<ux in complex and changing environments>

jen bombis @ shopify

generalist vs specialist and the t-shaped path

lots to know

product design

other design

content strategy

communication design
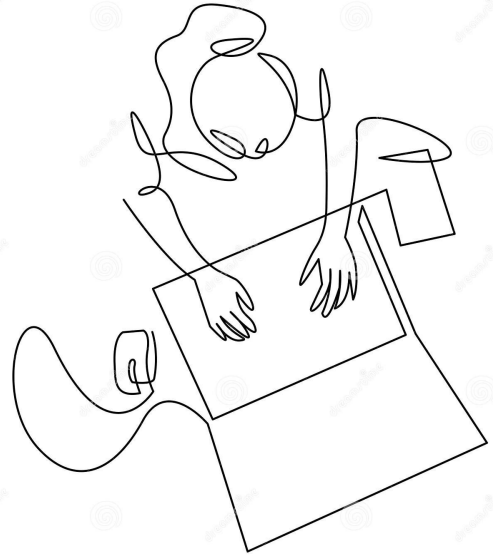
ux management

product research

ux ops

so …. should you be a generalist or a specialist designer?

👉 you don't have to choose

😱 neither of them alone is enough

💪 combination of both makes you more valuable, employable, collaborative, and flexible
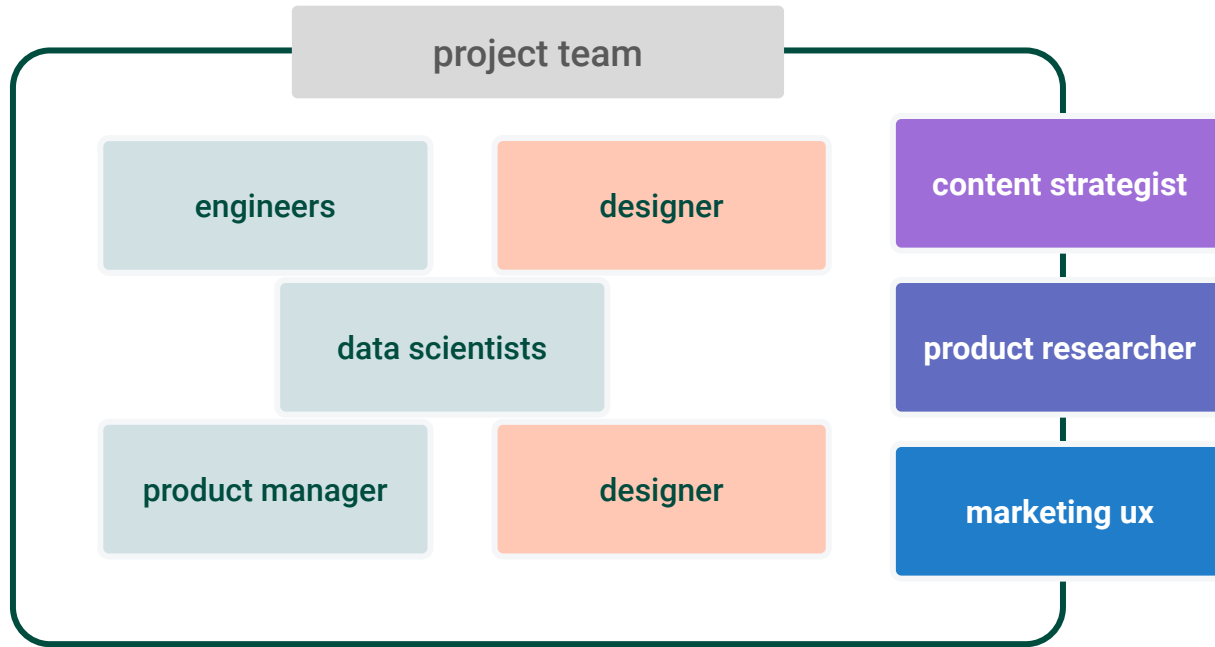
out with the old ...

