

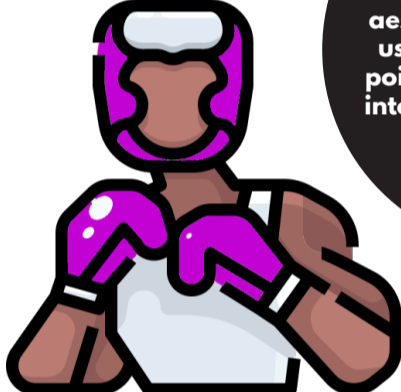
WHAT IS UX?

User experience (UX) encompasses all aspects of the end-user's interaction with the company, its services, and its products.



WHAT IS UI?

Human approach to the aesthetic experience. The user interface (UI) is the point of human-computer interaction and communication in a device.



skills

- User Research
- Wireframes
- Prototyping
- Usability Testing
- Personas

tools

- Axure
- Sketch
- Adobe XD
- Invision
- Framer
- Figma
- MindNode
- Optimizely

salaries

- Junior: £30-45k+
- Midweight: £45-60k+
- Senior: £60-80k+

skills

- Visual Design
- Branding
- Wireframes
- UI Prototyping

tools

- Photoshop
- Illustrator
- Sketch
- Adobe XD
- Figma
- Framer
- Invision
- Axure

salaries

- Junior: £25-40k+
- Midweight: £40-50k+
- Senior: £50-65k+

- The whole experience the user gets from the app
- Aims to tackle the user problems and help to accomplish goals
- Results in products that bring solutions to users

- Relates to the visual touch-points that allows users to interact with the app
- Provides the visual aesthetics of the interface
- Results in products that are aesthetically satisfying to the user

WHO'S HIRING?

