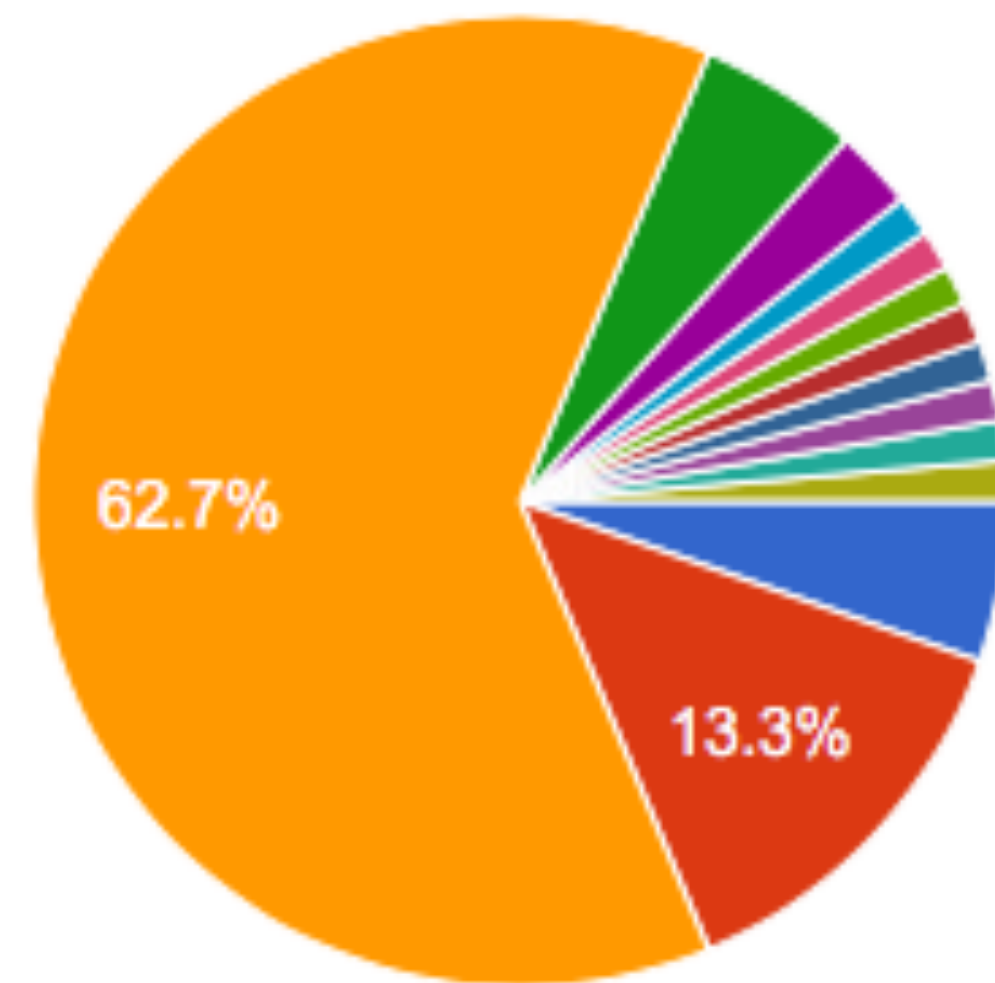
72 responses



- Africa
- Asia
- Caribbean and Oceania
- Europe
- Middle East
- North America
- South America
- Southeast Asia

