

Perspectives over solutions



*"But I was perfect for
this role!"*



Understanding what the hiring manager wants

How effectively you communicate your skills

Why can't good UX talent get hired?

*Your ability to **find** a job is different
from your ability to **do** the job*

Finding a job creates value for the
candidate

Doing the job creates value for the
company

*Being a good designer does
not mean you're "hireable"*

*How do you even define
what makes someone a
"good" designer?*

Hire-ability

*How easy it is to **find** a suitable job*

Hire-ability

*Based on the job market... which has changed
a lot in the past 3 years*

Then vs. Now

01 Junior > Senior > Manager > Director

02 Talking to users & generative research

03 Process over output

04 Implementing team structure and processes

05 Information architecture & wireframing

01 Super senior ICs / Player-Coach (Lead & Staff)

02 Visual design & validation research

03 Output over process

04 Taking a product from zero-to-one and beyond

05 Complexity and ambiguity (Product Management)

Be a Lead / Staff Designer

Dictionary

Definitions from [Oxford Languages](#) · [Learn more](#)



staff designer¹

noun

1. the most talented candidate willing to work for the staff title and salary. That level will change depending on the circumstance and market.

hang is a staff designer but he still kinda sucks

Similar:

employees

workers

workforce

personnel

hands

hired hands

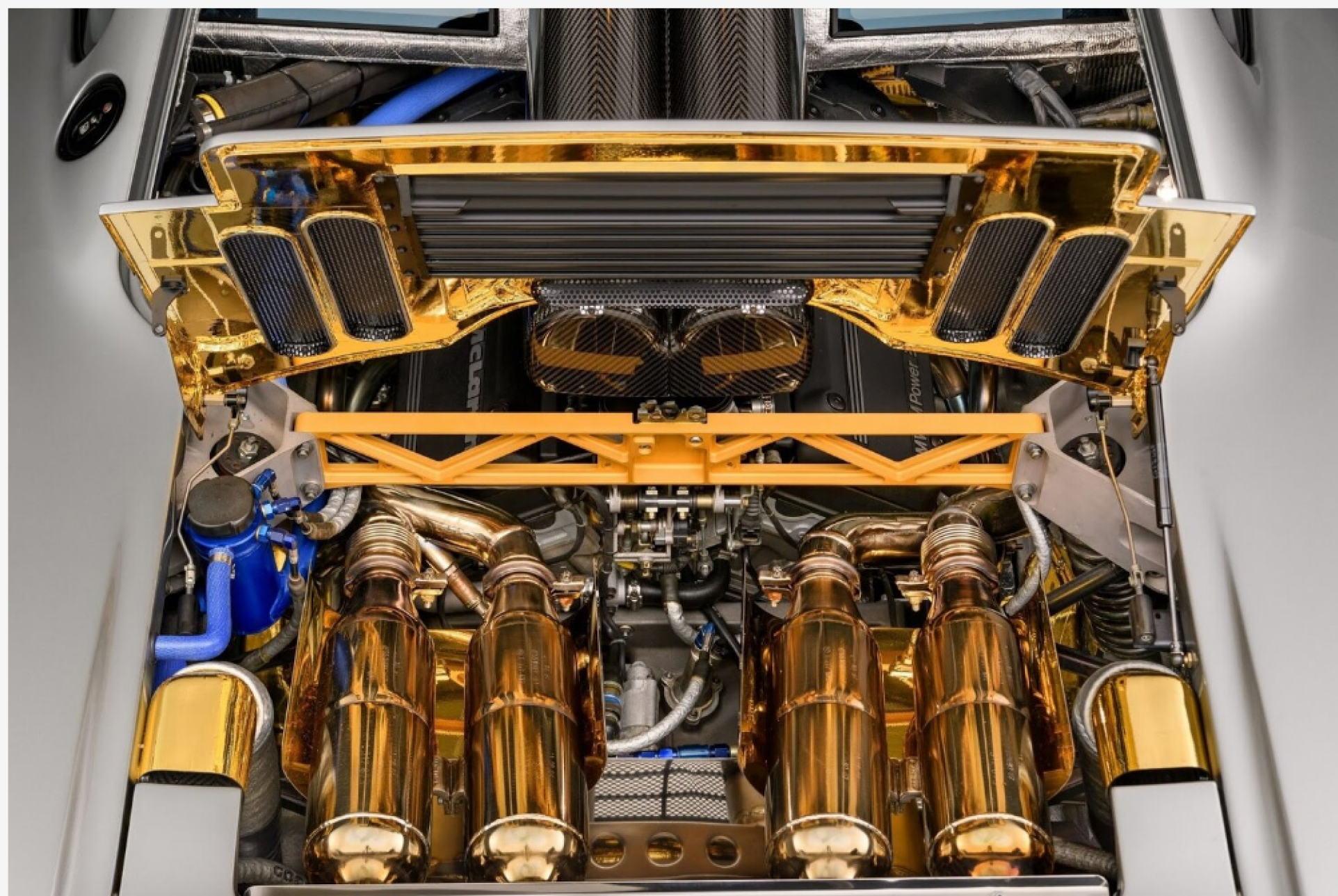


Leveling guides: <https://staff.design/resources>

"Fake" senior designers

AKA "bad" designers

A "real" designer



A "real" designer's ideal company

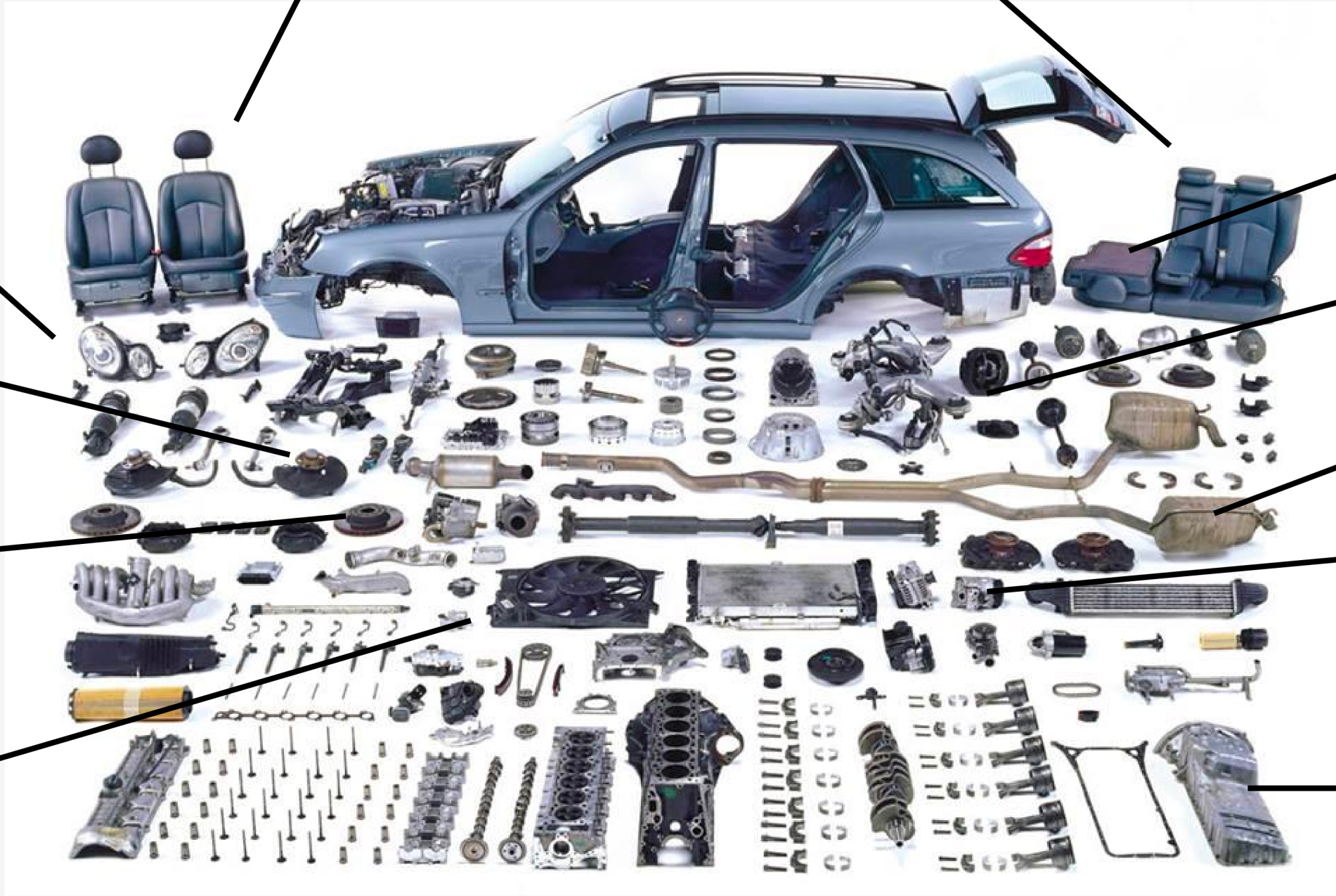


