

BREAK INTO

UX

December 2020

Kevin Liang | Senior UX Researcher | Mentor, Founder



AGENDA

INTRO

YOUTUBE & UX RESOURCES

BREAK INTO UX RESEARCH

NETWORKING TIPS

JOB SEARCH TIPS

Q&A



WHO'S KEVIN?



youtube.com/KevinLiang | zerotoux.com

TWO TRUTHS AND A **LIE**

- 1 I've never been caught speeding
- 2 I auditioned to be an Asian pop star singer
- 3 I predicted Pluto's demotion as a planet.

TWO TRUTHS AND A LIE

1 I've never been caught speeding

2 I auditioned to be an Asian pop star singer

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My Journey to UX



My Journey to UX



My Journey to UX



My Journey to UX



My Journey to UX



My Journey to UX



me,

Wed, Apr 1, 2015, 12:01 AM



Dear Kevin,

Many thanks for sending your CV for us to have a look.

Unfortunately your work experience in the HCI field is very limited. We would be looking for a good 5 years working as UX.

This means that we will not be able to support your application for this programme.

I am sorry that this may not be a good news to you. We hope you will find alternative programme to continue your studies.

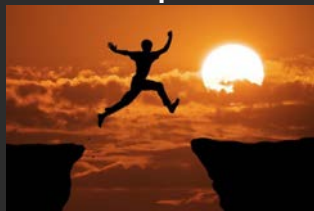
With kind regards,



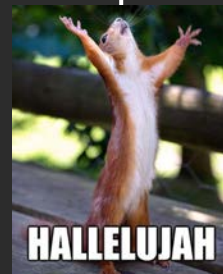
My Journey to UX



My Journey to UX



My Journey to UX





Uber

StubHub



Breaking into UX

User Experience Research UX Designers User Experience Design User Experience

How do I get started in UX research?

Edit Draft Follow · 21 Request

You have an answer draft

User Experience Design User Experience College Advice

Is that necessary to have a degree into UX field?

Answer Follow · 2 Request

Human-Computer Interaction User Experience Master's Programs

How useful is a Masters in HCI for the UX field?

Edit Draft Follow · 24 Request

User Interfaces

How do I become a UX researcher?

Answer Follow · 94 Request

Thank you for
your videos...

Duke Jul 16
Hi Kevin, I had seen
your jobs board...

Sam Khan Jul 16
InMail • UX in the time of

Maggoner, M... Jul 15
Hello Kevin, I'm
found your...

u Jul 15
Hi Kevin, thanks for

I have been working on research farms for 5 years. marketing research, media research . One day i saw a post talking about UX research ,find it interesting , got more curiosity to know more. since that time i have been watching your insights ,reading and love it. i also took a course on Udemy.

I would like your guidance, mentor ship on this journey to become UX researcher.

Let me know your thoughts on this .

Thank you.



Thanks

Hi, Chrysologue

Write a message...

ZERO TO UX

A guide for aspiring UX Researchers to becoming a
badass UX leader

New Videos Every Tuesday 8 AM PST



Instagram

f

globe

Q

🗨️



Kevin Liang

12K subscribers

CUSTOMIZE CHANNEL

MANAGE VIDEOS

CSV EXPORT ▶

HOME

VIDEOS

PLAYLISTS

COMMUNITY

CHANNELS

ABOUT



🔖 CHANNELYTICS

TRENDING ▶

STATS ▶



HOW I GOT A JOB AS A UX RESEARCHER (from biology/psychology to tech!) | Zero to UX

Kevin Liang • 40K views • 1 year ago •

Today I share my story of how I became a UX RESEARCHER!! From a biology grad to UX Researcher, it took many months of grit and voracious determination to get where I am, especially when I...

Uploads

▶ PLAY ALL



THE FEDERAL RESERVE BANK DOES UX!?
ft. Brian S...

914 views • 3 months ago •



When Research DOES NOT Go As Planned | What Her...

1.8K views • 3 months ago •



The UX of Conversational AI / Chatbot Design ft. Cheenu...