## Profession

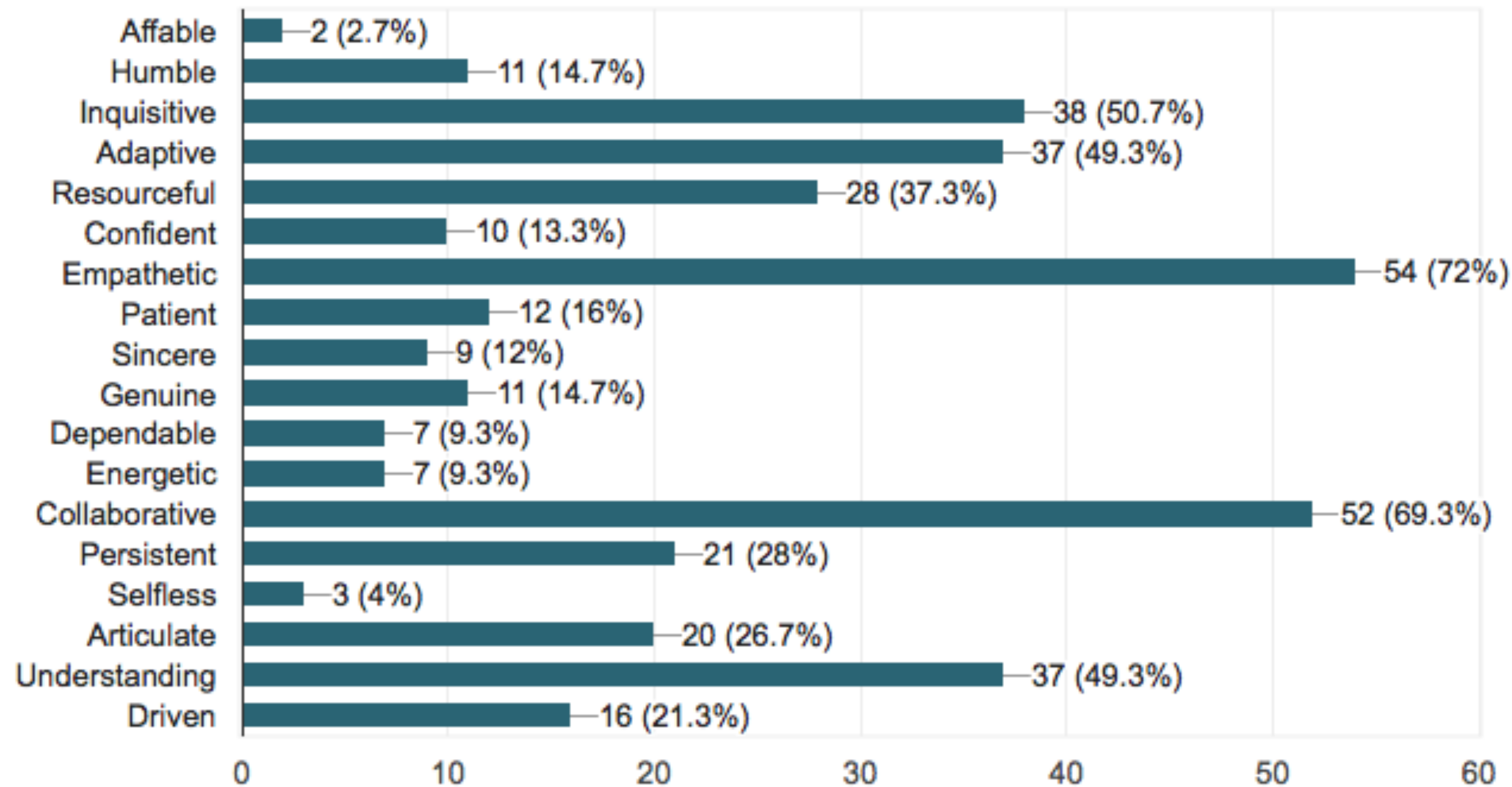
75 responses



- Executive or Business Manager
- UX Manager (Director, Lead, Princi...
- UX Practitioner (Designer, Research...
- Product Manager
- Project Manager
- Human Resources
- Recruiter
- Developer