The average company



The "hirable" designer





CEO

COO

PM

PM

Lead PM

VP of Product

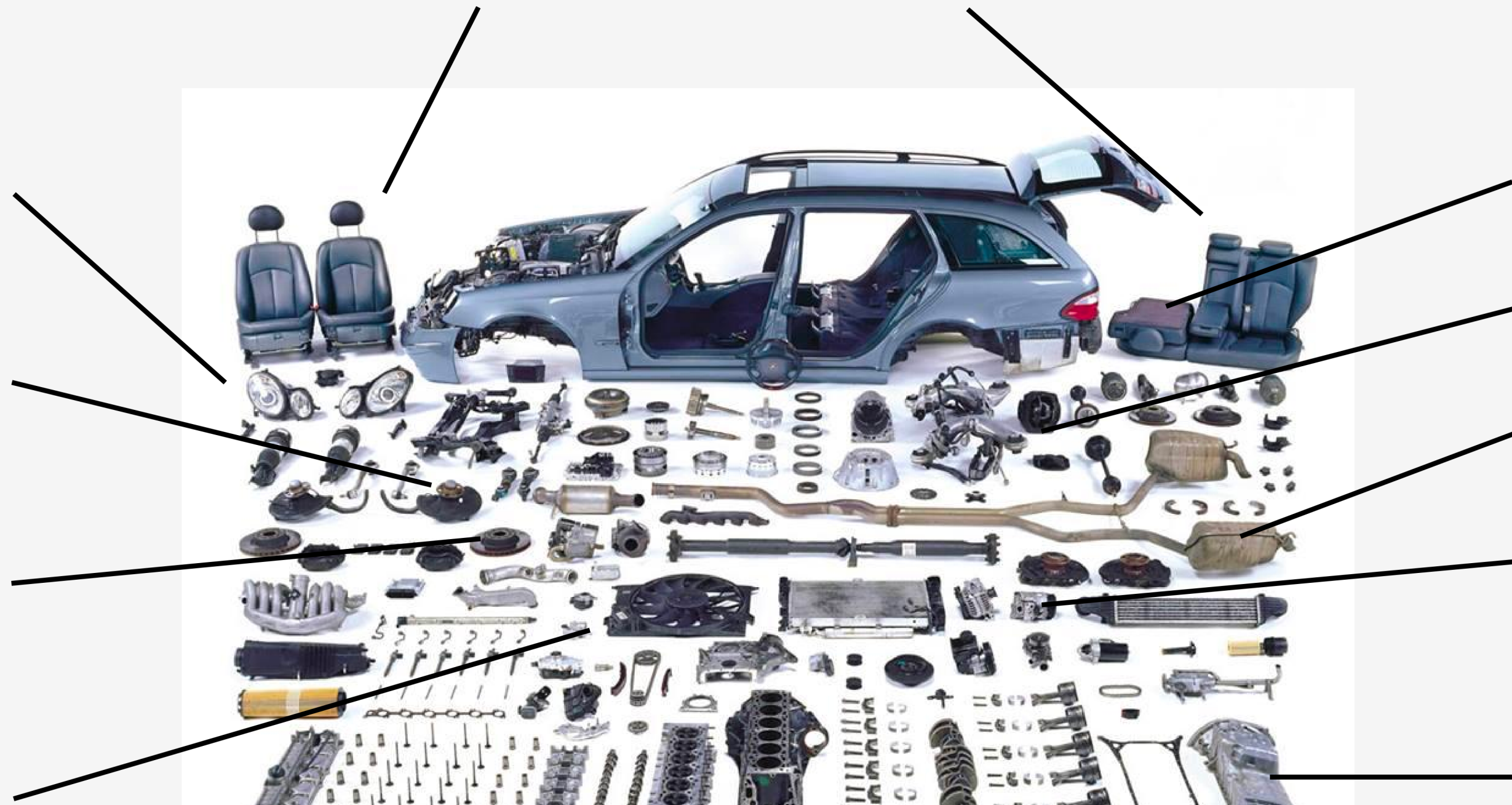
Marketing

Engineer

Engineer

Engineer

Director of Engineering



*Pretending your UX
persona is a company*

You're the **CEO** of a UX startup called **YOUR NAME**.

Product = "Designer-as-a-Service", aka your candidacy as a job seeker

Customer = hiring manager

User = future coworkers

OKR =

1) The "customer" buys your product

2) The "users" continue with the monthly DaaS subscription because they find value in your product



As the CEO of _____, you can get to decide how big each team in the startup is:

- Design
- Product
- Engineers
- Marketing
- Sales
- Customer Success
- HR
- Etc.

Healthy balance?

Strategically aligned?

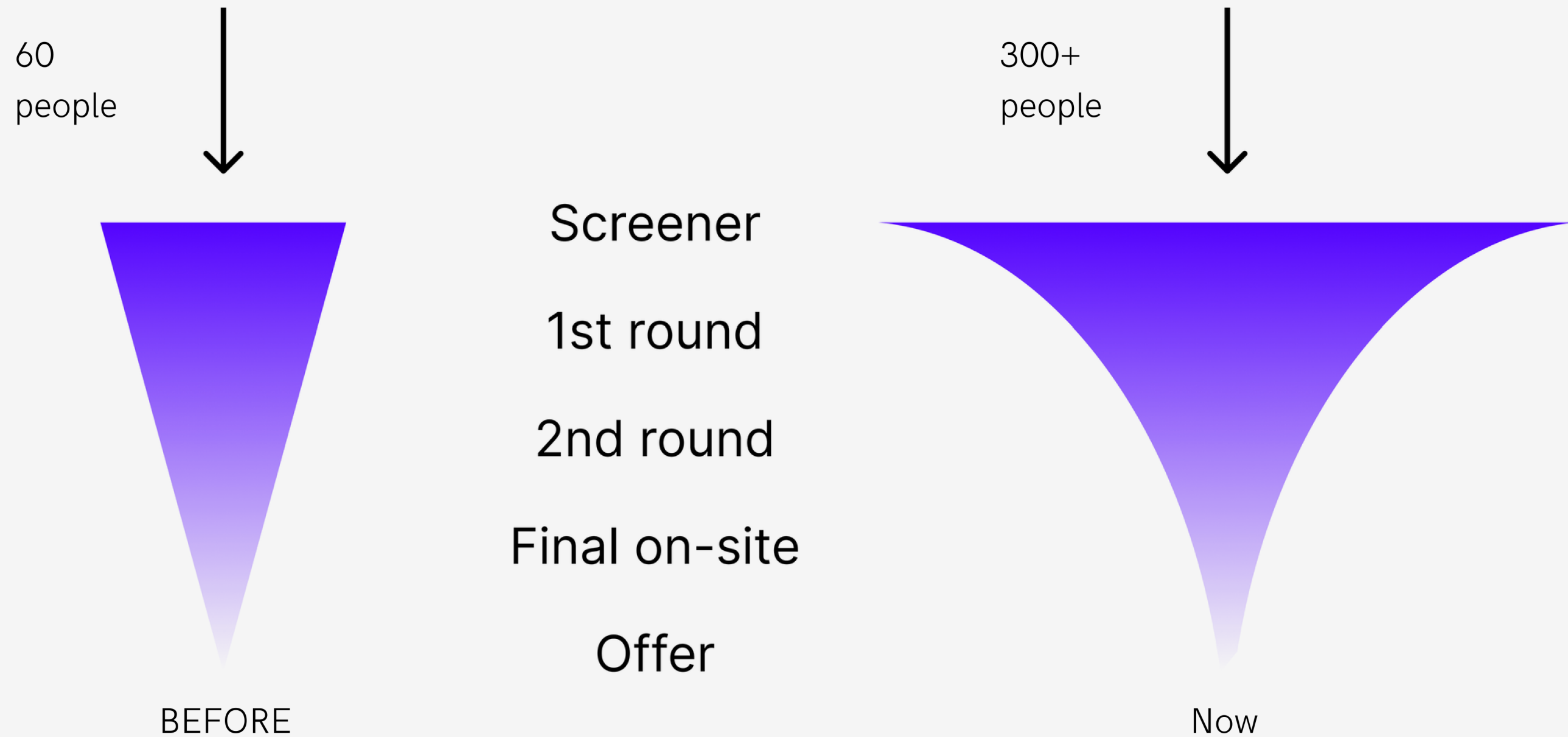
Too reliant on your customer?

