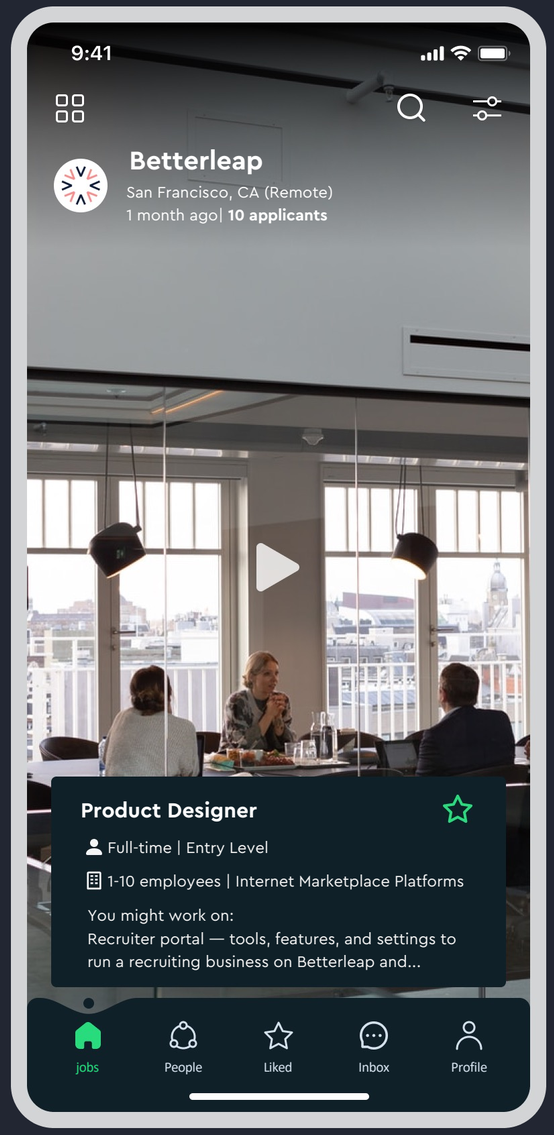
iOS Mobile App

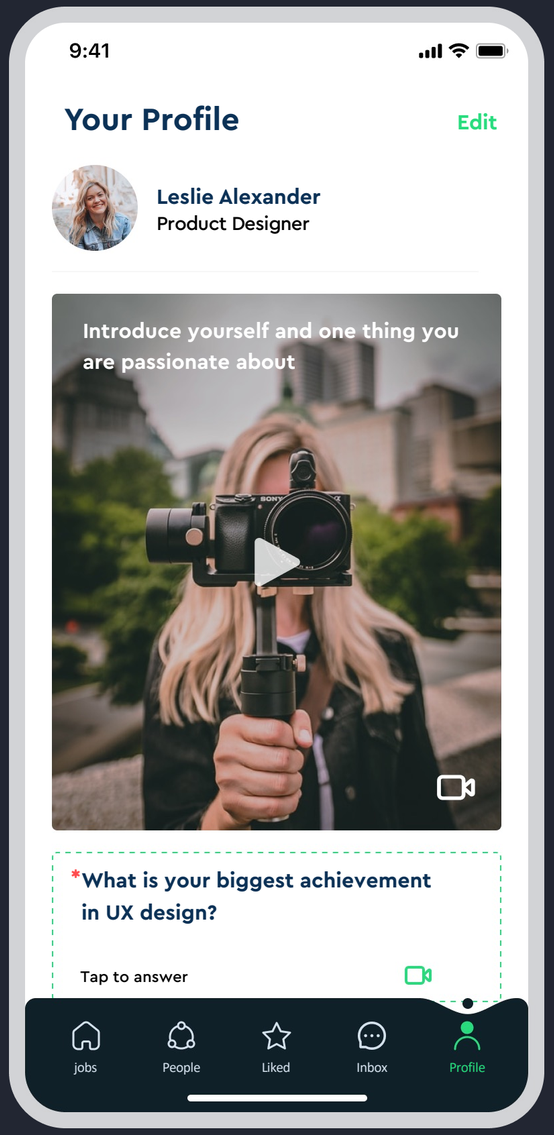
Boost Job Hunting Prospects for Junior UX Designers

Songting Hu

MICA Capstone Project.

08/24/2022





Why this challenge?

Rockset	Rejected😾	UX Designer	https://jobs.lever.co/rockset,	glassdoor
Williams Sonoma	Applied🙂	UX Designer	https://ehac.fa.us6.oraclecl	glassdoor
IXL	Applied🙂	Associate Product Manager	https://www.linkedin.com/jol	LinkedIn
Volvo	Applied🙂	Digital Product Design Intern	https://www.indeed.com/vie	Indeed
Snorkel AI	Applied🙂	UX Designer	https://www.linkedin.com/jol	LinkedIn
Somnio	Applied🙂			
Signify Health	Applied🙂			
CardinalCommerce	Applied🙂			
OppLoans	Rejected😾	UX Intern		
MatchGroup	Applied🙂	Product Designer		
pocket worlds	Applied🙂	UX Designer UI Designer		
Lacework	Applied🙂	UX Intern		
Addepar	Rejected😾			
roblox	Applied🙂	Design Intern		
Huntress	Applied🙂	UX Designer UI Designer		
Intuit	Rejected😾	Product Designer	https://jobs.intuit.com/job/-/	Indeed
Seven.me	Applied🙂	Product Designer		Indeed
Twitch	Rejected😾	Junior UX Designer	https://www.glassdoor.com/	glassdoor
IBM	Applied🙂	UX Designer		Indeed
Accrualify Inc	Applied🙂	UI/UX Jr Product Designer		glassdoor
Acuant	Rejected😾	UX/UI Designer	https://www.linkedin.com/jol	LinkedIn
Miles	Rejected😾	UX/UI Designer	https://www.linkedin.com/jol	LinkedIn

Dropbox	Applied🙂	Product Designer	https://www.dropbox.com/jo	Femke
SuperList	Rejected😾	Product Designer	https://superlist.recruitee.cc	Femke
BlueOwl	Applied🙂	Product Designer	https://www.linkedin.com/jol	LinkedIn
Color	Rejected😾	Product Designer	https://www.linkedin.com/jol	LinkedIn
Cypress hcm	Applied🙂	Product Designer	https://www.linkedin.com/jol	LinkedIn
Toast	Applied🙂	UX Designer Intern	https://www.linkedin.com/jol	LinkedIn
Persona	Applied🙂	Junior UX Designer	https://www.linkedin.com/jol	LinkedIn
Demandbase	Rejected😾	UX Designer Intern	https://www.linkedin.com/jol	LinkedIn
Intouch Solutions	Rejected😾	UX Intern	https://www.linkedin.com/jol	LinkedIn
Brain Technologies	Applied🙂	UX Intern	https://www.linkedin.com/jol	LinkedIn
Estack	Applied🙂	UX Intern	https://www.linkedin.com/jol	LinkedIn
Robinhood	Applied🙂	Product Designer	https://www.linkedin.com/jol	LinkedIn
Internship				
Zipline	Rejected😾	UX Intern	https://flyzipline.com/career	LinkedIn
Vee	Rejected😾	UX Intern	https://boards.greenhouse.i	LinkedIn
Barrel	Rejected😾	UX Intern	saved on linkedin	LinkedIn
Brain Technologies	Applied🙂	UX Intern	saved on linkedin	LinkedIn
Wish	Referred😻	UX Intern		
Palo Alto Networks	Applied🙂	UX Intern		LinkedIn
NVDIA	Applied🙂	UX Intern	https://www.linkedin.com/jol	LinkedIn
Harmony Venture Labs	Applied🙂	UX Intern	https://www.linkedin.com/jol	LinkedIn
Cisco	Applied🙂	UX Intern	https://www.linkedin.com/jol	LinkedIn
Benchling	Applied🙂	UX Intern	https://www.linkedin.com/jol	LinkedIn
Jobot	Applied🙂	UX Intern	https://www.linkedin.com/jol	LinkedIn

250+

Applications

2

Hiring Manager Interviews

0

Offers

Junior UX Designer

Creative Circle · Ridgefield Park, NJ (On-site) 2 hours ago · 132 applicants

Contract · Entry level

201-500 employees · Staffing and Recruiting

5 school alumni

See how you compare to 131 applicants. Retry Premium Free

Actively recruiting

Junior UI/UX Designer

Toyota Connected Europe · Plano, TX (Hybrid) 2 weeks ago · Over 200 applicants

Contract · Associate

51-200 employees · IT Services and IT Consulting

See recent hiring trends for Toyota Connected Europe. Retry Premium Free

Your profile shows most of the skills for this job

You'll have:

- 1-2 years Product design experience with complex web and native applications

Fri, Aug 20, 2021, 3:12 PM

to me

Hi ,

Thank you for taking the time to interview with Wish. I really enjoyed speaking with you and learning about your skills and accomplishments but unfortunately, the team has decided to move forward with other candidates whose skills match our needs more closely.