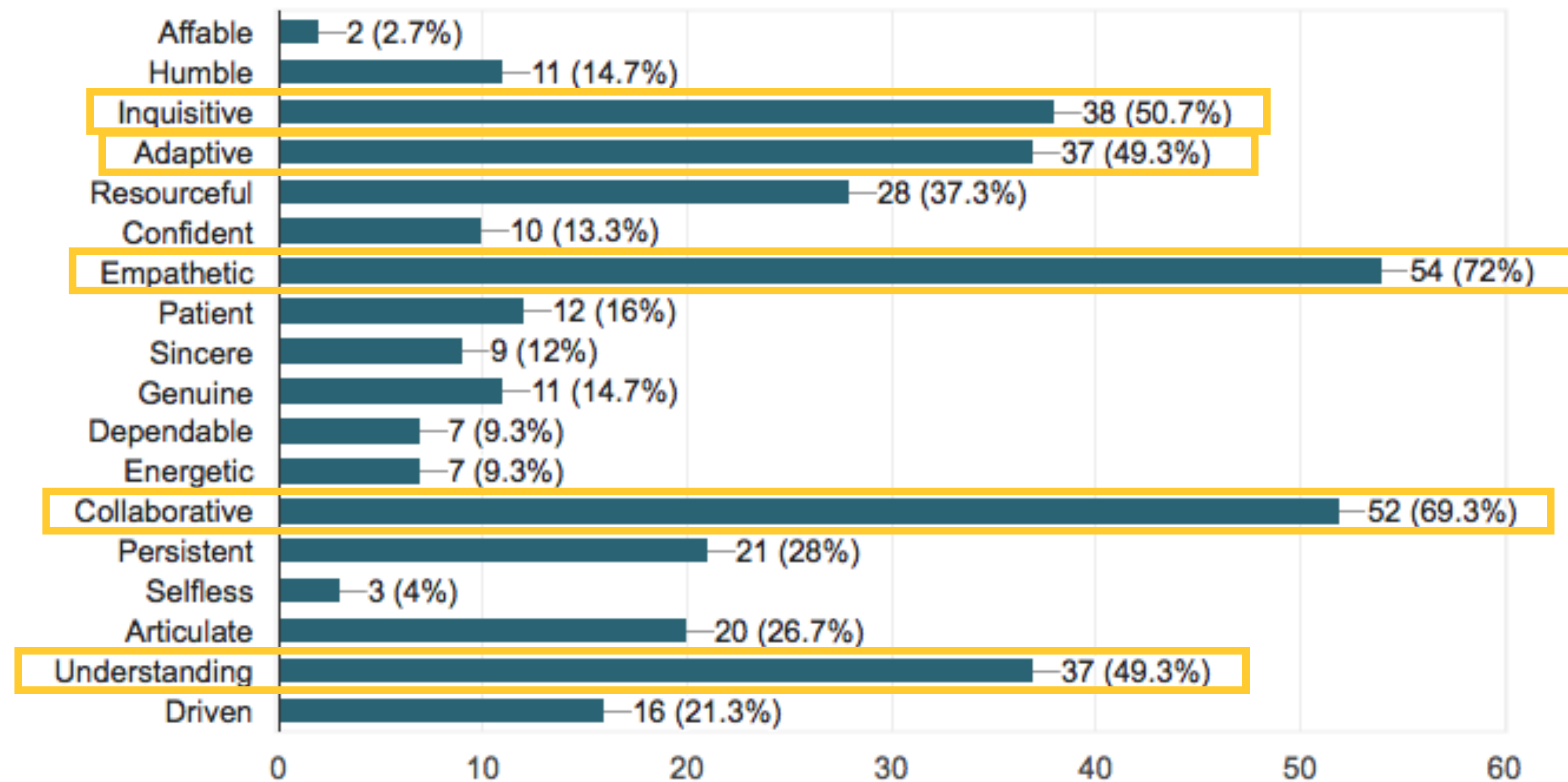
## What would be the 5 most important personality traits a UX professional could have?

75 responses



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75 responses



# Top 5

1 Empathetic

2 Collaborative

3 Inquisitive

4 Adaptive

5 Understanding

Top 5

Runner Ups

1 Empathetic

6 Resourceful

2 Collaborative

7 Persistent

3 Inquisitive

8 Articulate

4 Adaptive

5 Understanding

# RESOURCEFUL

6TH PLACE

*“having the ability to find quick and clever ways to overcome difficulties”*



# PERSISTENT

## 7TH PLACE

*“continuing firmly or obstinately in a course of action in spite of difficulty or opposition”*



# ARTICULATE

8TH PLACE

*“having or showing the ability to speak fluently and coherently”*



# ENERGETIC

**16TH PLACE (3RD LAST)**

*"showing or involving great activity or vitality"*



# SELFLESS

**17TH PLACE (2ND LAST)**

*“concerned more with the needs and wishes of others than with one's own; unselfish”*



# AFFABLE

18TH PLACE (VERY LAST!!)