What if they leave you?

What if they leave...



Increase of applicants



The current top-heavy funnel

Time as a valuable commodity

Experience



Spotify

3 yrs 10 mos

- **Insights Manager - User Research & Data Science**

Full-time

Jan 2022 - Present · 1 yr 6 mos

New York, New York, United States

- **Senior User Researcher**

Sep 2019 - Dec 2021 · 2 yrs 4 mos

New York, NY



Senior Product Researcher

Netflix

Sep 2018 - Sep 2019 · 1 yr 1 mo

San Francisco Bay Area



User Experience Researcher

Google

2017 - 2018 · 1 yr

New York, NY

Contract via Aquent

🔍 Start a new search...

Saved / History

Showing results for ⋮

Job title

Project Manager +

Technical program manager, Program mana...

Locations

Singapore Kuala Lumpur, Malaysia +

New Delhi Area, India,

Skills

Business strategy Analytics +

Market entry, Analysis, Corporate developm...

Companies

+ Add companies

IBM, Microsoft, Oracle,

Education 📅 Any to 2012

Asia Pacific Institute of Information Techno...

Universiti Malaya +

Asia Pacific University of Technology and...

Keywords

+ Add keywords

View more

1K total candidates

71 have company connections

230 engaged with your talent brand

27 past applicants

71 with company connections

1 - 25



Rahmat Amirul • 3rd
Project Manager, Business Analytics at Microsoft
Kuala Lumpur, Malaysia - Information Technology and Services

Current Project Manager, Business Analytics at Microsoft 2011 - Present
Founder at Eyesight Analytics 2013 - Present

Past Project Manager at Splashtop Inc. 2008 - 2011
Business Analytics at Global Delivery Center 2005 - 2008

2 Company connections



Ming Xu • 2nd
Senior Project Manager at IT Services Co.
Singapore - Information Technology and Services

Current Senior Project Manager, Business Analytics at IT Services Co. 2011 - Present

Past Data Analysis at Techtip Inc. 2007 - 2011
BA Analyst Intern at DFJ Dragon Fund 2005 - 2007

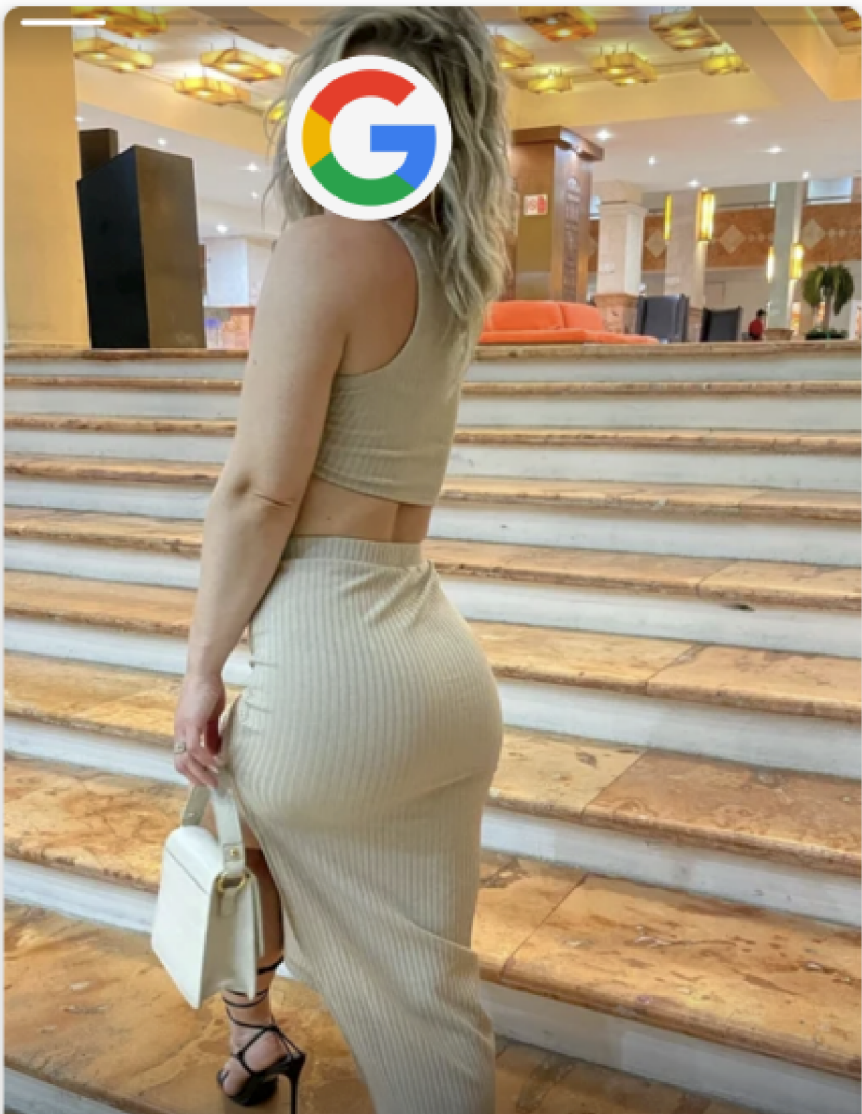
5 Company connections 🔔 Recruiting activity



Kapil Kaur • 3rd
Engineering Project Manager at YTC Telecom
New Delhi, India - Information Technology and Services

Current Engineering Project Manager at YTC Telecom 2011 - Present
Founder at Eyesight Analytics 2013 - Present

Past Project Manager at Access Technologies Inc. 2008 - 2011
Business Analyst Intern at Citi 2005 - 2008