Competition for jobs at Wish is strong so we often have to make difficult choices between many high-caliber candidates. Now that we've had the chance to know more about you, we will be keeping your resume on file for future openings.

We thank you for your interest and we wish you the best of luck with the remainder of your job search.

Best regards,

Understanding

Research Goals

1. Is it difficult for other UX designers to find their first job?

2. Yes - understand their challenges & barriers

   No - understand what made them stand out

3. Solutions they have come up with

The Methods

Desk Research

59

User Surveys

Recipients: UX designers with 0-3 exp.

10

Interviews

w/ UX Designers

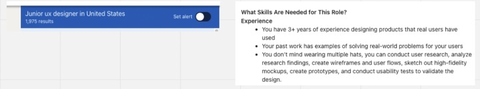
4

Interviews

with Recruiters & Hiring Managers

The market

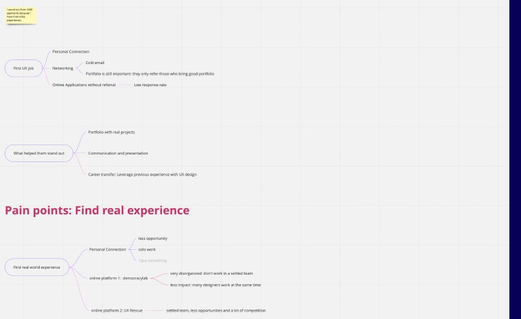
Aspiring UX designers: less jobs, a lot of candidates



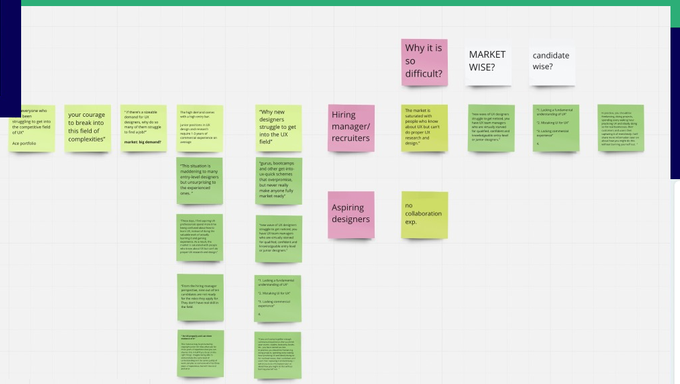
The market is saturated with people who know about UX but can't do proper UX research and design

Portfolio is the starting point of everything. Real projects help them gain more interview opportunities: find resources, collaborate with stakeholders

Students from top ux schools (CMU, UW, NYU) have many real projects before graduation

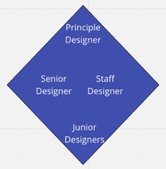


Pain points: Find real experience



Hiring Manager

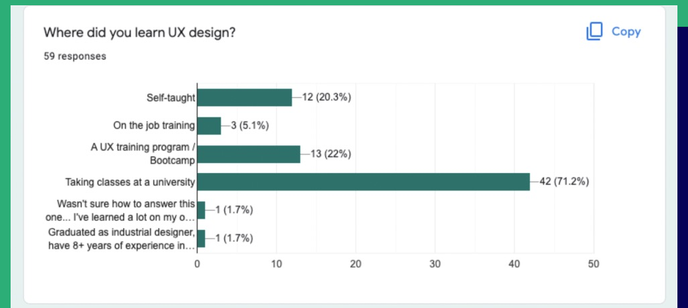
Experience Matters!

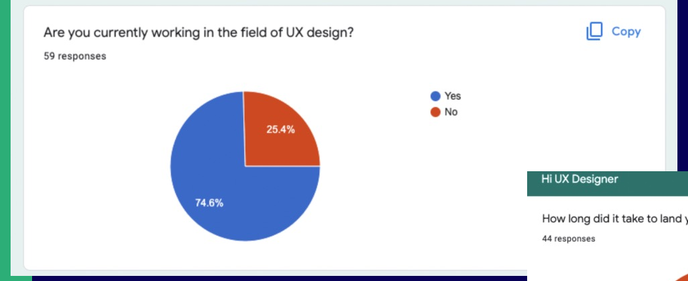


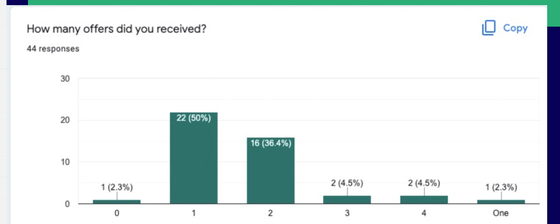
Far less junior positions

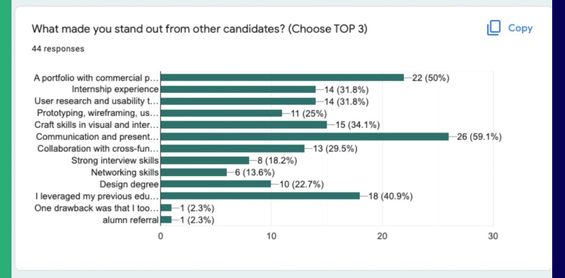
"If I have enough budget, I will always hire senior designers."

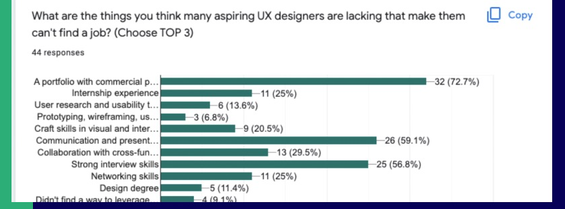
- less training time
- work independently
- design quality
- experience at finding solutions
- communication: collaboration, negotiation, explain ideas

