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# UX IS NOT UI

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What does UX actually mean? The various UX roles that a person can fulfill are plentiful. Some are whole jobs, some whole careers; others are tactical roles we all move in and out of.

What so many UX designers would like you to remember is that UX is not just UI design.

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## HOW UX WANTS TO BE SEEN

- Field research
- Face to face interviewing
- Creation of user tests
- Gathering and organizing statistics
- Creating personas
- Product design
- Feature writing
- Requirement writing
- Graphic arts
- Interaction design
- Information architecture
- Usability
- Prototyping
- Interface layout
- Interface design
- Visual design
- Taxonomy creation
- Terminology creation
- Copywriting
- Presenting and speaking
- Working tightly with programmers
- Brainstorm coordination
- Design culture evangelism

## HOW UX IS TYPICALLY SEEN

- Field research
- Face to face interviewing
- Creation of user tests
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*“UX is the intangible design of a strategy that brings us to a solution.”*

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