*“friendly, good-natured, or easy to talk to”*



**WHO AM I**

Personality



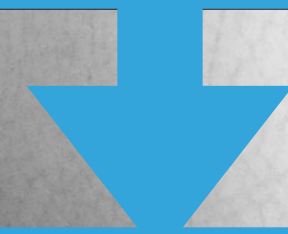
**HOW I DO IT**

Capacity



**GETTING IT DONE**

Determination



**MY IMPACT**

Motives

## WHO AM I

Affable

Sincere

Humble

Genuine

Patient

Dependable

## HOW I DO IT

Inquisitive

Collaborative

Adaptive

Articulate

Resourceful

## GETTING IT DONE

Confident

Driven

Persistent

Energetic

## MY IMPACT

Selfless

Understanding

Empathetic

**“WHAT INTERFERES MOST?”**

# “WHAT INTERFERES MOST?”

It's Ego

# “WHAT INTERFERES MOST?”

## It's Ego

- |                      |   |
|----------------------|---|
| <b>Inquisitive</b>   | Why delve deep if you think you know the answers?             |
| <b>Adaptive</b>      | Why change if you're already perfect?                         |
| <b>Collaborative</b> | How to properly share ideas when you “own” the right one?     |
| <b>Selfless</b>      | When it's all about you, it's not about the user or business. |
| <b>Understanding</b> | You're only interested in people understanding you.           |
| <b>Genuine</b>       | How can you be genuine if it's your interests at heart.       |

# “WHAT INTERFERES MOST?”

## Being Insular

Such a narrow vision of the world

It's incredibly self-limiting

Not taking in any ideas, perspectives or concepts from others

Holds you back from so many discoveries

Avoids the realities of a situation

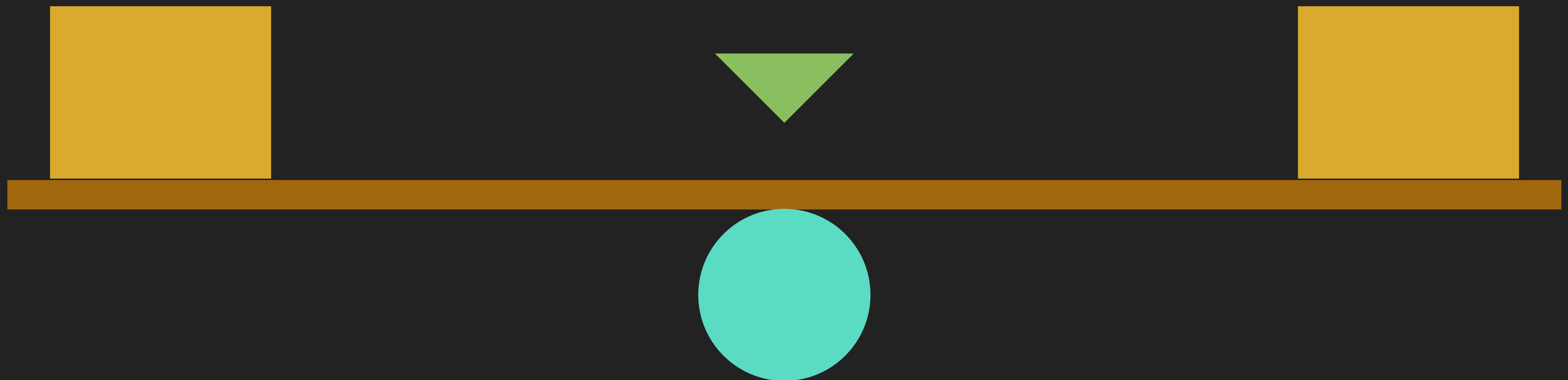
# Life's a Balancing Act

## **Attachment**

Detached like an ER doctor,  
but passionate like a music composer.

**DETACHED**

**ATTACHED**



# Life's a Balancing Act

## **Assertiveness**

You must carefully pick your battles  
and have a calculated approach.

**DOORMAT**



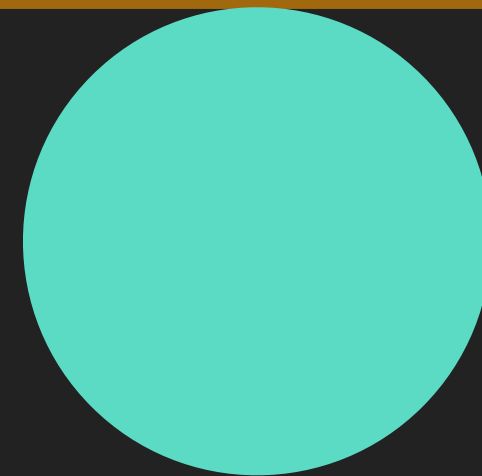
Your designs will never  
see the light of day.