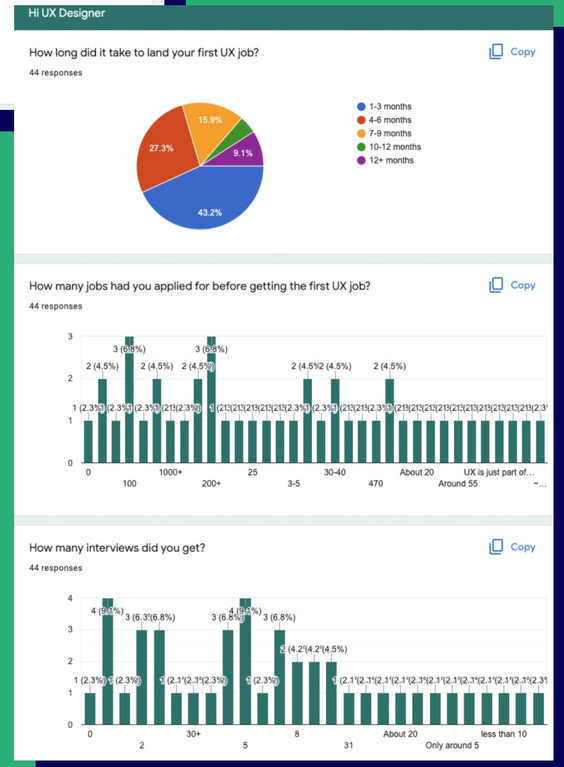




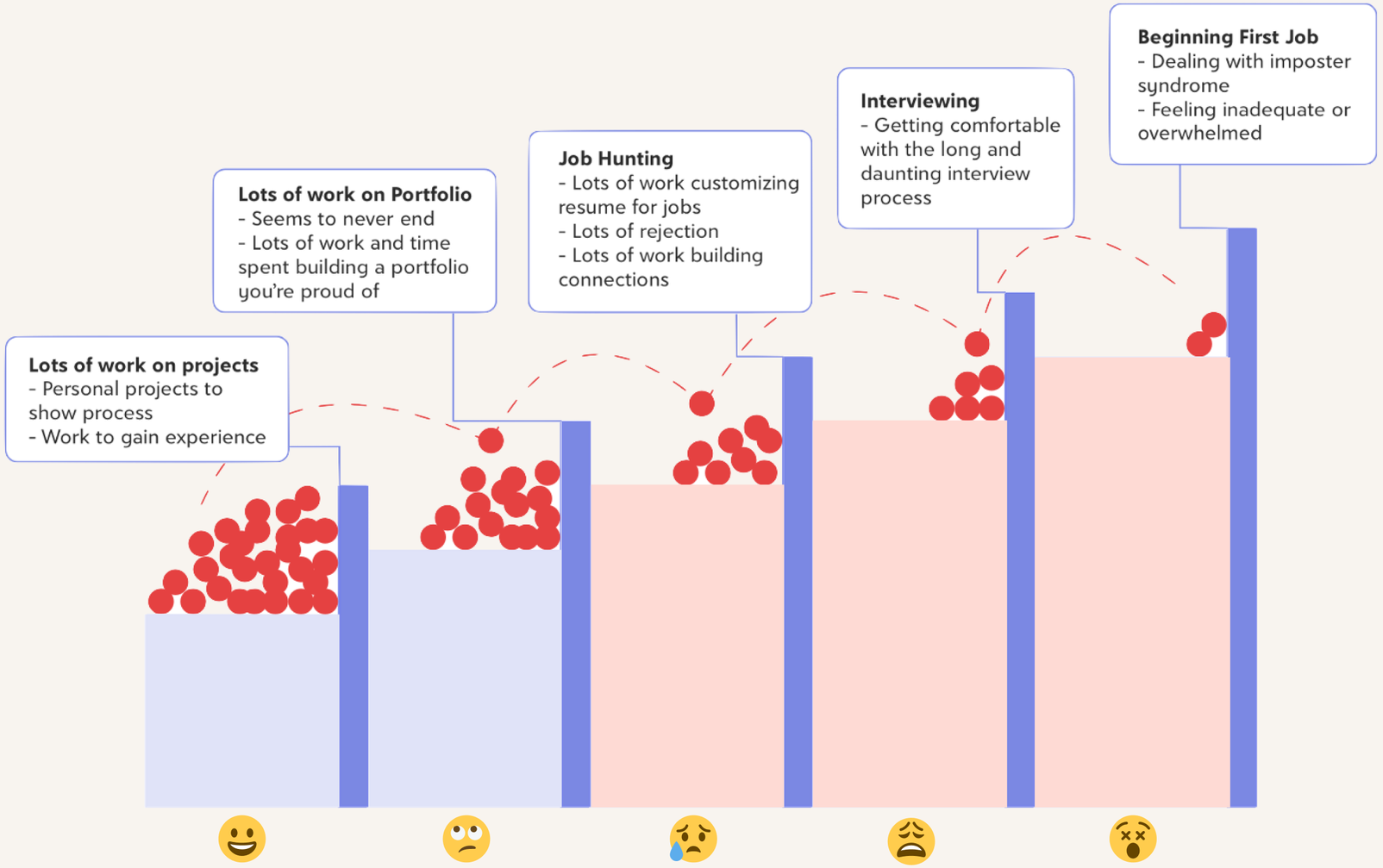








Nowadays it is difficult for aspiring/junior UX designers to break into the industry.



Source: https://uxdesign.cc/getting-into-ux-in-2020-a73045f53bce

Junior UX Designers

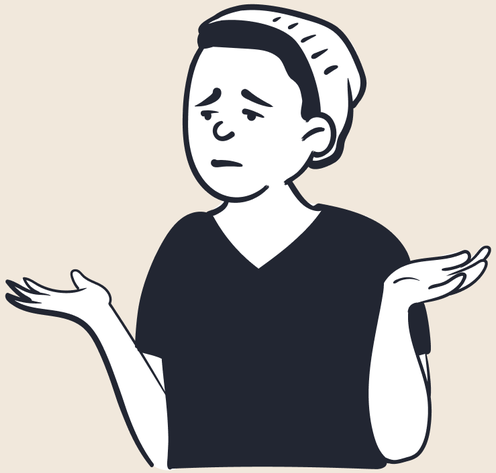
Lack real-world working experience to justify their skills

Lack UX connections

Hiring Managers/Recruiters

The market is saturated with people who know about UX but can't do proper UX research and design.

–Hiring Manager V



Assumption

Build a platform to find real world (pro bono) projects and practice skills?

Competitors in connecting skilled designers with nonprofits/small business

But...

- Lack UX projects to showcase research and design skills
- Messy collaboration experience with teammates

Digging Deeper...Unexpected Findings

UX Connections

"I can find UX projects through personal connections. What's really hard is finding a reliable teammate."

–UX Designer Y

Personal Traits

"I wish I could tell people who I am beyond a piece of paper."

–UX Designer M

LinkedIn Career Switcher

"I'm hesitated to add UX experience on profile, because I don't want my current coworkers to see I'm planning to switch my career. "

–UX Designer E

Pivot

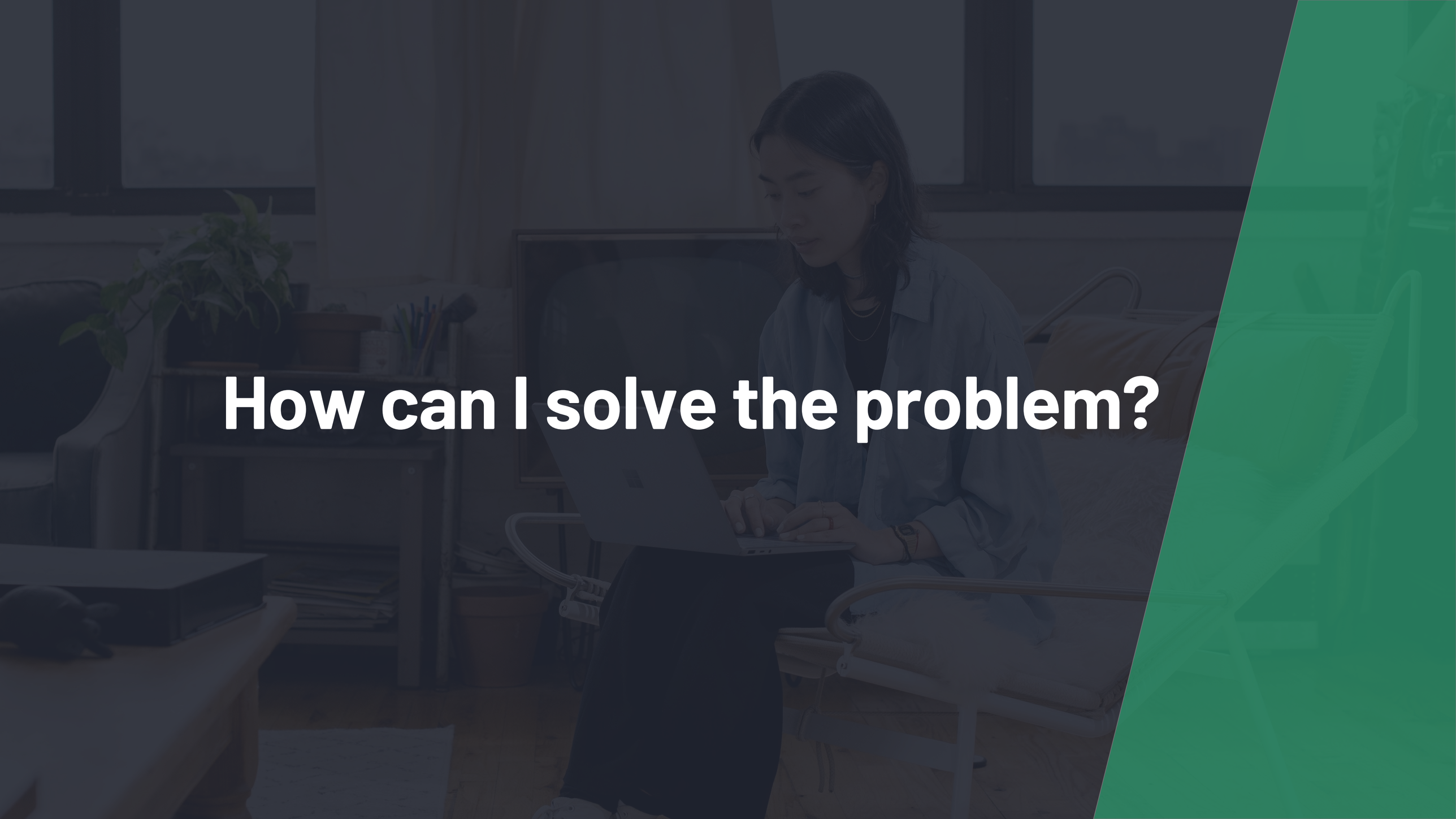
The Real Problem

HMW

A platform to find real world projects?