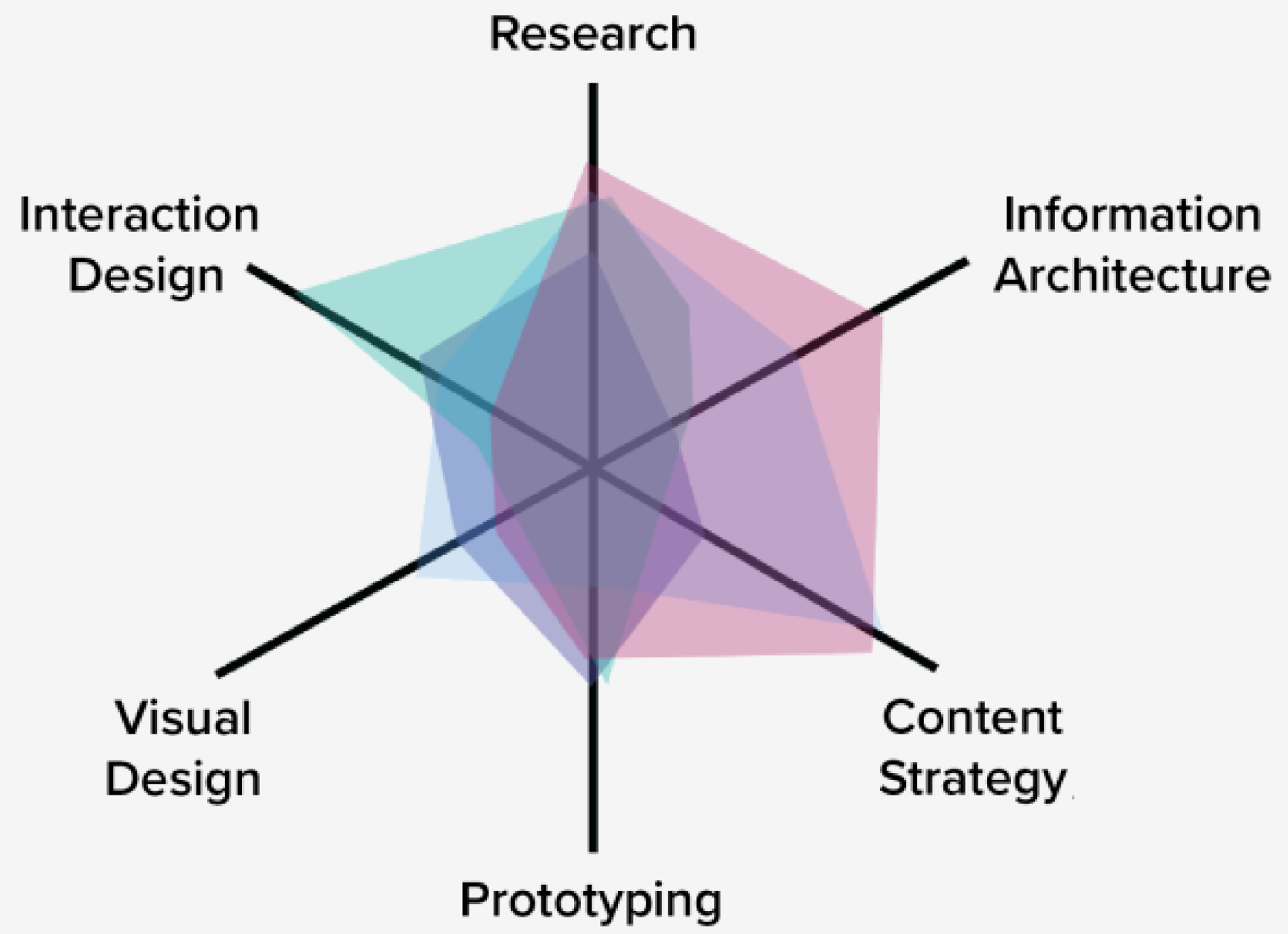


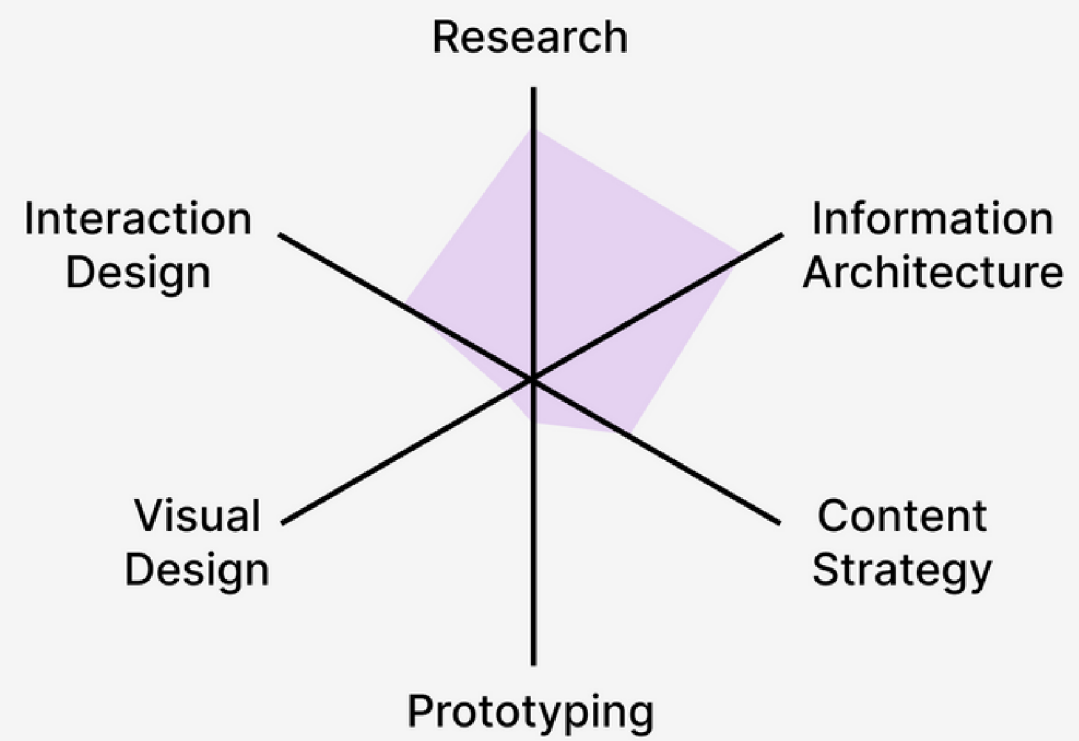
