Career Paths in UX

Becoming a T-shaped UX Pro

Ravi Singh
Sr. Director, User Experience
PROS, Inc

rsingh@pros.com

Hi,
I'm Ravi

Technology & Art

Who let me in here?

Artist | BFA, MFA in Painting

Digital Arts Professor | Education

Web Designer and IT Project Manager | Oil & Gas

Sr. UX Designer | Tech Consulting

Manager of Usability | Retail Energy, Marketing

Sr. Manager of User Experience | Utility Services

Sr. Director, User Experience | Enterprise Software

Next?

What made my career progress?

Understanding my motivations - - - - - - · Mastering new skills

· Influencing broadly

Willingness to take opportunities

· Creating a tribe

Playing to my strengths

· Growing others

· Compensation and title

Building relationships and networks

Actively taking feedback to develop myself

Avoiding limiting beliefs

Ask *yourself*, honestly…

What motivates you in your career?

What are your strengths or superpowers?

Do you believe in your potential?

When did you last ask for feedback?

Have you built a healthy network?

Do you take *or* fear new opportunities?

What doesn't work

X Talking about career development, but not following through

✓ So, lean into the discomfort, own it and grow

Finding your voice

STRATEGIC COMMUNICATOR → **Expert or Leader**

∧

Senior

∧

Mid-level

∧

Junior

∧

TACTICAL THINKER → **Familiar**

Market yourself or be invisible

Executive Reviews   *Strategy and Business Outcomes*

Product Team Meetings   *Research and Design Reviews*

UX Team Meetings   *Knowledge Sharing & Culture Building*

Engineering Sessions   *Design System, Accessibility, Tech Stuff*

Customers Engagement   *Research Studies, Roadmap, Methodology*

Everyone   *Quarterly Newsletters, Videos, Social Media*

Challenges to finding your voice

Self-awareness

Self-confidence

Managing fear

Knowing your audience

Knowing when to speak

Creating opportunity

Taking feedback

Accepting failures

Celebrating success

Imposter syndrome affects *everyone*

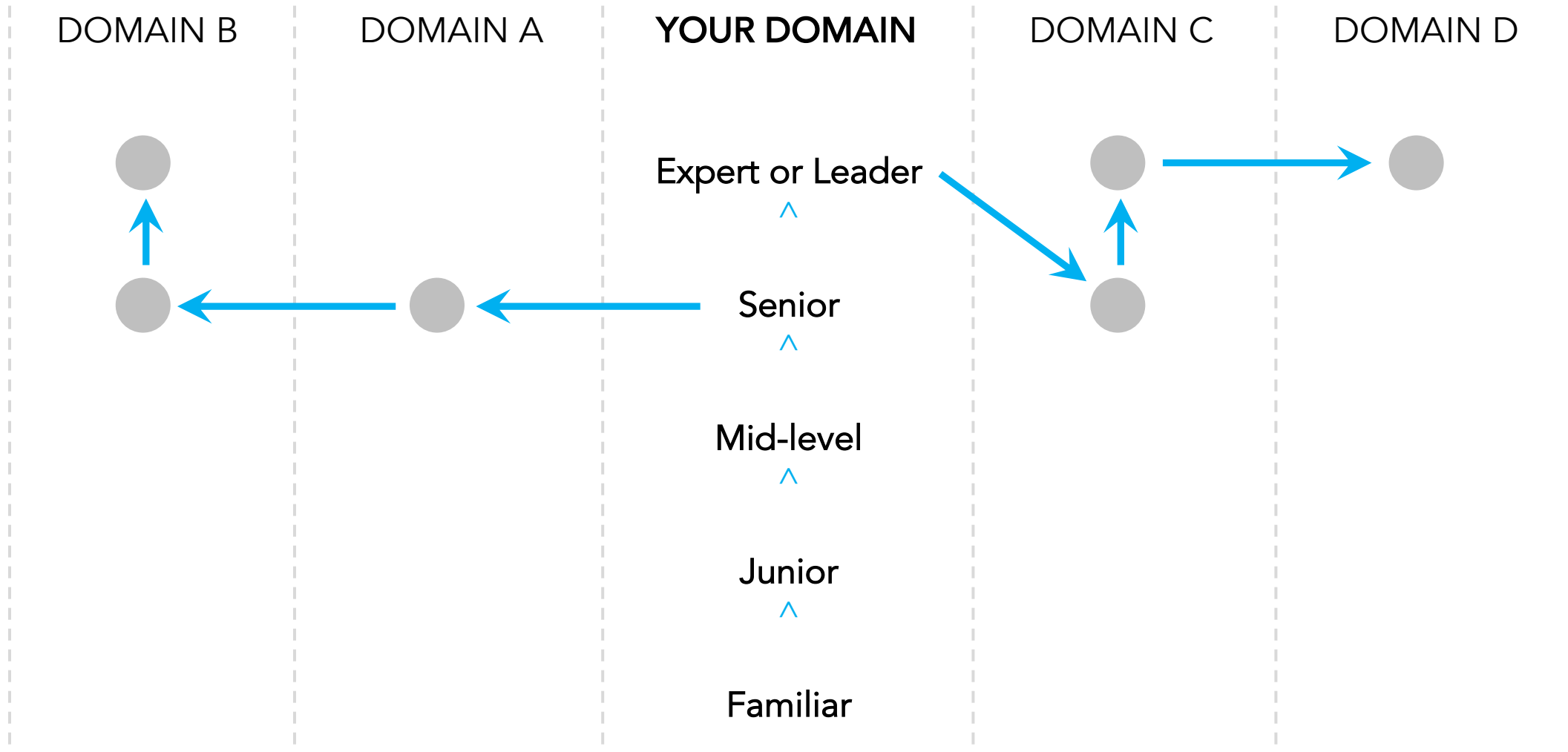# Finding your voice

Expert or Leader

^

Senior

^

Mid-level

^

Junior

^

Familiar

I-shaped or T-shaped?

	DOMAIN B	DOMAIN A	YOUR DOMAIN	DOMAIN C	DOMAIN D

Expert or Leader
^

Senior
^

Mid-level
^

Junior
^

Familiar

I-shaped or T-shaped?

Sales	Marketing	UX Design	Engineering	Product Management
		Expert or Leader		
		^		
		Senior		
		^		
		Mid-level		
		^		
		Junior		
		^		
		Familiar		

Make a plan

1. Assess and rate your skills in and outside your role

2. Turn that into a development plan towards seniority

3. Align to your career plan, in or outside your domain or company

4. Align to business strategies – be relevant

5. Find a mentor and a sponsor

6. Track progress and celebrate your growth

Further listening

Ascend UX Podcast
for UX career development

ascendux.simplecast.com

Thank You