To Junior/Aspiring UX Designer

How might we design **a platform curating to UX** [1] that can help them find more **UX opportunities** [2] and **potential design partners**, and be more proactive to **showcase their personal traits** [3]**?**



How can I solve the problem?

Pain Points

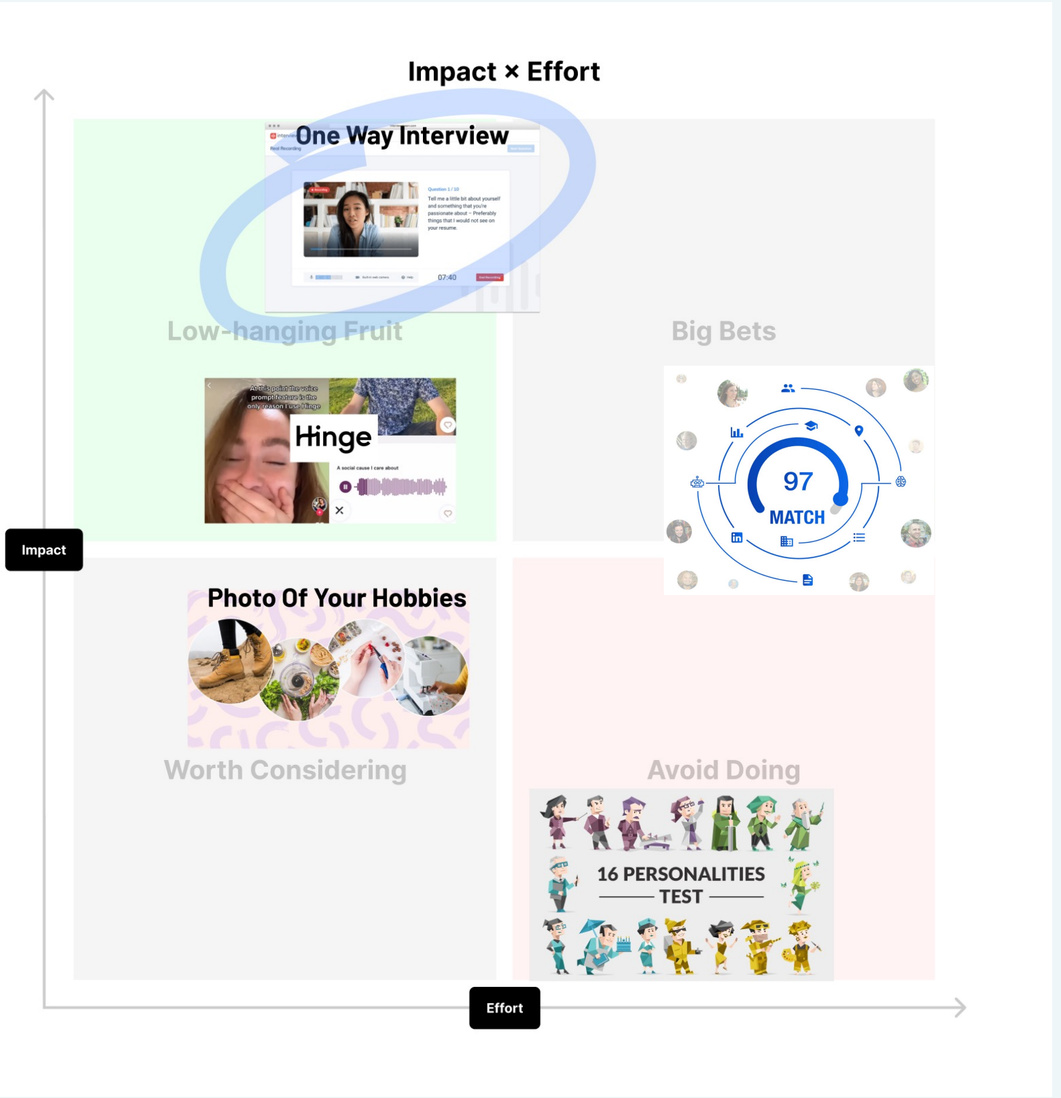
1. Not being able to let personality shine through before interview
2. Don’t have a separate platform to focus on UX opportunity and connections
3. Challenging to find reliable and capable partners to collaborate on UX projects

User Goals

1. I can use **different ways** (other than writing) to let people know my personality.
2. I can easily access the UX **job opening** and **apply** for these opportunities.
3. I can **get to know other designers** and invite them to collaborate on my project.

FEATURE 1

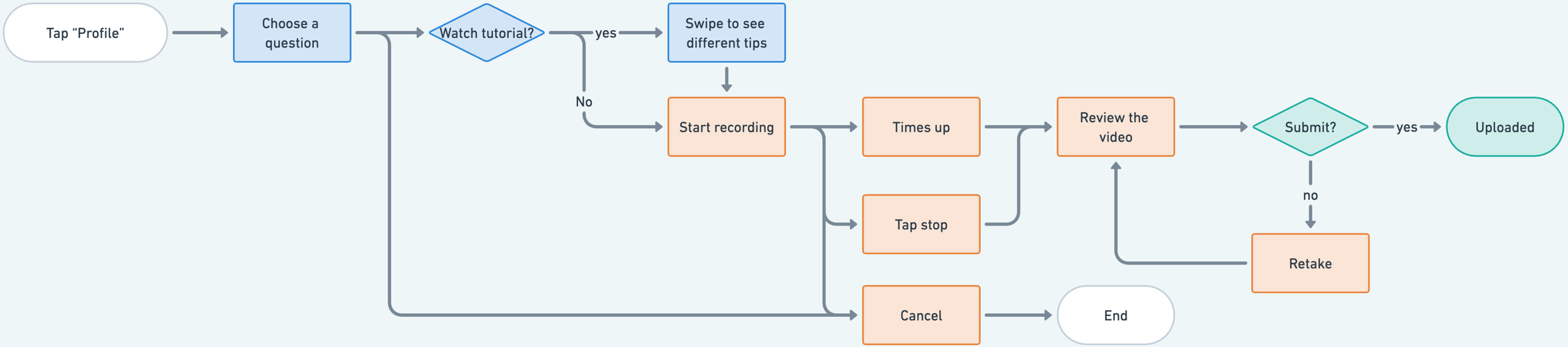
Let the personal traits shine through (User goal 1)



