

The Many Facets of



RESEARCHER

UX Designers gain an in-depth understanding of their client's end-user needs, tasks, behaviors, and motivations, through primary user research.

TAXONOMIST

Trends in behavior, uncovered in research, enable UX Designers to develop an end-user "mental model", as well as an information architecture and taxonomy to make primary task completion, intuitive.

CONSULTANT

UX Designers are "client-facing" consultants, who advise, as well as, present Design.

DESIGNER

UX Designers are interaction designers, responsible for the conceptualization and documentation of the end-user interface.

TECHNOLOGIST

In order to Design an experience that can be developed, UX Designers must understand the Technical constraints of the platforms they are Designing for.

NEGOTIATOR

UX Designers are the connective tissue to every "Delivery" discipline, ensuring that business, brand, and end-user needs are met, within the limitations of the technical platform.

for EMPATHY LAB by JONATHAN LUPO

@userexperience