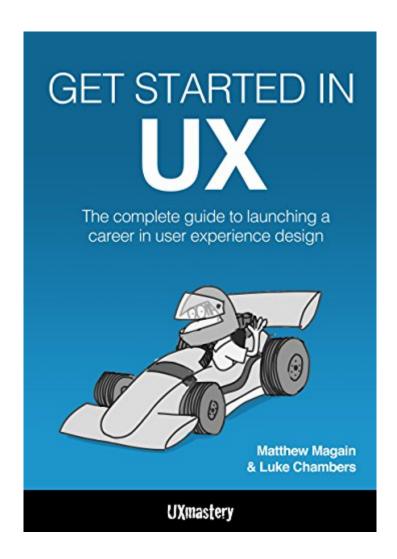
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Get Started In UX: The Complete Guide To Launching A Career In User Experience Design





Synopsis

Want to know which UX course to study, or how to get a UX job without any experience? Struggling with how to create a UX portfolio? We've got the answers to these and many more curly questions in our authoritative guide to beginning your career in UX. More than ever, executives and managers are realising that a user's experience of their company's products and services is crucial to the bottom line, and that experience can be designed. User Experience (UX) has emerged as the poster child to capture this alignment of design and business strategy. However, the term is also used in other ways. Ask ten different people what User Experience means and you'll get ten different answers. For example:⠢ UX is an umbrella term.⠢ UX is a movement.⠢ UX is a process.⠢ UX is a role.⠢ UX is a discipline.⠢ UX is an industry.⠢ UX is a philosophy.⠢ UX is a collection of techniques. All of these statements are true to some degree, so itâ ™s no wonder the UX community has such a hard time defining what we do to the outside world!However, there's one I'd like to add to that list:⠢ UX is a career. You may have decided that UX is the career for you, but perhaps youâ ™re overwhelmed by where to start. Maybe you took a course, read a book, or have a small amount of experience through your current role, but are unsure what to do next. We hope this book helps you find the answers to these questions and more, and that you use the information on these pages to launch and shape a successful and prosperous career. Welcome to the world of User Experience.

Book Information

File Size: 3470 KB

Print Length: 163 pages

Simultaneous Device Usage: Unlimited

Publisher: UX Mastery; 1 edition (October 16, 2014)

Publication Date: October 16, 2014

Sold by:Â Digital Services LLC

Language: English

ASIN: B00OL4HAOK

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Not Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #449,238 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #284 in Books > Computers & Technology > Computer Science > Human-Computer Interaction #7088 in Kindle Store > Kindle eBooks > Computers & Technology #156441 in Kindle Store > Kindle eBooks > Nonfiction

Customer Reviews

This is a very supporting reading for beginners. The section with UX professionals and hirerers is espessiLly useful for me.

Excellent condition!

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