FEATURE 1

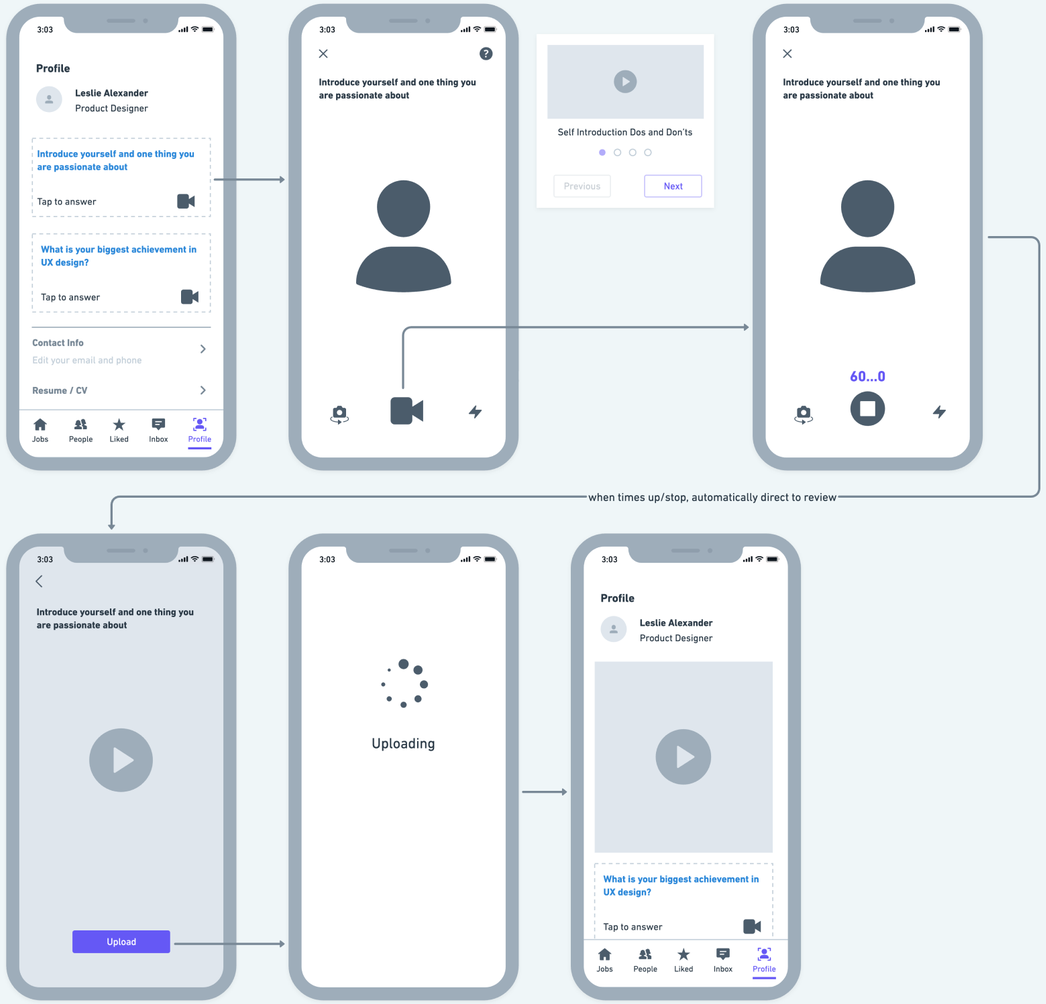
Record an interview answer and let personality shine through (User goal 1)

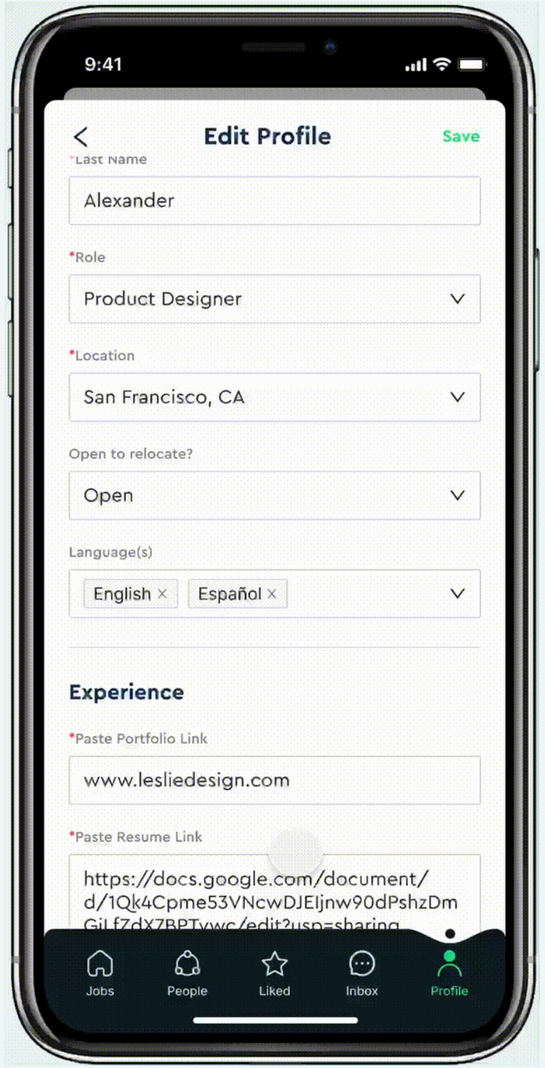
60 sec long video



FEATURE 1

Record an interview answer and let personality shine through (User goal 1)

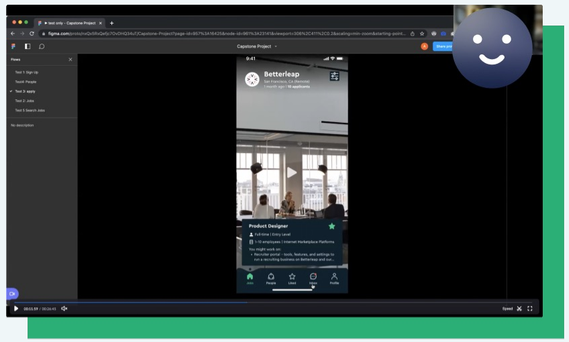


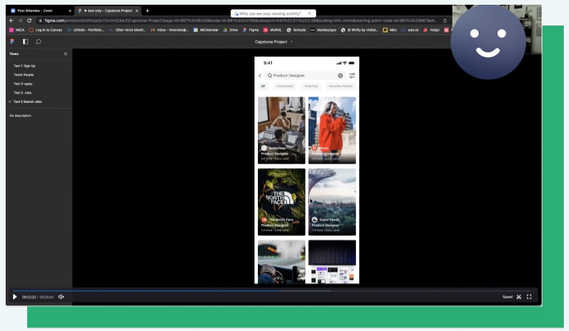


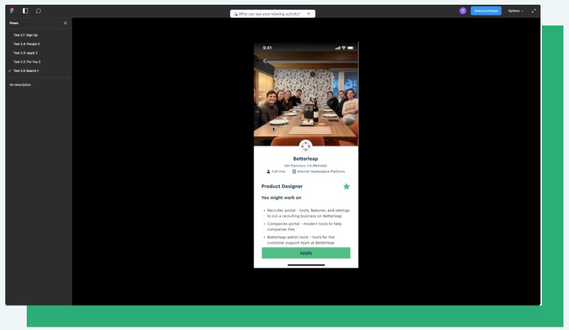
6 Participants living in the U.S.

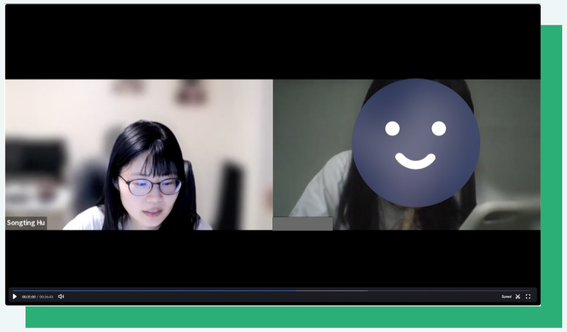
3 Junior UX Designers
(≤1 year experience)