1.4K views • 3 months ago •



How to Make Your FIRST UX Research Resume STAND...

2.9K views • 5 months ago •



EVERYTHING UX RESEARCH - Live Q&A w/ Kevin!...

852 views • 5 months ago •



From UX Research Assistant to UX Researcher! | Haitong...

1.7K views • 6 months ago •

Zero to UX YouTube Channel

Range of topics:

- **Guest Interviews:** Designers, Product Managers, researchers etc...
- **Method Mondays:** Surveys, Usability Tests, Card Sorts, True Intent, T-tests
- **Follow Along series:** How to Translate Findings to Recommendations, How to Present
- “Stakeholder Disagrees...and you say...?”
- Creative UX Research Methods
- Early UX career switch
- Free UX Research Tools
- ...and much much more!!!

FOLLOW ME! 



Zero to UX



@ZeroToUX



ZeroToUX.com



Kevin Liang



ZERO TO UX

Master Class

BECOME A *BADASS* UX RESEARCHER



Zero to UX Research Master Class | Coming 2021



The **psychological underpinnings** to human behavior



Learn **HOW** to think, **not WHAT** to think



The **secret UXR sauces** from my experiences at Google & Uber and more



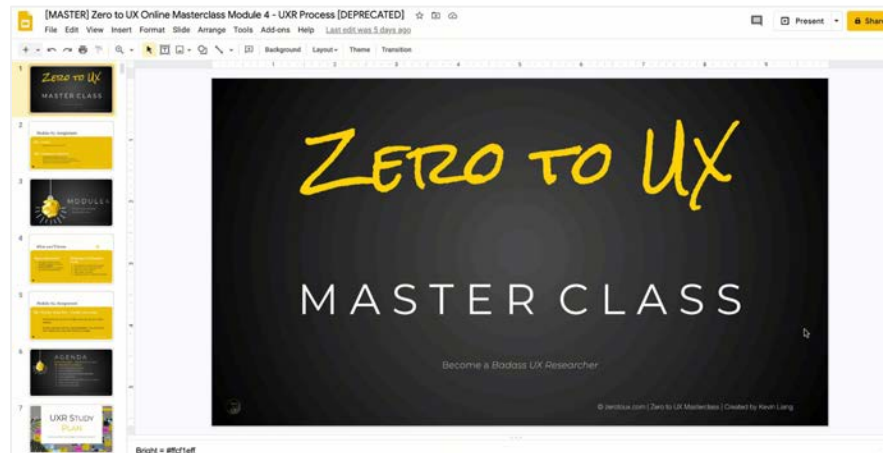
360-degree approach; uplevel **leadership** and **communication** skills



Craft **winning** UX business **strategies**



Interview hacks to land your first UXR job
...and more!



www.ZeroToUX.com/masterclass/



BREAK INTO

ux

RESEARCH





Education



**Hands-on
experience**



Job / Work



Education



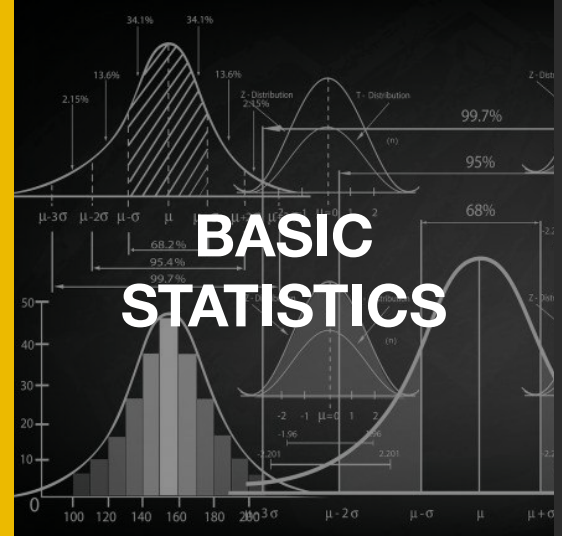
Education

coursera  **Udemy**



HCI / UX / PSYCHOLOGY

BASIC STATISTICS



INTRO TO BUSINESS

OUTSIDE
THE BOX

BOOKS

RECOMMENDED READINGS

4 categories:

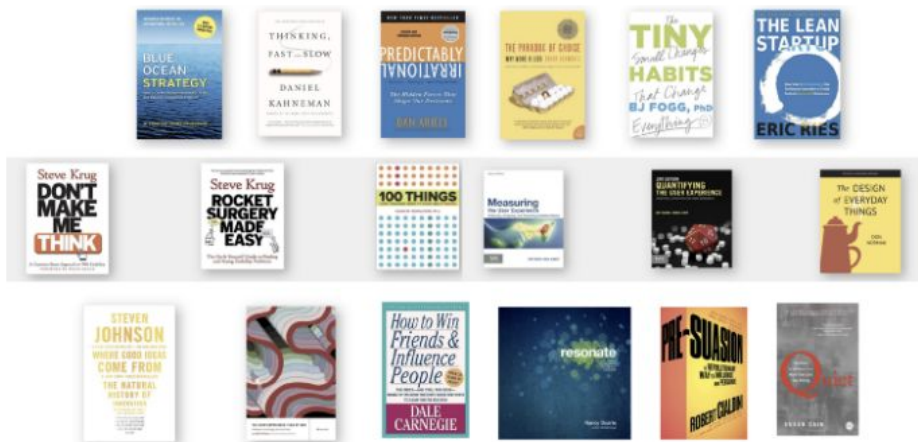
- UX / HCI
- Psychology
- Leadership
- Business/Innovation

12 Books to becoming a Well-Rounded UX Leader



Kevin Liang Follow

May 21 · 6 min read



SEE WHAT OTHER RESEARCHERS DO

- 1) Read academic research articles
- 2) Become a research participant!



**CERTIFICATES
OR NAH??**

**BOOTCAMPS
?!?!**

**What about a
Master's/PhD
?**



BOOTCAMPS
?!?!



CuriosityTank

ZERO TO UX
Master Class



Meet with professors NOW.

You're going to need those **letters of recommendations** later.

Share goals, ask questions.



Master's/PhD
?

Tips for higher education grads

- Leverage network
- Show impact of dissertation, not the theory
- Build UX skills





Hands-on experience



**Hands-on
experience**

1

INTERNSHIP

2

RESEARCH ASSISTANTSHIPS /
APPRENTICESHIPS

***Contract agencies:** Adecco, Artech, Robert Half, TEKsystems, Infotree, Creative Circle, Toptal, Randstad, K-force etc...*

3

SIDE PROJECTS / VOLUNTEER /
HACKATHONS

uxrescue.org | covid-watch.org | [UXPA](https://uxpa.org), wemakechange.org etc...



youtube.com/KevinLiang | zerotoux.com



Job / Work

Start approaching problems in a
user-centered perspective



Job / Work

Start approaching problems in a user-centered perspective

Find opportunities to apply UX research, big or small



Job / Work

Start approaching problems in a user-centered perspective

Find opportunities to apply UX research, big or small

Connect with your UX team



Job / Work

“What if I don’t
have a UX team?”