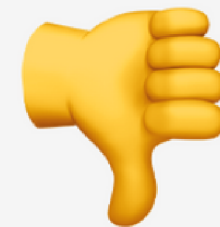
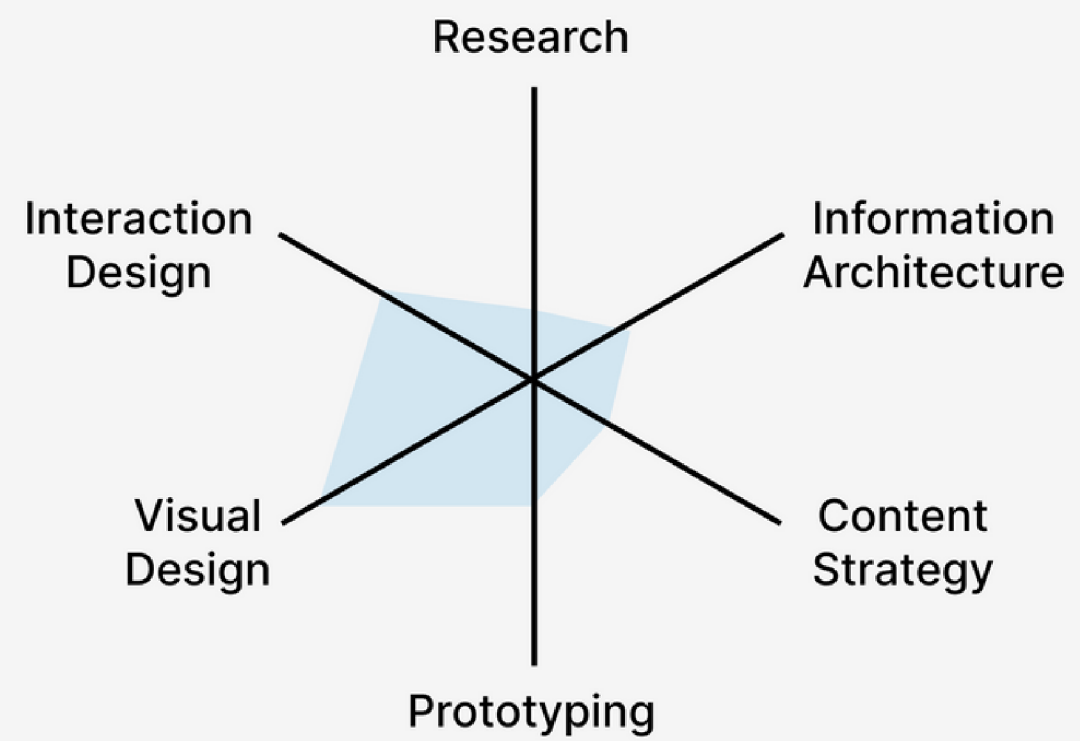
Gabrielle 31 [verified] [profile icon]

