



Technical Recruitment Demystified

A PRIMER SERIES FOR NEW TECH RECRUITERS

Understanding the
role of a ...

UI/UX

DESIGNER



by

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DEFINING THE **ROLE**

A UI/UX Designer crafts intuitive and visually captivating interfaces for websites, apps, and software, ensuring smooth navigation and enjoyable user experiences. Collaborating with developers and stakeholders, they optimize designs to meet both user needs and business objectives.



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KEY TECHNICAL SKILLS

- Proficiency in UI/UX design tools like Adobe XD, Sketch, Figma, and InVision for creating layouts, wireframes, and prototypes.
- Strong grasp of typography, color theory, and iconography for visually appealing designs.
- Ability to create interactive prototypes and design for different devices using tools like InVision or Marvel.



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KEY SOFT **SKILLS**

- Ability to understand user needs and effectively communicate design ideas with teams.
- Ability to innovate problem-solving and teamwork to integrate diverse perspectives.
- Ability to exercise analytical decision-making and flexibility to meet evolving project demands.



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TOOLS USED

- Adobe XD, Sketch, Figma, and InVision for collaborative UI/UX design and prototyping.
- UserTesting.com, Optimal Workshop, and Crazy Egg for remote testing and usability analysis.
- Slack for communication, and Git/GitHub for version control and collaboration.



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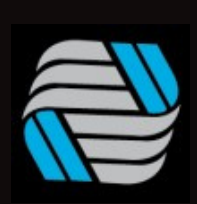
QUALIFICATIONS AND CERTIFICATIONS

- Bachelor's degrees in graphic design, interaction design, or related fields are common. Bootcamps, online courses, and practical experience also contribute.
- Self-study, bootcamps, and online courses help build practical skills and portfolios.
- Certifications like CUA or CUXP, and academic degrees, demonstrate expertise and commitment.



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**THE TRAINING TO TRANSFORM
YOUR NORMAL RECRUITERS
INTO**

**WORLD-CLASS
TECHNICAL
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