Job / Work

YOU ARE THE EXPERT

Create your own opportunity





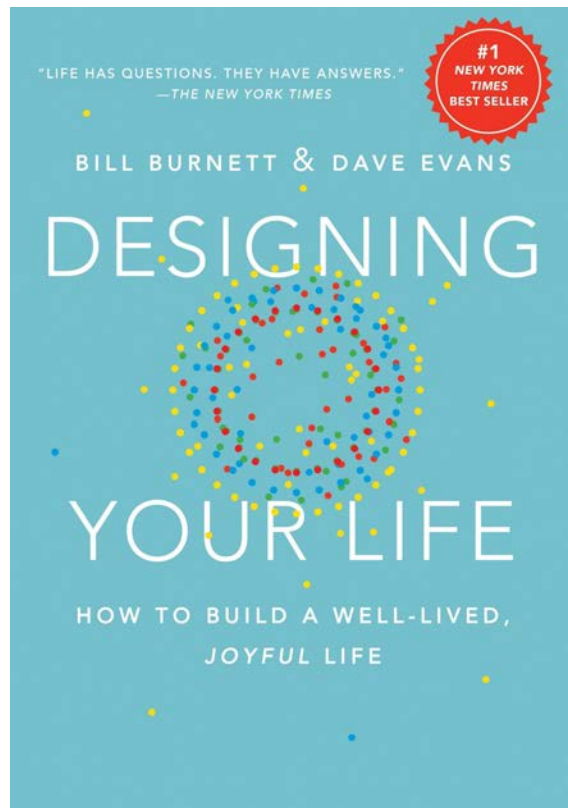
Job titles to search for

- UX Researcher
- User Researcher
- Design Researcher
- Human Factors Researcher*
- Usability Specialist
- UX Consultant / Analyst
- UX Research Assistant
- *Customer Experience (CX)**
- *UX Research Coordinator**
- *UX Research Ops / Program Manager**



NETWORKING

**“50-85% of jobs
are found through
networking...
80% of jobs are
never even listed.”**





Career Fairs

Bring your resume!

UX Meetups

UXRS!!!!!!