- **generalists** are thought of as jacks/jennys of all trades, masters of none

- **specialists** seen as experts in their field; the extra training and work experience they've gained has allowed them to attain deep mastery
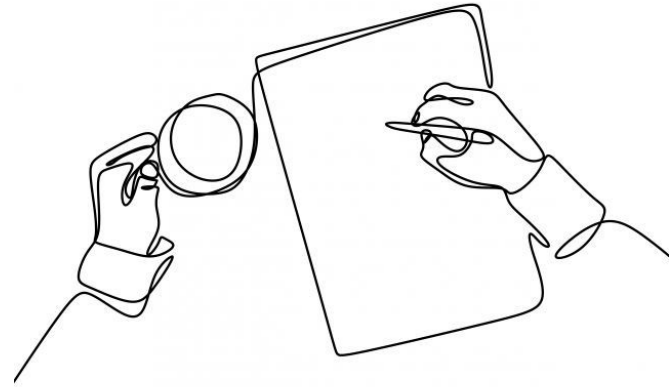
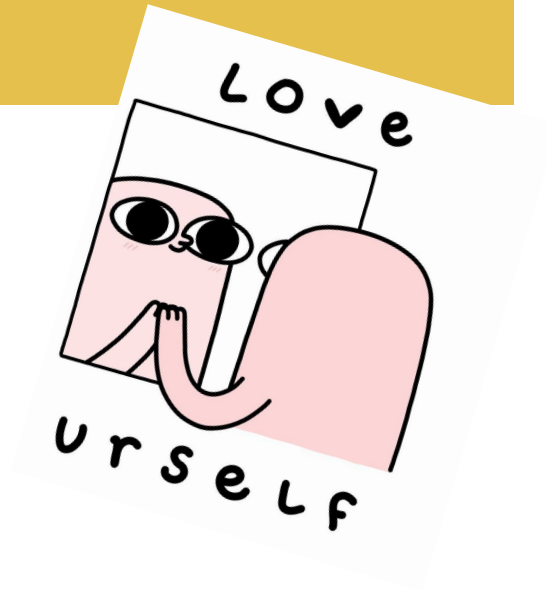# enter the specialized-generalist (t-shaped)
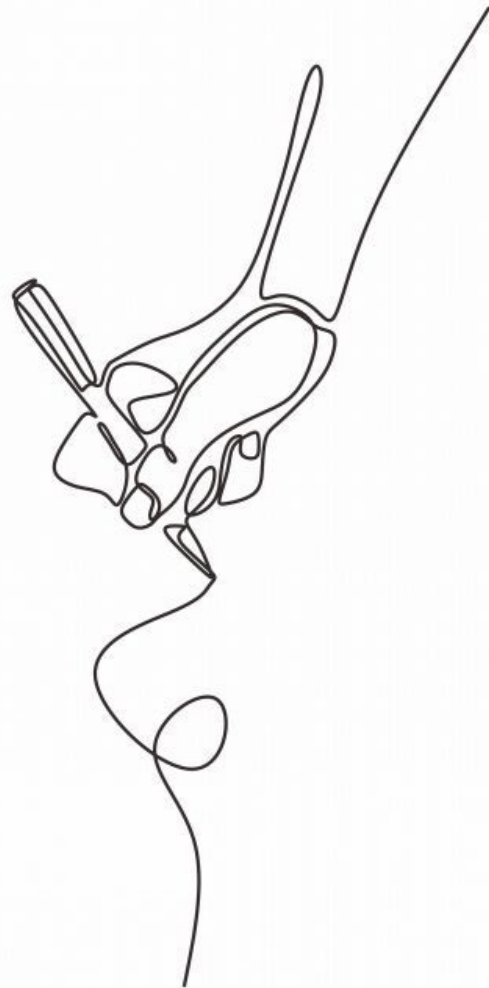
lots of other disciplines to work with outside ux

the most successful people in history were masters of multiple disciplines

having a variety of personal and professional interests....

....allows you to work intensely without burning out

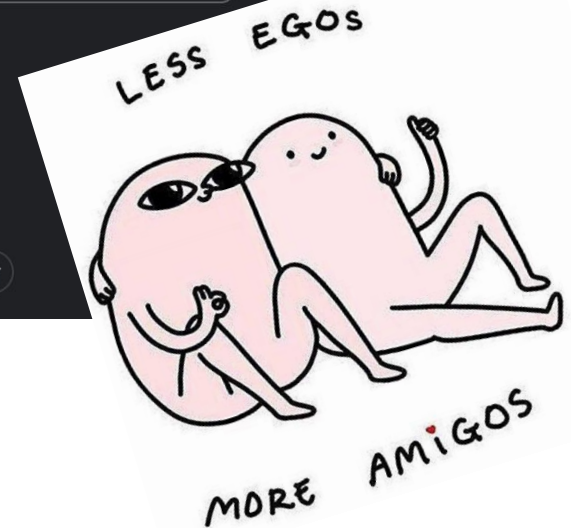# underpinning all of this is of course empathy

Dictionary
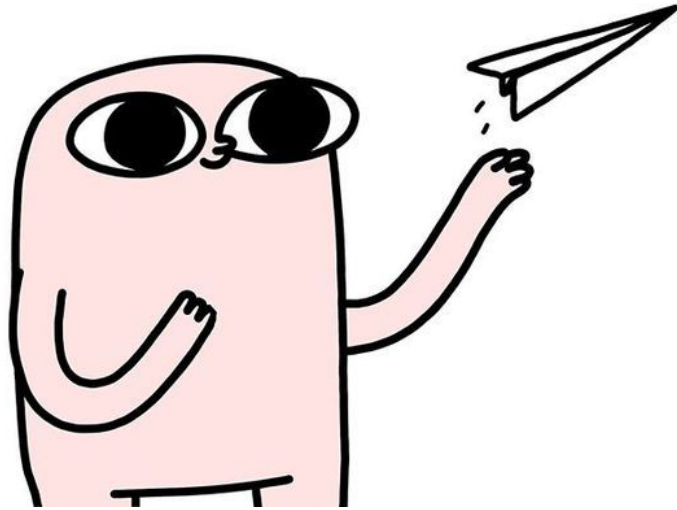
Search for a word 🔍

🔊 em·pa·thy

/ˈempəTHē/

noun

the ability to understand and share the feelings of another.

Similar: affinity with | rapport with | sympathy with | understanding of ⌄

LESS EGOS

MORE AMIGOS

so what does this mean ...

- **our value increases exponentially as we grow the breadth of our knowledge**

👉 **if you reach for the moon you'll fall amongst the stars** ✨

THANK YOU

feel free to keep in touch!

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