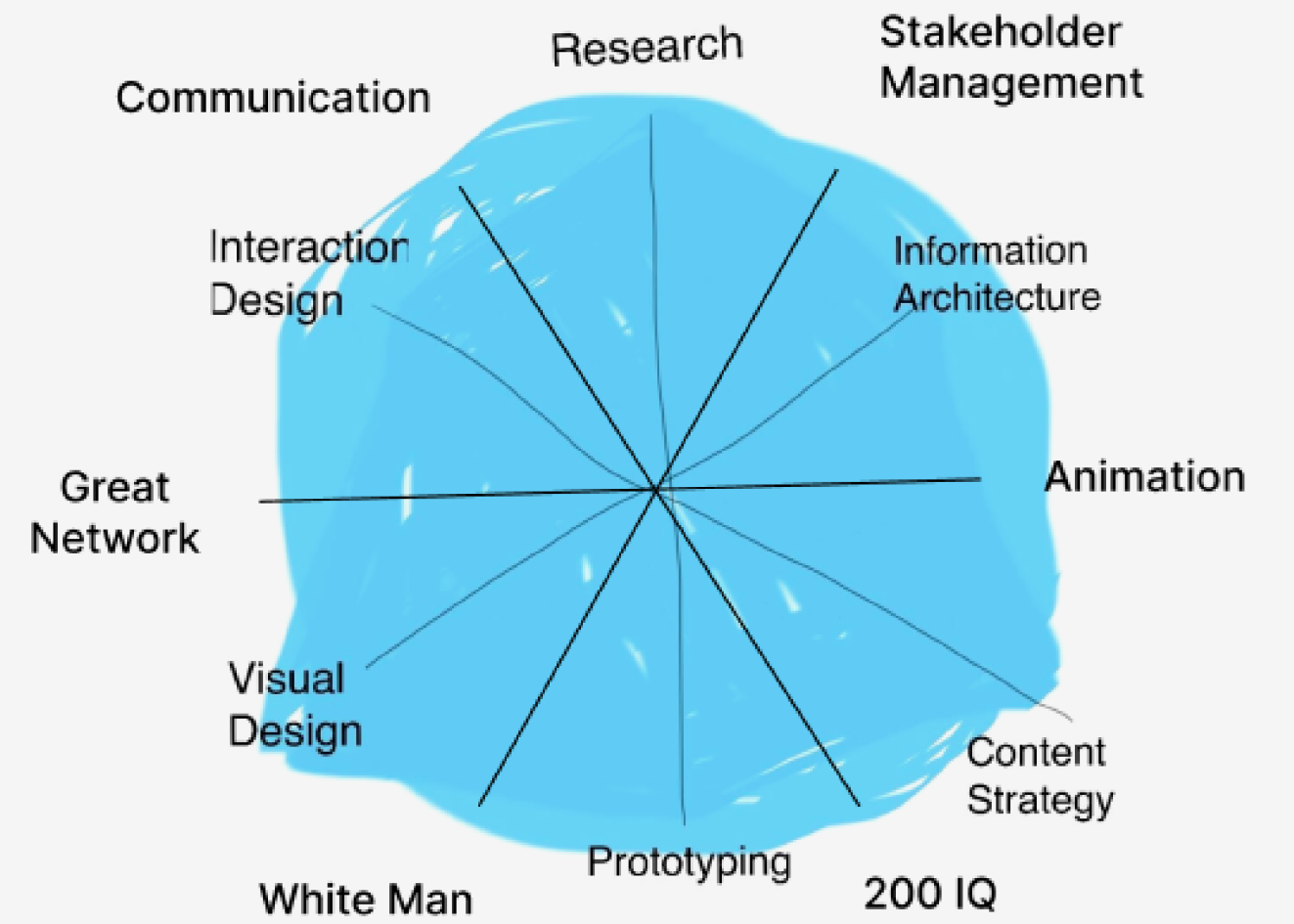
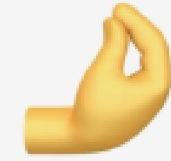
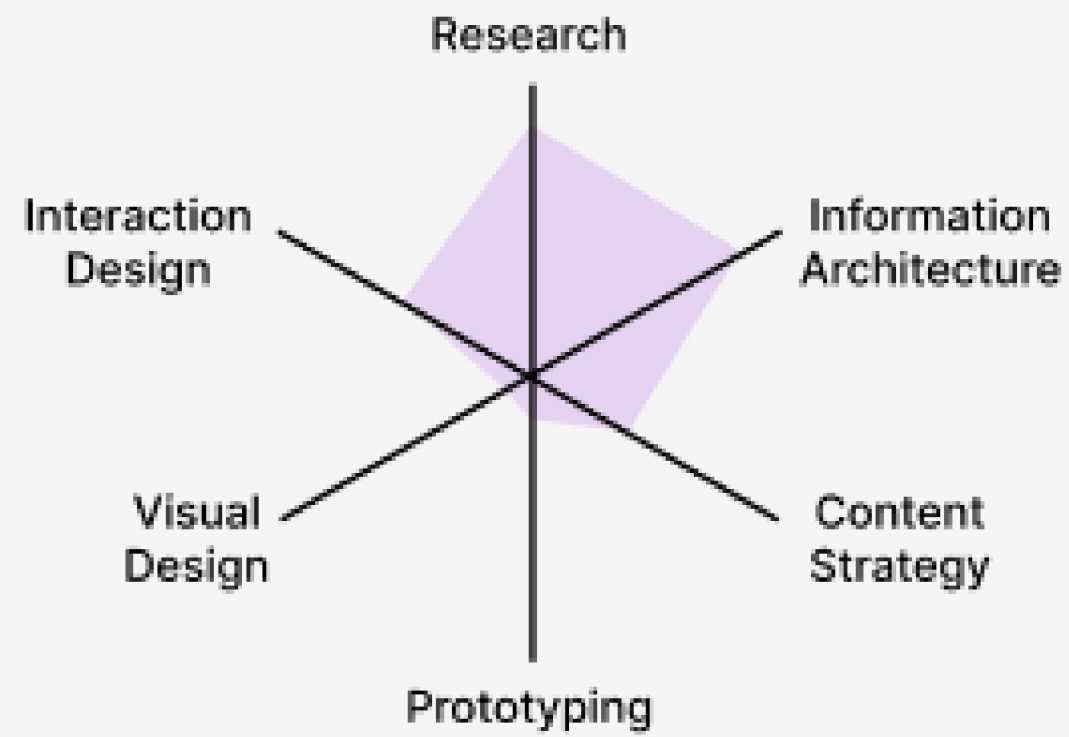
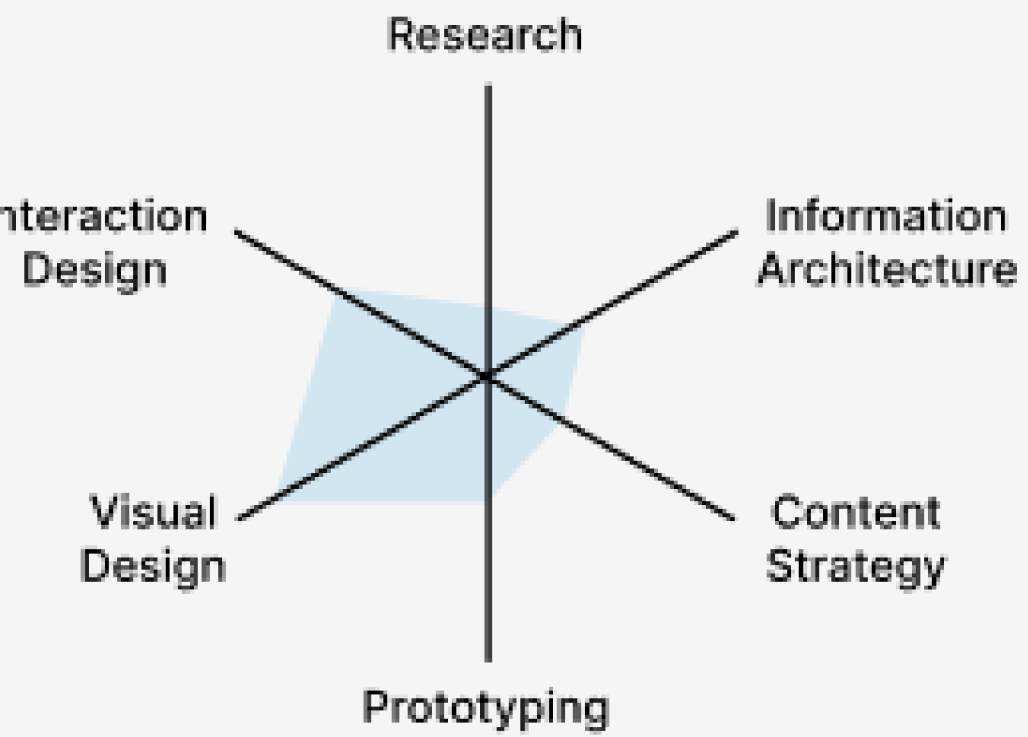
Product Designer at Google