Conferences

UXPA
Strive UX
CHI
UXRC

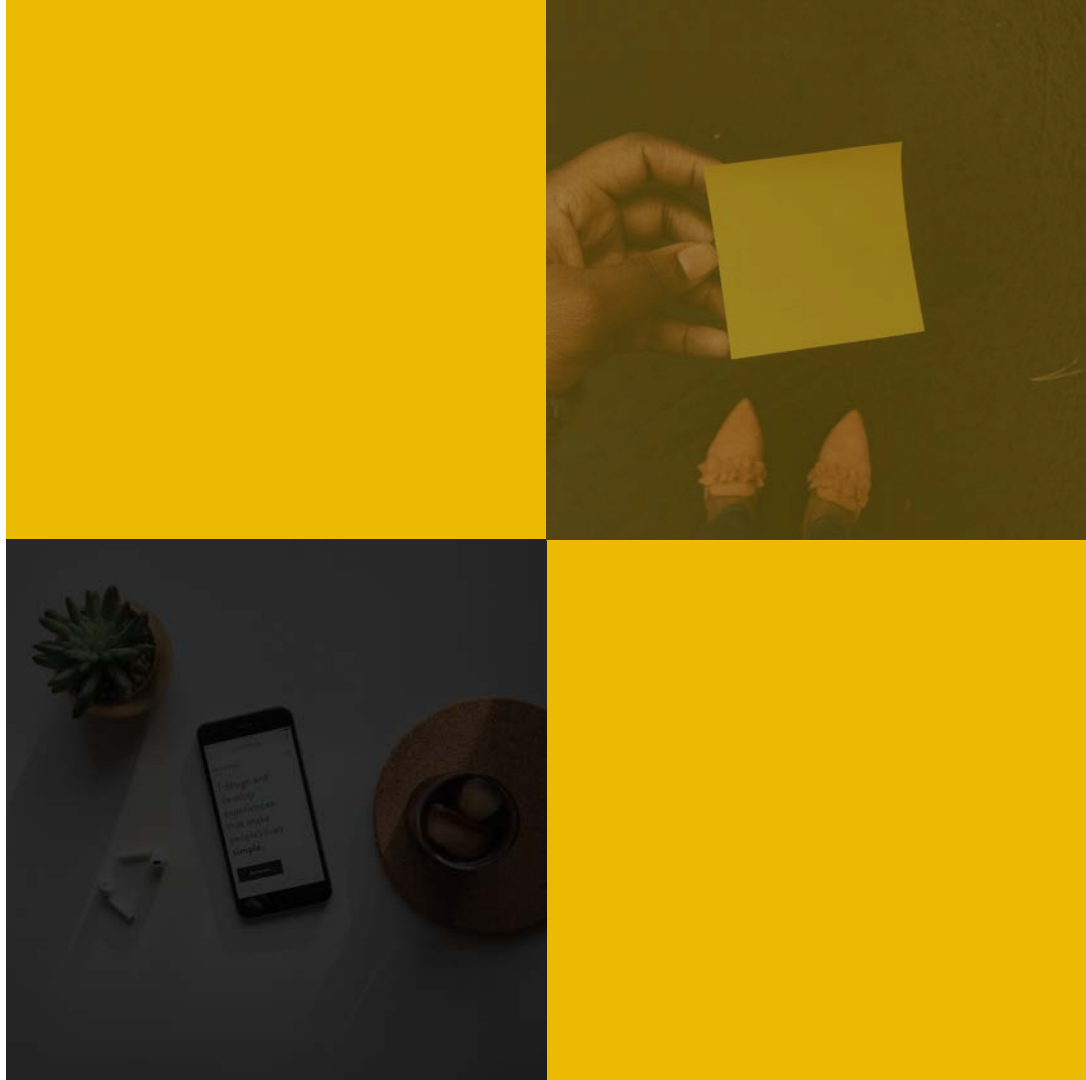
MENTORSHIP



UX.Coffee.Hours.



NETWORKING TIPS



NETWORKING TIPS

1

“Tell me about
yourself”



NETWORKING TIPS

1

“Tell me about
yourself”

2

Prepare to ask
questions, show
interest, passion



NETWORKING TIPS

1

“Tell me about
yourself”

2

Prepare to ask
questions, show
interest, passion

3

Don't ask for
referrals from
strangers

NETWORKING TIPS

1

“Tell me about
yourself”

2

Prepare to ask
questions, show
interest, passion

3

Don't ask for
referrals from
strangers

4

Cultivate a
relationship


hate networking?

Extroverts



All I've done all day is eat, sleep and stare off into space. What an awful existence.

Introverts



Hey! I don't dump on your lifestyle.

hate networking?

Extroverts

Introverts

Pretend it's user research!

All I've done all day is eat, sleep and stare off into space. What an awful existence.

Hey! I don't dump on your lifestyle.



Networking is about GIVING.

