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Passion For Problem Solving

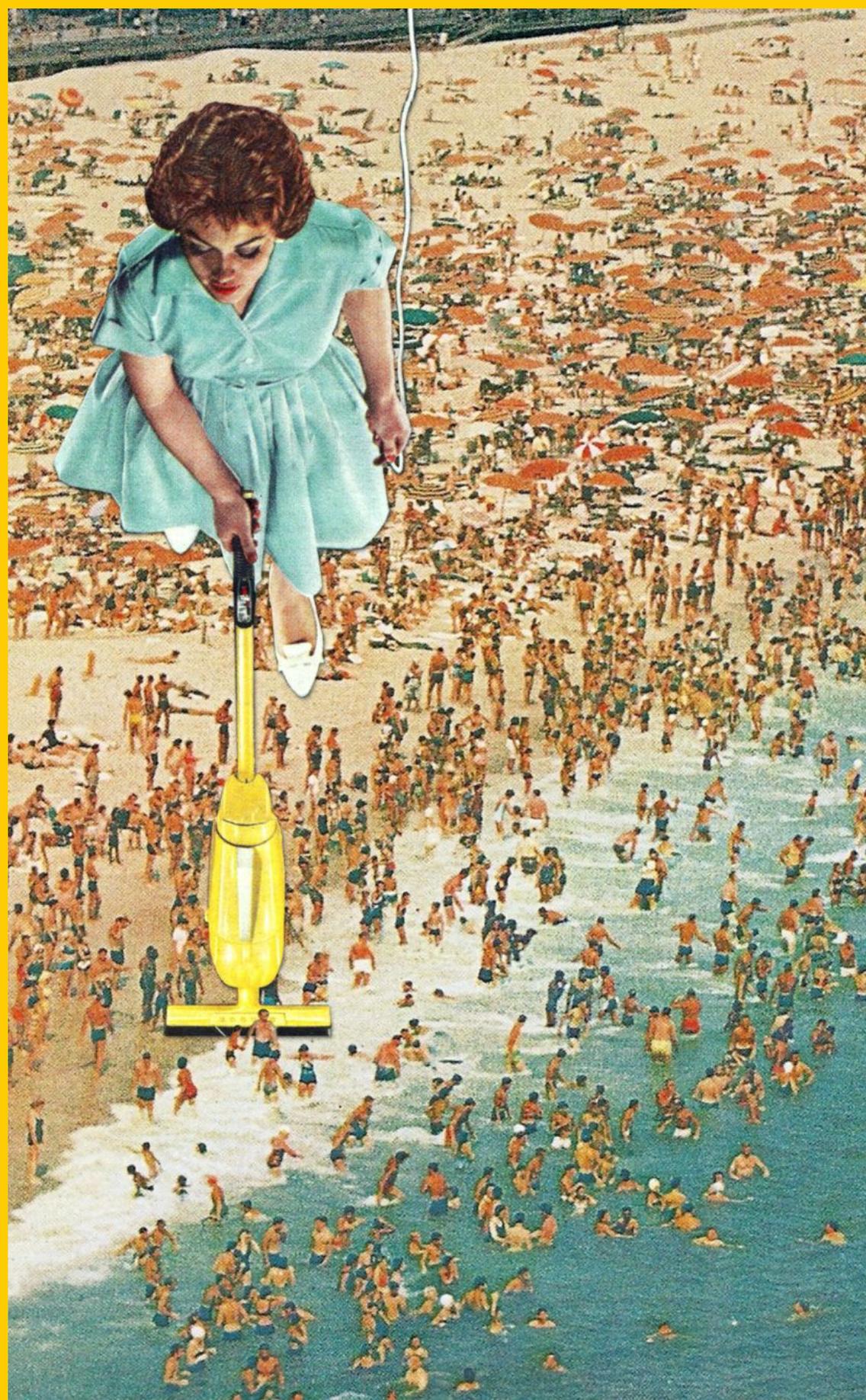
First and foremost, design is about solving problems — that skill is also one of the most valuable and desired skills in UI/UX design. As UI/UX designer you would have to test different ideas and solutions, iterate, test them over and over again and finally based on feedback: choose the “winner”.