**AUTOCRATIC**



Your designs will never  
see the light of day.



## Luckily, We're in a Good Position

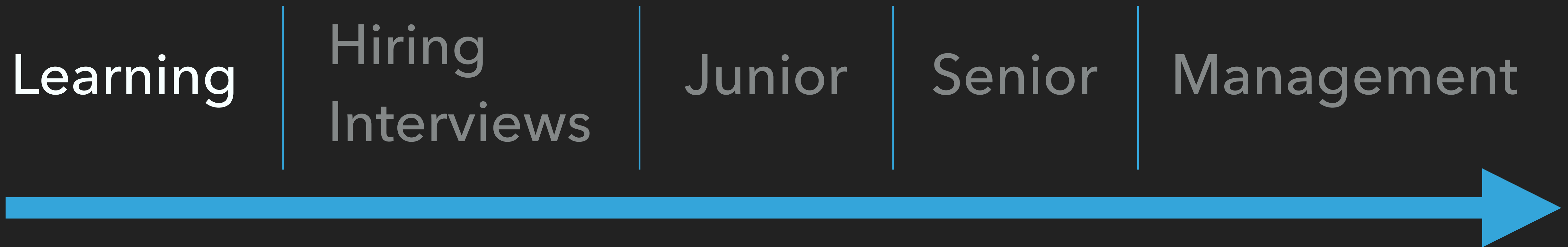
### We're armed with...

- ▶ Facts and data
- ▶ Results from research
- ▶ First hand observation

### Which combats...

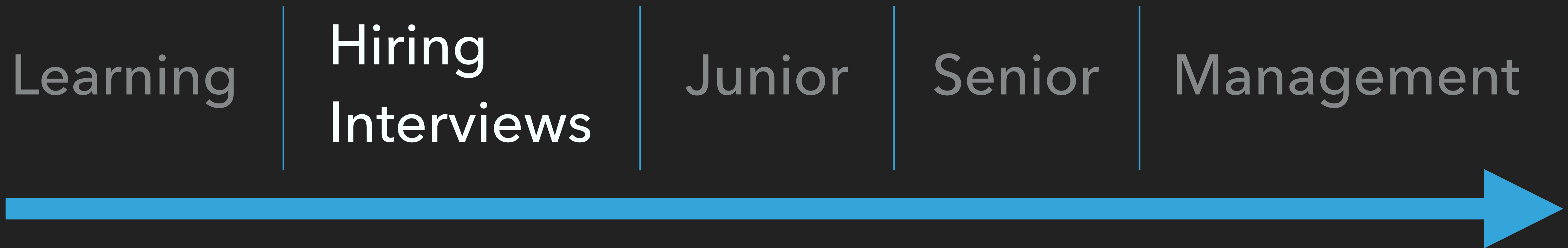
- ▶ Personal opinion
- ▶ Self interests
- ▶ Competitor pointing

Being conscious of personal traits  
throughout your career journey...



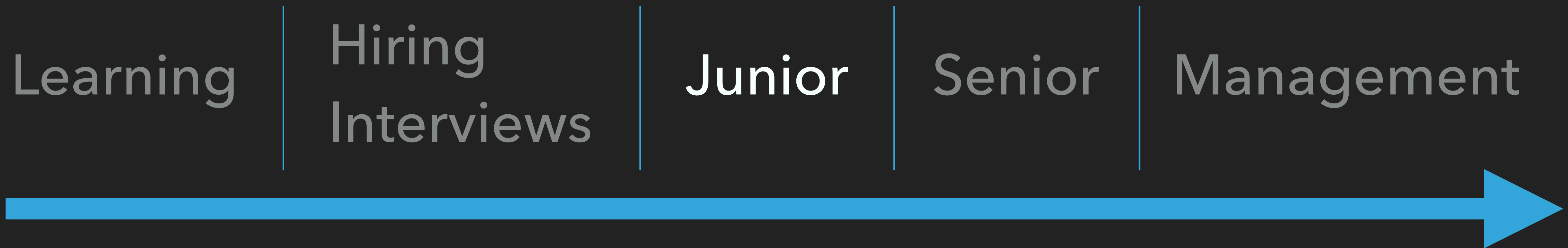
Consume knowledge and build consciousness of soft skills

Being conscious of personal traits  
throughout your career journey...