5 miles away

[refresh icon] [close icon] [star icon] [heart icon] [share icon]







Source: Joel Kitzmiller
LI: @effect

Staff Product Designer, Ro Body

APPLY FOR THIS JOB

NEW YORK, NY OR REMOTE / DESIGN / FULL-TIME / REMOTE

Who We Are

Ro is a direct-to-patient healthcare company providing high-quality, affordable healthcare without the need for insurance. Ro is the only company to seamlessly connect telehealth, in-home care, diagnostics, labs, and pharmacy services nationwide. This is enabled by Ro's vertically integrated platform that powers a personalized, end-to-end healthcare experience from diagnosis, to delivery of medication, to ongoing care. Since 2017, Ro has facilitated more than eight million digital healthcare visits in nearly every county in the United States, including 98% of primary care deserts. Visit [Ro.co](#) for more information.

Ro was named #2 in Wellness on Fast Company's 2019 list of the World's Most Innovative Companies, recognized as a CNBC Disruptor 50 in 2022, listed by Inc. Magazine as a Best Place to Work in 2022 for our third consecutive year, and named one of FORTUNE's 2022 Best Medium Workplaces.

We're looking for a Staff Product Designer who will lead design with significant scope and responsibility in creative UX concept, vision, strategy, and high-quality execution. You will bring a strong mix of design leadership, user-centric problem solving, and mastery of craft. You will be an integral part of the end-to-end product development cycle partnering closely with Tech Org partners (Product Management, Engineering, Data, UXR), medical, legal, marketing, and brand.

What You'll Do:

- Leading role in solving complex problems and developing a mid to longer-term creative UX concepts and execution for initiatives across multiple patient touch points or product areas
- Set and raise the quality bar for design and influence through your mastery of craft and problem-solving skills
- Make data-driven decisions that translate business goals into product experiences, distill complexity into simple and elegant patient experiences
- Inspire and advocate for user and design by practicing design maturity through the presentation of design rationale, facilitation, and storytelling across cross-functional teams
- Lead all phases and aspects of design from vision, strategy, research, ideation, UX architecture, flows, interactions to wireframes, testing, and polished visual design
- Create a unified, end-to-end patient experience and instill a holistic perspective and solutions to the overall patient journey
- Implement, maintain and evolve the Ro Design System

What You'll Bring to the Team:

- 8+ years of experience shipping high-impact and successful digital products across mobile and web at consumer-facing/focused products and brands
- Proven leading role in shipping high-impact and successful digital products
- Bringing innovative and creative solutions to complex problems
- Exceptional quality in craft of interaction and visual design
- Strong communication and storytelling skills
- Mentorship and coaching experience to inspire and influence other designers
- A pattern of curiosity and skill-building over time (growth mindset)

1. visual design (5 mentions)
2. product strategy (4 mentions)
3. stakeholder management (6 mentions)
4. user research (3 mentions)
5. coding engineering (0)
6. people leadership (0)
7. design leadership (3 mentions)
8. complexity/ambiguity (3 mentions)
9. interaction design (2 mentions)

Mobile

Web

B2C (Consumer)

Shipping products

High priority:

Someone with experience shipping mobile/web consumer products

Knows how to work with stakeholders

Strong eye for visual design

Medium priority:

Product mindset with a focus on strategy

Some user research

Some design leadership

Can deal with some complexity/ambiguity

Decent interaction design skills

Low priority:

Coding

People management skills

Actual JD Skills

- Visual Design
- Product Strategy
- Stakeholder Management
- User Research (Validation)
- Coding/Engineering
- People Leadership
- Design Leadership
- Complexity/Ambiguity
- Interaction Design

To Consider...

Create content and connections

Build relationships

Ask hiring managers who are not necessarily hiring: "What are some of the biggest problems you and your team are trying to solve?"

Have a UVP (Unique Value Proposition)

Leveraging your Unique Value Proposition (UVP)



WIN

Only you can solve the customer's problem. Your salary will be a factor of the cost of the problem and the value of their goals.

NEUTRAL

Anyone can solve the customer's problem. Your salary will be a factor of the market rate for your position and experience.

LOSS A

No one can solve the customer's problem. The customer will likely keep looking.

LOSS B

Other designers can solve the customer's problem, but you can't. Your ex- was right about you being a failure.

SCHOLASTIC

WHY YOU'LL NEVER BE A UX DESIGNER

...Or Amount To Anything Ever

ONLY
\$19.99



Your paragraph text



A Children's Book By
Hang Xu



"You can visit pity city
but you can't live
there"

CEO Andi Owens



A woman with long dark hair, wearing a silver sequined dress, is looking down at a red rose she is holding in her hands. The background is dark with some decorative elements, including a large, stylized, colorful graphic on the right side. The text "HIRING MANAGER" is overlaid in white, bold, sans-serif font across the center of the image.

**HIRING
MANAGER**

Becoming Staff Designers

HR & Senior managers will have documents on leveling rubrics

Leveling happens during the interview process

It's often too late to re-level at the offer stage

Leveling is highly subjective and based on the opinions of your interviewers & hiring managers (users & customers)