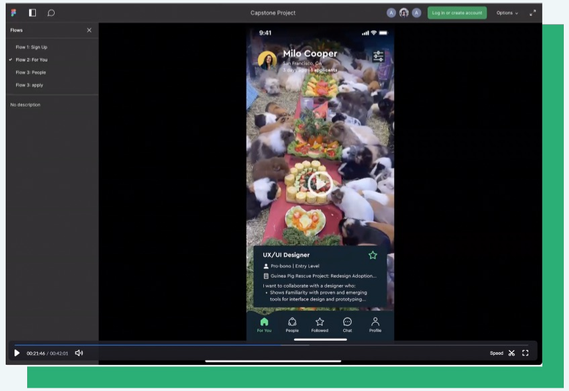
3 Aspiring UX Designers

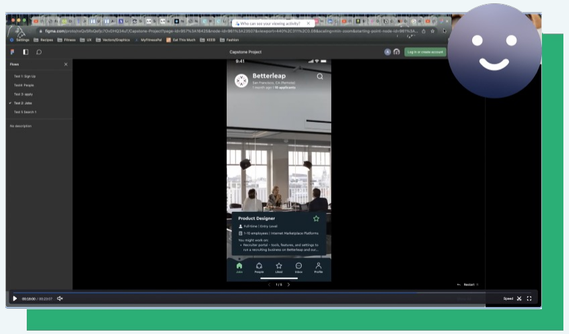


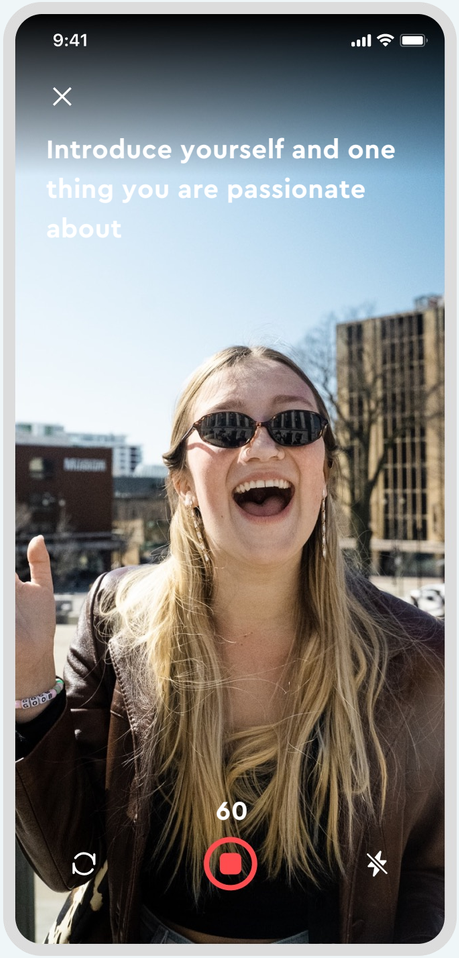


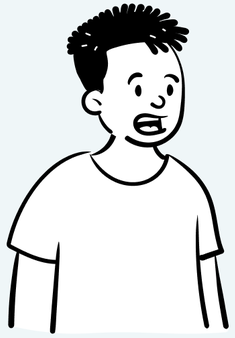












Wait! That was too quick! I wasn't ready yet!

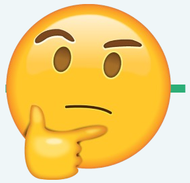
–Participant H

Aghhh...I keep forgetting what I wanna say.

–Participant C

FEATURE 1

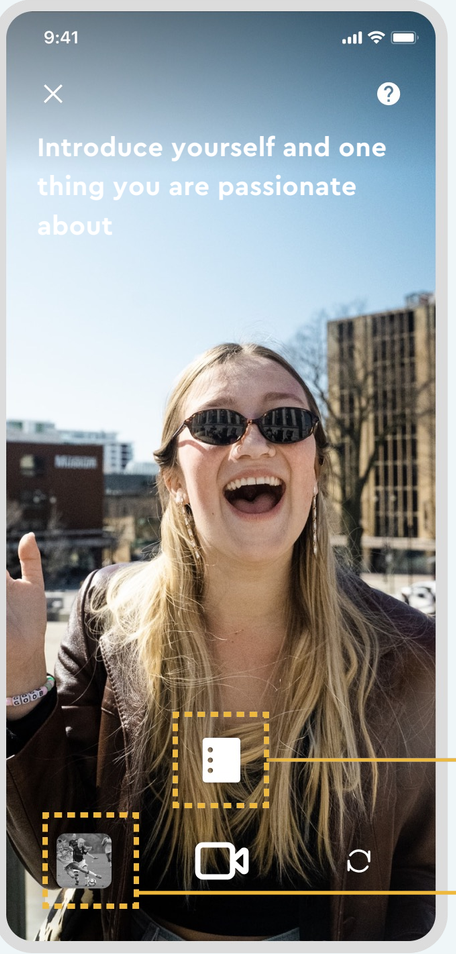
Challenge: how to help users become comfortable recording video?



FEATURE 1: ITERATION

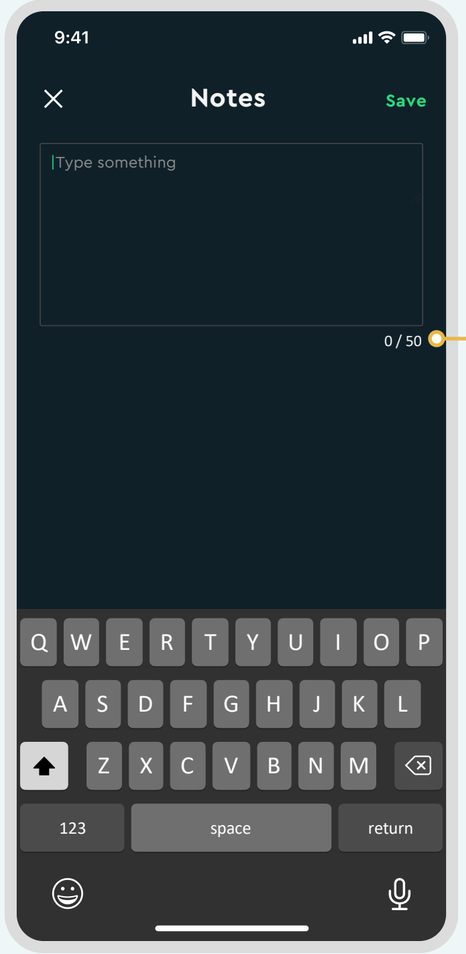
Record an interview answer and let personality shine through (User goal 1)

Feel comfortable, confident and prepared

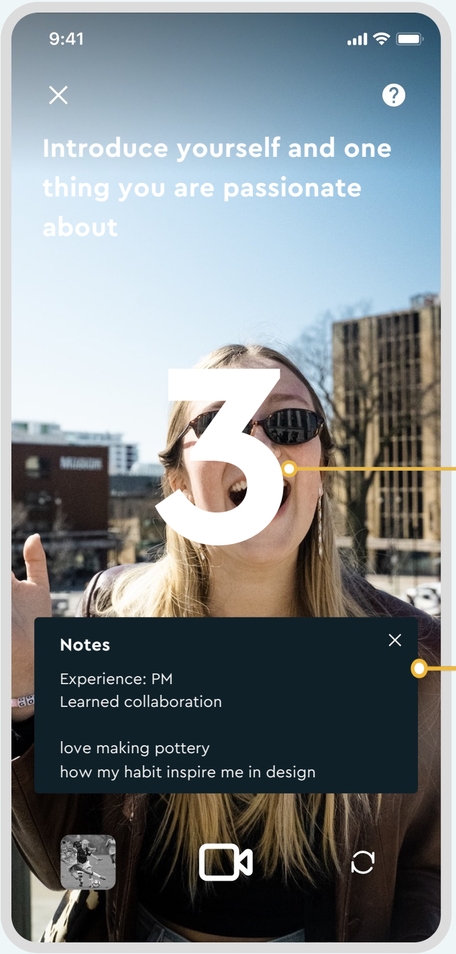


One Tap: Write notes
Placement: Near recording

Upload a video



word limit



Start countdown before recording

- Max height: 160px
- won't cover up the face
- Tap twice: edit notes
- Notes won't be cleared until submitting the video