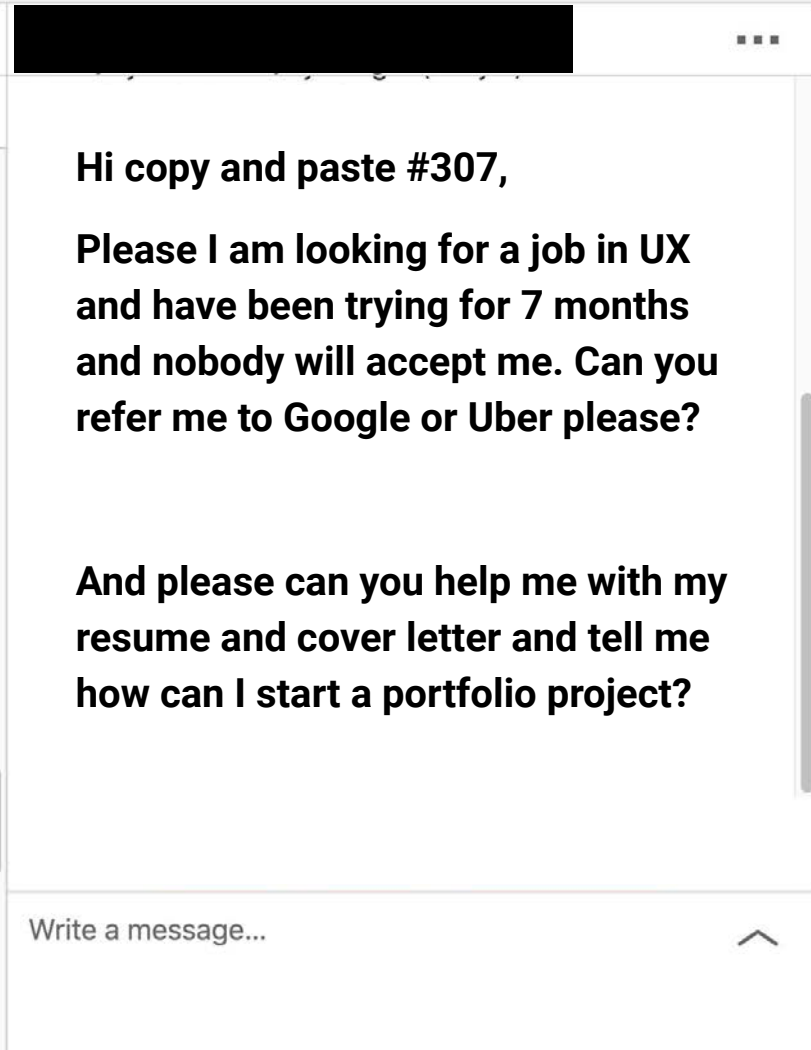
So give a donation to  *today :)*



NETWORKING TIPS

Don't seem
desperate.

Don't make it all
about you.



HOW REFERRALS WORK

1. The person referring will get bonuses for a successful hire, so it's a win-win.
2. The person referring you must fill in information about you on an internal system:
 - a. *e.g. how long they have known you, how well they know your work, recommendations*



JOB SEARCH /

APPLICATION

TIPS

LINKEDIN HACKS

1. **STALK** all the **UX** professionals on LinkedIn; they post job openings, or at least the algorithm will help expose you to those job openings



LINKEDIN HACKS

1. **STALK all the UX professionals on LinkedIn**; they post job openings, or at least the algorithm will help expose you to those job openings
2. Search for “**hiring UX** ____” and filter for “**content**”. People might be posting their openings as posts instead of an official job posting



LINKEDIN HACKS

The screenshot shows a LinkedIn profile for Kevin Liang, a UX Researcher and Mentor. The profile includes a header with the LinkedIn logo and a search bar. Below the header, there's a navigation bar with icons for Home, My Network, Jobs, and Messaging. A promotional banner for a \$300 prepaid car is visible. The profile section on the left shows Kevin Liang's name, title, and a list of statistics: 'Who viewed your profile' (2,876) and 'Views of your post' (1,050). Below this, there's a section for 'Access exclusive tools & insights' with a button to 'Reactivate Premium for Free'. A 'Saved items' section is also present. The main content area shows a post by Alec Levin, CEO and Co-founder at UXR Collective, who is looking for a researcher with a passion for taking products from 0 to 1. The post includes a video thumbnail with a black and white star shape on a purple and yellow background.

in Search

Home My Network Jobs Messaging

[Ready to bounce forward? - For a limited time, ask how to get a \\$300 Prepaid Car](#)

Start a post

Photo Video Document Write article

Sort by: Top

Kevin Liang
UX Researcher | Mentor for those trying to break into UX | Founder @ Zero to UX

Who viewed your profile 2,876
Views of your post 1,050

Access exclusive tools & insights
Reactivate Premium for Free

Saved items

Alec Levin • 1st
CEO and Co-founder at UXR Collective, #UXRConf
1h •

Cristen Torrey • 2nd
Director of Research at Figma
2h • Edited •

I'm looking for a researcher with a passion for taking products from 0 to 1. (Geographically flexible/remote friendly.) Join me at Figma, an organization with 🙌 and ❤️!
...see more

Zero to UX

[Video link](#)

youtube.com/KevinLiang | zerotoux.com

START A PORTFOLIO

1. Start tracking your projects

- a. Side projects, academic research projects, work, volunteer gigs etc...



START A PORTFOLIO

1. Start tracking your projects

- a. Side projects, academic research projects, work, volunteer gigs etc...

2. Stop WAITING. Start DOING.

- a. Build your own projects if you cannot get any opportunities. Tie it into how the business would benefit from your research.