“Great design is not just a solution, it is the elimination of the problem.”

— M. Cobanli

As UI/UX designer you need to be able to break-down business requirements, briefs and translate them into concepts, sketches, wireframes, mockups etc. Once you’ve got deeper understanding of the problem you’re trying to solve you can design appropriate solution for it.

As I’ve mentioned above — problem solving is a very desired skill that will develop overtime with your experience — The more you do it — the better you’ll get it!



Empathy

Empathy is the ability to understand other people's feelings. Very often you would need to "put yourself in your users shoes" in order to gain deeper understanding of their thoughts, emotions, needs, motivations. A good understanding of users would allow you to produce much better, user centered products. Ability to empathise with users is an essential part of a UI/UX designers toolkit.

"True empathy requires that you step outside your own emotions to view things entirely from the perspective of the other person."

— Dan Saffer

There are many different empathy methods that would you help get deeper understanding about your users. **Below I've listed just few of them:**

- User interviews
- Surveys
- Usability tests
- Through observation: Photographing or recording target users
- Journey maps

Communication

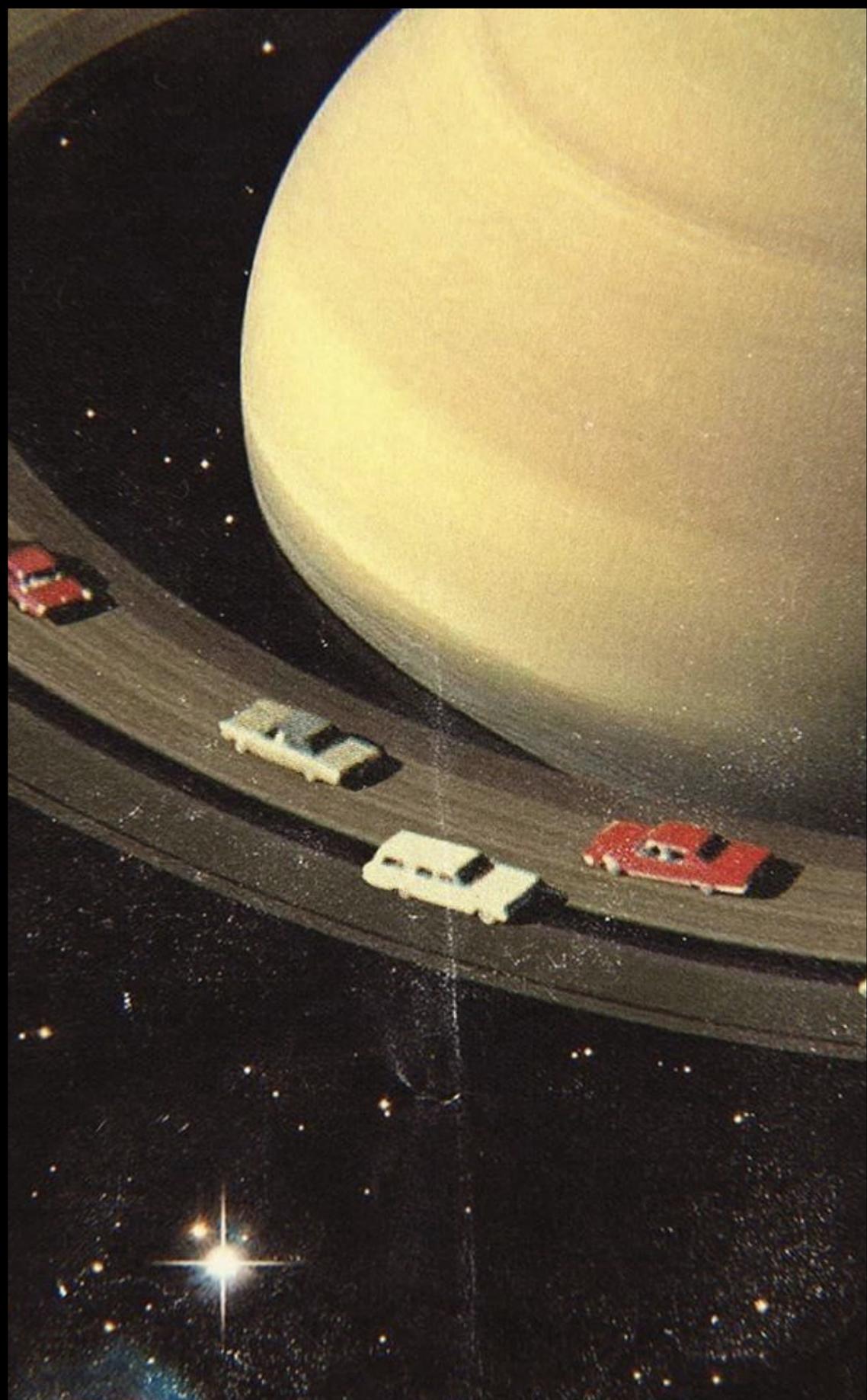
As designer you need to learn how to talk about your designs, concepts, ideas and explain the logic/thinking behind them — sometimes in different ways depending who the audience is. You need to be able to present your own work and explain how your design would solve business problem. You can't simply hope that your clients/users would "understand design"- instead present them and explain in detail the logic behind your concepts. Explain how your proposed solutions would lead to produce a successful end product.