Pain Points

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2. Don’t have a separate platform to focus on UX opportunity and connections
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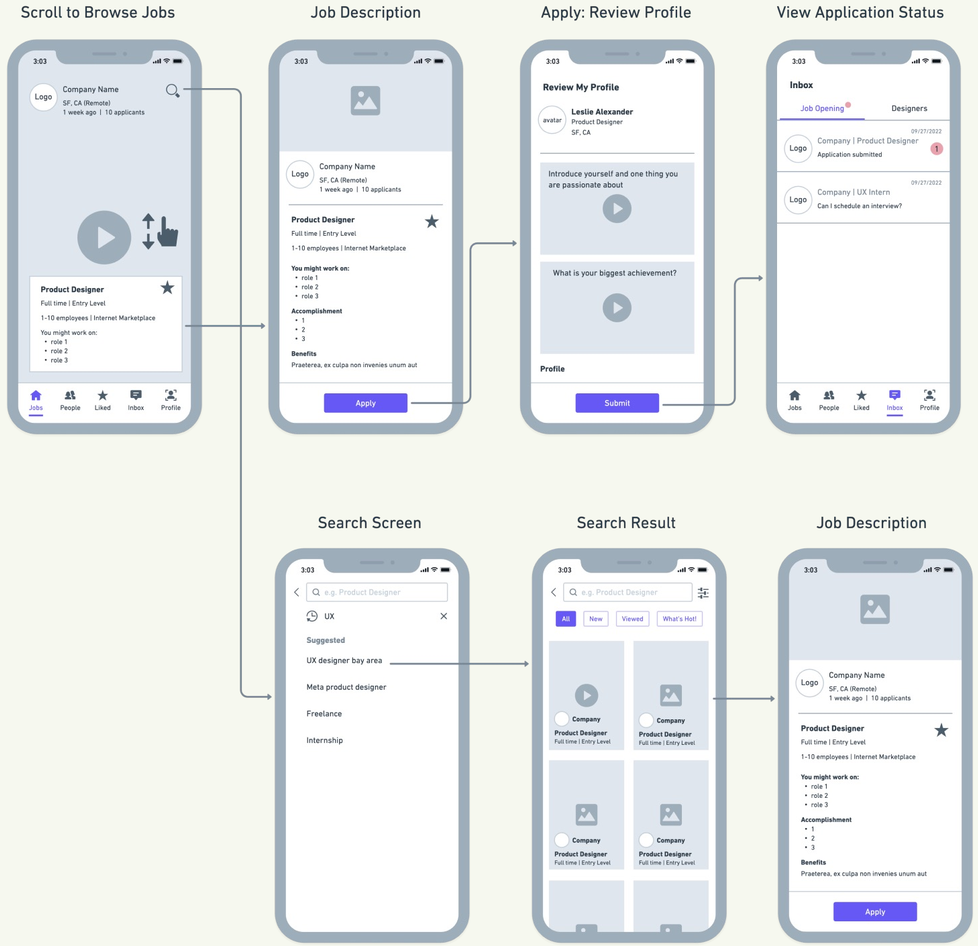
FEATURE 2

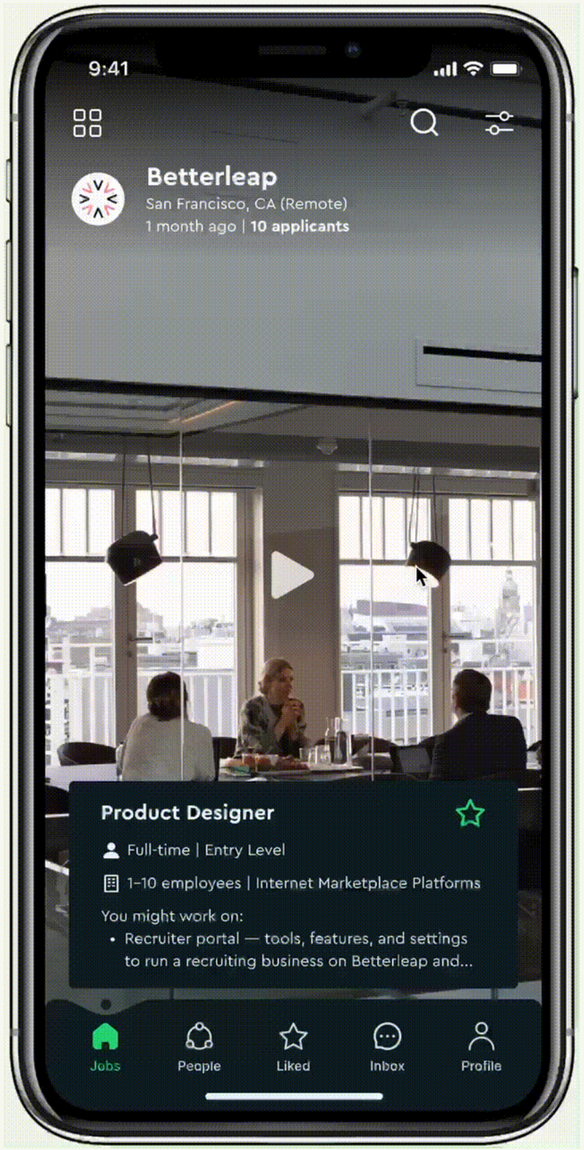
Jobs: Browse, Search & Apply (User goal 2)

User epics	Browse	Search by keywords	Filter & Sort	Save to fav	Apply for jobs	Contact
User stories	Information architecture	Tap search bar	Press icon	Save/remove	Job details	Send & reply
		Type keywords	Choose filter options	Check favs	Review Profile	Receive notifications
		Autofill	Apply Confirm		Submit	Check history
		See history, suggestion			Check status	

FEATURE 2

Jobs: Browse, Search & Apply (User goal 2)

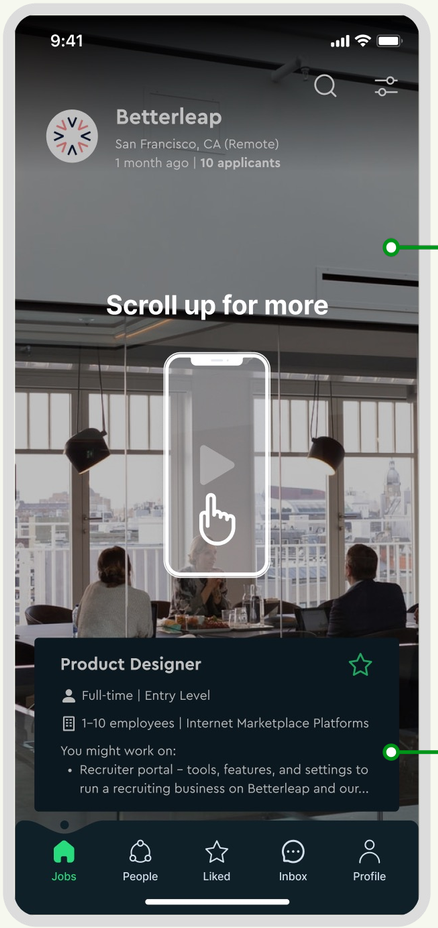




FEATURE 2

Challenge: A more engaging browsing experience

EXPLORATION 1



Good:

1. Immersive experience: visual
2. Understand company culture better

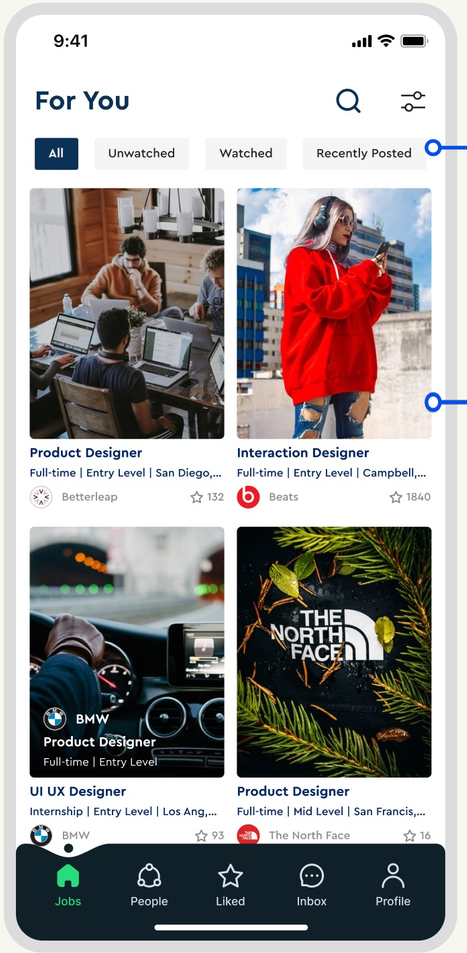
Problem:

- time-consuming
- Not a standard pattern
- Will companies record videos?