Redesigning something
to make it prettier
is NOT UX



START A PORTFOLIO

1. Start tracking your projects

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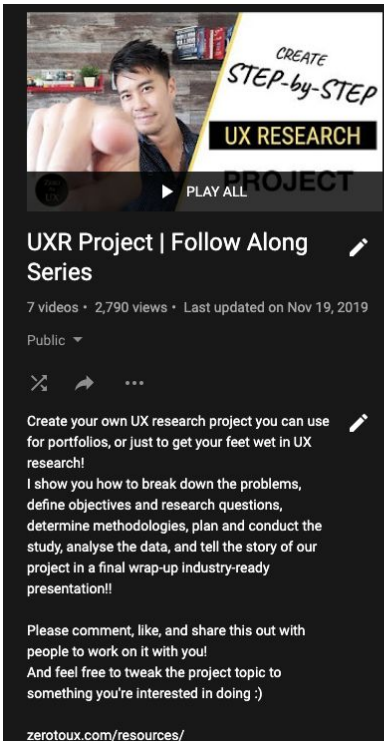
START A PORTFOLIO

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2. Stop WAITING. Start DOING.

- a. Build your own projects if you cannot get any opportunities. Tie it into how the business would benefit from your research.
- b. Check out my YouTube UXR Follow-Along series
- c. Sign up for Weekly Design exercises: [Artiom Dashinsky](#)



UXR Project | Follow Along Series

7 videos • 2,790 views • Last updated on Nov 19, 2019

Public

Create your own UX research project you can use for portfolios, or just to get your feet wet in UX research! I show you how to break down the problems, define objectives and research questions, determine methodologies, plan and conduct the study, analyse the data, and tell the story of our project in a final wrap-up industry-ready presentation!!

Please comment, like, and share this out with people to work on it with you! And feel free to tweak the project topic to something you're interested in doing :)

zerotoux.com/resources/

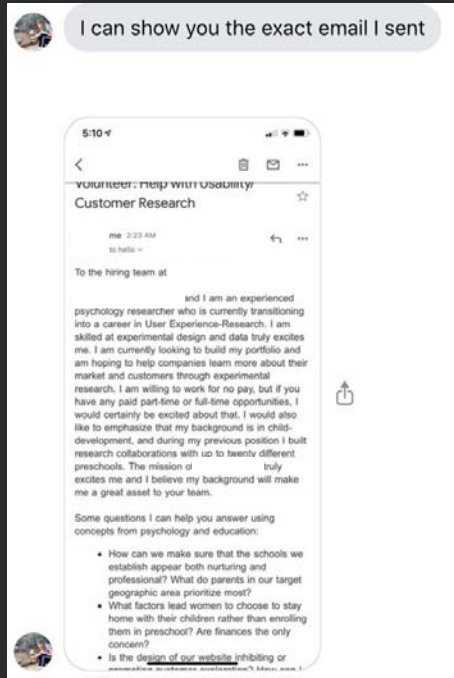
SORT BY

- UX Research Project PART 1 [FOLLOW ALONG] | Zero to UX Kevin Liang 10:22
- UX Research Project PART 2 - Research Plan [FOLLOW ALONG] Kevin Liang 9:10
- UX Research Project PART 3 - Qualtrics Survey [FOLLOW ALONG] Kevin Liang 8:22
- UX Researcher Conducts a Cafe Usability Test | [FOLLOW ALONG] PART 4 Zero to UX Kevin Liang 8:54
- How to Analyse UX Data & Translate Findings into Product Recommendations Along PART 5 Kevin Liang 9:49
- How to Present UX Research Findings in a Deck | [FOLLOW ALONG] PRESENTATION TEMPLATE Kevin Liang 9:12
- What Would You Have Done Differently? UX Research JOB INTERVIEW BONUS Kevin Liang 5:53



Cold outreach?

“Briefcase technique”



One of my viewers landed a job interview by cold emailing a startup with this technique.

