USER EXPERIENCE (UX) MATTERS: What are the Most Desired Skills in the UX Designer and UX Researcher Job Ads?

INTRODUCTION

- According to a job skills report released by LinkedIn, “UX” is ranked as the number five most desired hard skill by the companies in 2019.
- The job title of “web designer” has been transformed into many different titles over the ten years.
- Human Computer Interaction (HCI) has become a hot program in many American institutions of higher education.
- Should mass communications programs adopt UX?

RESEARCH QUESTION

- RQ1: What assets (design skill, major, degree) are expected in a) UX designer and b) UX researcher job ads?
- RQ2: Which industry has the highest demand for a) UX designers and b) UX researchers in the ads?
- RQ3: Which geographic areas (west, mid-west, south, northeast) have the highest demand for a) UX designers and b) UX researchers in the ads?
- RQ4: How do the ads on UX designers and UX researchers differ in terms of degree requirements, geographic locations and academic majors?
- RQ5: How do ads’ posting time, ads’ companies, and companies’ location influence the number of views of the ads?

RESULTS

- For UX designer job ads, visual interface design is the most desired design skill, followed by prototyping, coding, and usability testing.
- For UX researcher job ads, the behavioral mixed method and the behavioral qualitative method are two of the most desired research skills.
- Information Technology & Service (59%), and Computer & Network Security (63%) are the two industries that have the highest need in UX designers and UX researchers.
- The South (15.5%) has the highest need for UX designers whereas the West (21.5%) has the highest need for UX researchers.
- Job posting time and the geographic location of the Northeast are two significant predictors of the number of views on a job ad.

STUDY DESIGN

- A content analysis of 200 job ads from LinkedIn was conducted (N = 200).
- Job ads were collected in August 2019 using the stratified sampling method.
- Three coders coded the same 20 ads with ten on UX design and ten on UX research (inter-coder reliability: Krippendorff’s α = .70 – 1)
- Coding categories: design skill, research skill, major, degree, company’s recognition, number of views, posting time, location, industry.

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