This skills is essential as the way how you communicate and present your work really changes the way people perceive you as professional.

Learn How To Accept Constructive Criticis

We designers are very often considered perfectionist — working very hard, for long hours to make our designs look “pixel perfect” and very often not 100% satisfied with final result. In UX design world there’s always room for growth and there’s always something that could be improved — it’s interative process and our job as designers is literelly never done! Remember though, **you do not design for yourself you design for the users/customers to solve a particular problem/problems** — I do believe that’s the main reason that differentiates us: designers from the artists. With that being said — when someone gives you constructive critique do not fell bad or offended because of it — it’s not about you, so do not take it personally. Critques given my more experienced peoples is the gold! You need to learn to accept constructive feedback, because that’s going to enable you how to improve your design work and become better, more skilled designer.

Accepting constructive criticism is one of the hardest, but also on of the most valuable skills that you might learn in your professional career to become a better designer.



Provide Value To Other People

As I've mentioned above: first and foremost you design for the peoples — to solve their problems and accomplish their needs. It's all about helping others, delivering great service and value. Of course you need to love what you do and be passionate about it — but that shouldn't be your main focus in your career — you need deliver a value to others because by **providing a value to others you will become more valuable as designer.** You can't be reactive — take the initiative, always try to push yourself and bring something new and innovative to the table that can create more value for the organisation/peoples you work with. Always try to take a step further, because that's something would differentiate you from all of the other designers.

“You will get all you want in life, if you help enough other people get what they want.”

— Zig Ziglar

Having that said: help others, provide value and be that person that others would love to work with — that leads us to our next soft skill — become a great team player

Become A Great Team Player

Individual can't produce a successful product on their own. Creating great products it's always a team effort, collaboration between multiple teams — designers, developers, product owners, stakeholders, customers — Essentially, Every person involved in building product is responsible for the overall User Experience of the final/end product — that's the reason you need to become a great team player and collaborator who engages in discussions with various teams.

“Great things in business are never done by one person; they're done by a team of people..”

— Steve Jobs

Adaptability

Adaptability means being able to adapt either to like a project changes, new environment, new ideas, new requirements or even people you work with. In my opinion: being adaptable also means looking at particular problem from slightly different angle/perspective — being open-minded. Every new project is different and brings new challenges, so being adaptable is crucial and very valuable skill of every successful UI/UX designer.

“Adaptability is being able to adjust to any situation at any given time.”
— John Wooden

Patience Is A Key

UX design as iterative process requires from you as designer constantly tweaking/improving your designs, communicating with the other teams, awaiting feedback from your users... Our job as UI/UX designers is literally never done as there is always that could be improved and done better! Being a successful UI/UX designer requires a tremendous amount of patience.

“Work hard. And have patience. Because no matter who you are, you’re going to get hurt in your career and you have to be patient to get through the injuries.”

— Randy Johnson



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