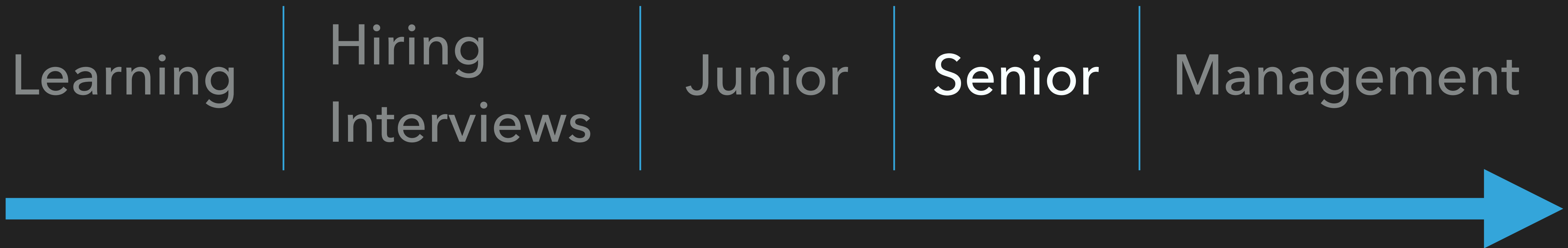
Demonstrating and giving evidence of soft skills

Being conscious of personal traits  
throughout your career journey...



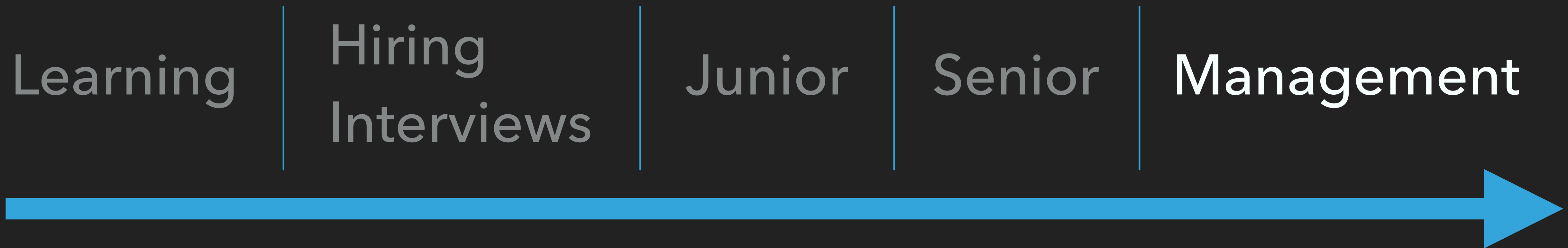
Experimenting, pushing yourself to apply skills

Being conscious of personal traits  
throughout your career journey...



Actively employing the soft skills to achieve effectiveness

Being conscious of personal traits  
throughout your career journey...



Managing, mentoring and inspiring use of soft skills

# Scenario 1

## Scoping and Defining Project

Business identifies new feature that needs to be clearly defined and scoped.

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**TRAITS**

Inquisitive

Resourceful

Collaborative

Understanding

# Scenario 2

## Gaining Access to Necessities

As part of initial research you need analytics,  
sales data and access to customers.



**TRAITS**

Affable

Resourceful

Patient

Sincere

Collaborative

Driven

# Scenario 3

## Workshop Facilitation

You're running a design workshop with senior business sponsors, designers and developers.

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### TRAITS

Affable	Articulate	Humble
Confident	Resourceful	Selfless
	Energetic	

# Scenario 4

## Usability Testing

Conducting a moderated usability test  
of your new mobile shopping app checkout design.

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Affable  
Inquisitive

Adaptive  
Articulate

Empathetic

# Scenario 5

## Presenting to Stakeholders

Just finished new desktop design, you're presenting it to decision-makers over video call for sign-off.

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### TRAITS

Affable

Articulate

Humble

Confident

Energetic

Selfless

**“HOW DO I DEVELOP  
THESE TRAITS?”**

# “HOW DO I DEVELOP THESE TRAITS?”

- ▶ Pushing yourself out of comfort zone.
- ▶ Quote “The biggest risk is not taking any risk.”
- ▶ Read / listen, practice, read / listen, practice.
- ▶ Quote: “Things easy to do, are easy not to do.”



# THANKS!

I'd love to hear from you...

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