Good:

1. Essential details in small notes
2. Won't cover the main content area

EXPLORATION 2



Good:

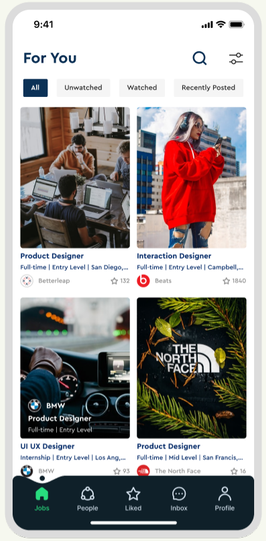
1. One tap to filter

Good:

1. View more postings in one screen
2. Visual learner friendly

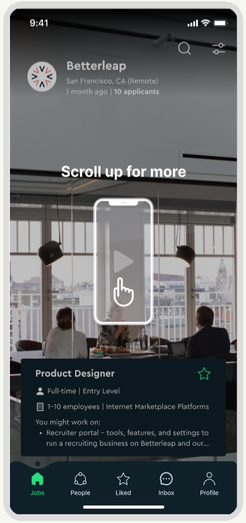
Problem:

- Videos are too small
- Cause cognitive overload if playing all at the same time
- Less space for job description



Using smaller cards is more efficient ...but if I have time, I will scroll postings one by one...it tells a better story of the company.

–Participant W



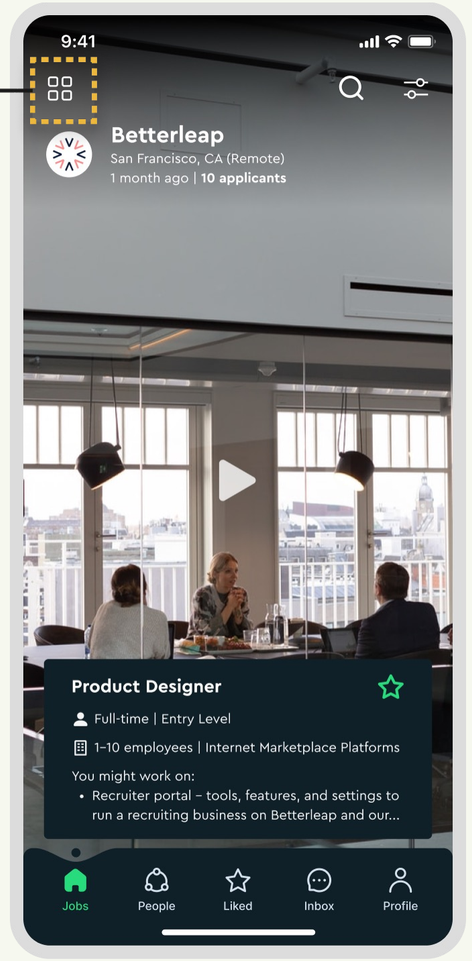
Browsing jobs like watching Tiktok? It's a new thing to me...Can I have both views just in case?

–Participant M

FEATURE 2: ITERATION

Combine the two views & allow users to easily switch between

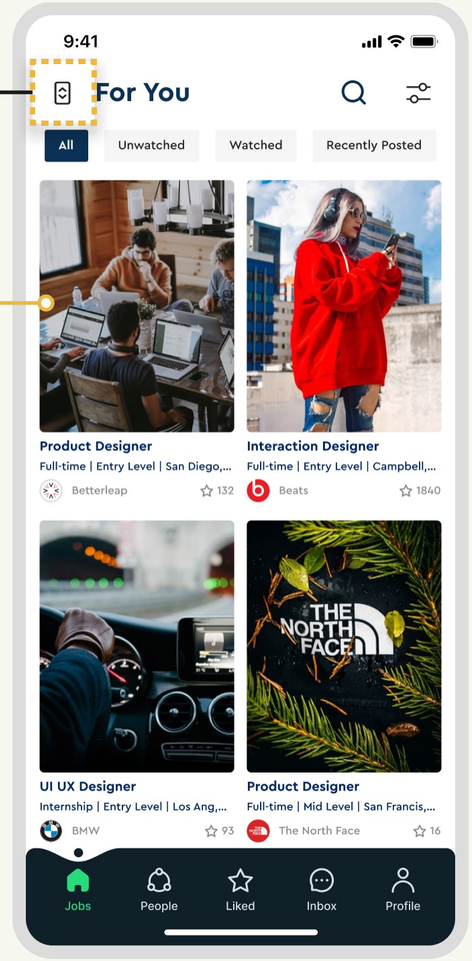
Switch to Smaller Card View



Switch to Whole Screen View

Switch to Whole Screen View

Default: when scrolling,
autoplay the video on the top left



Pain Points

1. Not being able to let personality shine through before interview
2. Don’t have a separate platform to focus on UX opportunity and connections
3. Challenging to find reliable and capable partners to collaborate on UX projects

User Goals

1. I can use **different ways** (other than writing) to let people know my personality.

2. I can easily access the UX **job opening** and **apply** for these opportunities.
3. I can **get to know other designers** and invite them to collaborate on my project.

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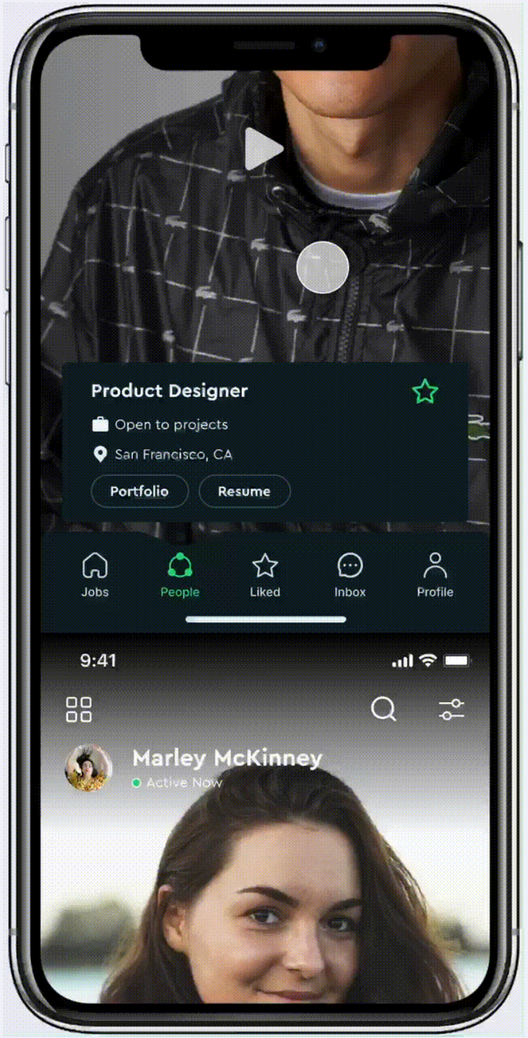
FEATURE 3

Know More Designers: Browse, Search & Chat (User goal 3)



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Style Guide

Logo

Brand Style Guides

Colors

Main

Primary #28DC7E

Secondary #0B3156

Alert & Status

Success #28DC7E

Link #1890FF

Warning #FF7A45

Error #FF4D4F

Disabled #BFBFBF

Dis. Button #94EEBF

Greyscale

900 #212121

800 #424242

700 #616161

600 #757575

500 #9E9E9E

400 #BDBDBD

300 #E0E0E0

200 #EEEEEE

100 #F5F5F5

50 #FAFAFA

Typography

Font Used

Aa Cera Pro Bold

Aa Cera pro Medium

Aa Cera pro Regular

Heading

Heading 1

Heading 2

Heading 3

Body

Body XLarge

The quick brown fox jumps over the lazy dog

Body Large

The quick brown fox jumps over the lazy dog

Body Medium

The quick brown fox jumps over the lazy dog

Body Small

The quick brown fox jumps over the lazy dog

Components

Icons

Navigation

Buttons

Primary Button

Primary Button

Secondary Button

Snack Bar

Success! Video is uploaded.

Header

Filters

For You

Profile

Input

Label

Input text here

Others

Product Designer

Open to projects

San Francisco, CA

Portfolio

Resume

Next Step

Reflection

UXER Designer Version

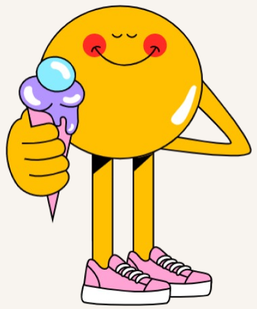
Feature: Mentorship program — Give back to the community

UXER Employer Version

Flow 1: Posting a Job + Video Introduction

Flow 2: Browse, search and filter designers

Flow 3: Receive applications and contact candidates



If you find something that is worth changing, don't be afraid to change it.

Balance creativity and user habits — give users a plan B if getting stuck

Go after your dreams!

songtinghu.design@gmail.com