How-to:

- 1) Research the company
- 2) Find out possible questions they might have
- 3) Show them that you're the one who can help





DON'T GIVE UP



01

**DON'T PUT ALL YOUR MENTAL
EGGS IN ONE BASKET**

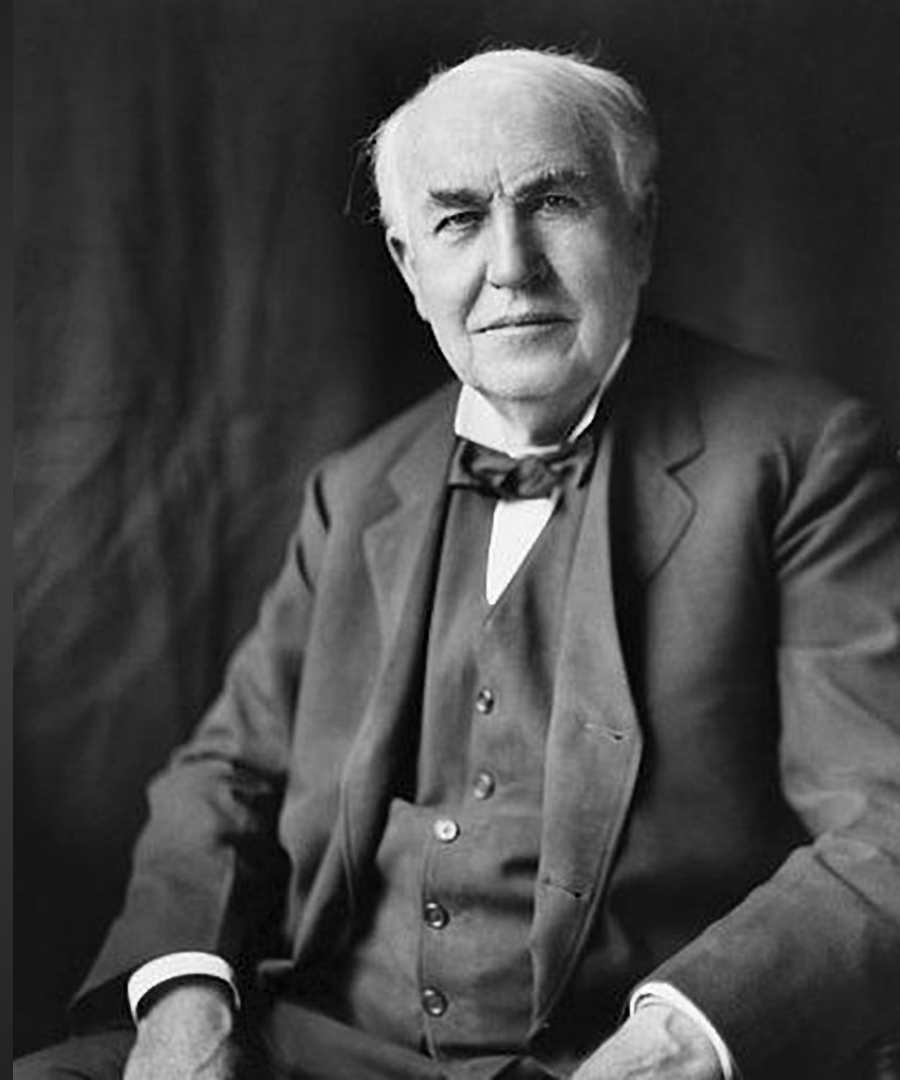
02
REJECTION = REDIRECTION



“I didn’t fail.

I just found 10,000
ways that **didn’t
work”**

- Thomas Edison



“I didn’t fail.

I just found 10,000
ways that **didn’t
work”**

- Thomas Edison

**DO NOT ATTEMPT
WITH SKYDIVING**

THANKS !!

QUESTIONS?



GET IN TOUCH

FOLLOW ME! 



Zero to UX



@ZeroToUX



@ZeroToUX



ZeroToUX.Slack.com



linkedin.com/in/kevinliang-1

