

User Experience Major Overview:

The User Experience (UX) major prepares students to design, research, and improve digital products and technologies by focusing on how people interact with systems, applications, and interfaces. Students explore the intersection of design, technology, human behavior, and communication while developing skills in user-centered design, usability testing, interface design, research methods, and human-computer interaction. Graduates are prepared for careers that require creativity, analytical thinking, and an understanding of how technology can better meet the needs of users across industries.

Typical Industry Sectors:

1. Technology and Software Development
2. Digital Product Design
3. Healthcare Technology
4. Marketing and Digital Media
5. Financial Services and Business Technology

10 Sample Entry-Level Job Titles:

1. User Experience (UX) Designer
2. User Interface (UI) Designer
3. UX Research Assistant
4. Product Design Assistant
5. Usability Analyst
6. Interaction Designer
7. Digital Experience Specialist
8. Web Designer
9. Content Designer
10. Product Coordinator

5 Hard Skills:

1. User Research and Usability Testing
2. User Interface (UI) Design Principles
3. Wireframing and Prototyping Tools
4. Human-Computer Interaction Concepts
5. Digital Design and Data Analysis

5 Soft Skills:

1. Problem-Solving
2. Creativity
3. Communication
4. Empathy and User Advocacy
5. Collaboration

Additional Training or Certifications:

A bachelor's degree in User Experience provides students with interdisciplinary skills that prepare them for careers in digital design, technology, and product development. Additional training in industry-standard design tools such as Figma, Adobe Creative Cloud, or other prototyping platforms can strengthen career readiness. Certifications in areas such as Google UX Design, usability testing, accessibility, or product management may enhance employment opportunities. Graduate study in User Experience Design, Human-Computer Interaction, Information Technology, Computer Science, or Design can support advancement into specialized or leadership roles.

Student and National Organizations:

1. Interaction Design Foundation (IDF)
2. User Experience Professionals Association (UXPA)
3. Association for Computing Machinery (ACM) Special Interest Group on Computer-Human Interaction (SIGCHI)
4. AIGA (Professional Association for Design)
5. Human Factors and Ergonomics Society (HFES)