

Happy new year everyone! Thanks for joining me for another episode of the UI Narrative podcast.

Today I'll be going over how to plan UX career goals for all stages in your career.

The goal for this episode is to help you be intentional about how you're going to progress towards your UX career goals this year.

Regardless of whether you have 0 years experience or several years experience. I'll be discussing UX career tips about

- How to get started in UX
- Things you should be thinking about after you've landed your first UX job
- How to plan if you want to get a promotion
- Steps you need to take to quit your job this year
- How to prepare to start freelancing with a full-time job
- How to begin mentoring
- How to transition from UX designer to UX researcher or any different UX role

I'll be going in sort of chronological order with the tips I'm giving. Basically starting with advice for those with 0 years experience to those with several years experience.

Before we get started I have a quick announcement to make.

## **Announcements**

So remember that course I mentioned I've been working on. If you don't remember, subscribe to my Email Club today at [uinarrative.com/emailclub](https://uinarrative.com/emailclub) because they've been known and had first dibs on this hot off the press news.

The beta version for my course, Getting Started in UX: Design and Research is open for a limited amount of people. And the crowd goes \*yahhhhh\* \*she did it\*

This course is for people who want help eliminating the guesswork in what steps you need to take to land your dream job in UX.

It's a step-by-step guide for how to get a job in tech as a designer or researcher. I go over what to expect in the industry, education, software, portfolio, and the job market.

I also include guides for:

- How to stand out to recruiters
- How to choose an education path, including a price comparison sheet with several course options that fit within your budget.
- An Ultimate UX Resources Guide with tips on when and how you should use each resource.
- And so many more!

When you complete this course, you'll have a strategy for how you'll land your dream job in tech.

From my 8 years of experience and coaching students I understand that starting a new career can be overwhelming and time-consuming. I've created this course to help you find clarity in how you're going to make the transition to become a UX designer and or researcher.

If you're serious about getting started in UX this year. Then go ahead and visit [uinarrative.com/uxcareer](https://uinarrative.com/uxcareer). So you can sign up for the waitlist. I'll be personally reaching out to 10 people selected for the course. And the best part about being a part of this beta is you will receive a one-time only discount which includes:

- One free group coaching call with me, which is valued at \$135
- And the course is discounted by 25%

Total amount you save is \$170

I won't be doing these discounts again, so don't procrastinate if you're serious about getting started. Pause this episode, visit [uinarrative.com/uxcareer](https://uinarrative.com/uxcareer) that's [uinarrative.com/uxcareer](https://uinarrative.com/uxcareer) and sign up for the waitlist and come right back here for today's episode.

It's extremely limited, only 10 people, which I expect will go fast especially since Email Club members got first dibs. So once you sign up for the waitlist, I'll let you know if you've got in or not for this round.

Alright let's jump into today's topic y'all.

## Episode Topic Starts

For this episode, I want you to listen to the entire thing first then listen again or read the transcript on the [uinarrative.com](https://uinarrative.com) website to take intentional notes.

As I go over each goal, I'll be mention

- How to make them realistic and attainable
- How to turn a huge goals into smaller goals that can be accomplished incrementally
- Also how to measure each goal so you can see consistently that you're on the right track

Okay so I have 6 goals to get through.

### **1.) How to get started in UX**

- To make it realistic, decide on why you want to get started in UX. What is your main purpose for getting started? Maybe you're passionate about tech, maybe you want a higher paying job. I can't answer that for you, but I do know that it's important to understand why you want to spend 6 months to a year spending your time and money in to start working in this career. Write it down because it will be what drives you to finish your goal.
- Your smaller goals are, figure out how you want to get your UX education to get started. In my Getting Started in UX course, I provide a price comparison sheet with several courses, to help you choose a course that fits your budget. Visit [uinarrative.com/uxcareer](http://uinarrative.com/uxcareer) if you'd like to join the waitlist. For now, you can start by writing down your budget.
- To make it attainable, choose what date you want to get started and mark it down on your calendar. Of course this date will vary depending on when your course starts for your education method. But be intentional with what date you want to start looking for courses online or what date you want to join the waitlist for my beta course.
- To measure progress, you need to make a checklist of the following:
  - UX Education
  - Resume
  - Portfolio
  - LinkedIn
  - Applying For Jobs
  - Practicing Interviewing
  - Negotiating Offer
  - Got the job

### **2.) Things you should be thinking about after you've landed your first UX job**

- So this is just more of a catch-all list of personal goals I think you should add to your list. I have a few tips for each on how you could improve.

- Getting better at UI Design
  - Practice recreating UI Design on websites like Mobbin and Land-book
- Becoming more proficient in design software
  - Practice using YouTube videos as a guide
- Becoming better at listening during user interviews
  - Record all user interview sessions instead of taking notes during the call
- Get better at articulating your design and research decisions
  - Always understand how to communicate these three things
    - What problem does it solve?
    - How does it affect the user?
    - How is it better than the alternatives already explored?
- How to build your confidence
  - Prepare for every meeting. Have your notes ready regardless if you have new work to show or not. Be prepared to give an update on the status. Anticipate questions that might be asked in the meeting like why didn't you go with the design they recommended. Have a comparison UI screen or backup data ready to go.
  - Give yourself a peptalk before each meeting. Say one affirmation outloud before you begin the call. My favorite knowledge affirmations I say are, "I have all the skills and knowledge to deliver my ideas in this meeting. I always speak with confidence. I have unlimited access to new thoughts and ideas."
  - I keep saying it until I hit the join button. So the first thing on my mind is I'm amazing and noone can tell me otherwise regardless of what they think about my design or research today.
  - I'll give you a link to knowledge affirmations in the show notes.

### **3.) How to plan if you want to get a promotion**

- To make it realistic, why do you need a promotion? I'm serious, what have you done that you feel like you need one? What value are you providing to the company that you're working at? If you don't have an answer for this then think about why do you want a promotion?
  - Why do you deserve one after working hard
  - How do get a promotion?
- Your smaller goals are, start by documenting every way you've provided value at your company since you've started your position. Did you help launch a product then talk about your contributions, did you train a new employee then you better write that down. Did you help the team create standard operating procedures

(SOPs) for design documents, facilitating research, or any other guidelines that help with the workflow of your team, write it all down.

- To make it attainable, you'll need to start justifying why you are the best employee for your position to your boss in your one on one meetings. If you don't one on one's then you need to message your boss and get those on the calendar today.
- To measure progress, use your documentation of value list that you made to connect with company successes. It could be product success of ROI (return on investment), employee retention, organizational structure, etc. Set a goal with boss for your next promotion and what is required for you to obtain one. You'll be tracking your progress in monthly or quarterly one on ones.

#### **4.) Steps you need to take to quit your job this year and I'm going to combine this with How to transition from UX designer to UX researcher or any different UX role**

- To make it realistic, why do you want to quit your job? OR Why do you want to transition to different UX role? What are your pros and cons about the role you're currently in? Why would the new role be better for you?
  - You need to have a compelling reason if you are actually going to follow through with actually quitting this year. If they give you a competing salary offer after you put in your two weeks notice would you stay at the job?  
Ooo I know some of you said yes, then I think you need to go back to take notes on how to ask for a promotion. However, you may be in a position where you already did try to get a promotion but they don't want to give you one. So you better have a good reason then.
- Your smaller goals are, to get the following things in order before you quit your job.
  - Update your portfolio to match your experience level. Add in your new projects from that job. If they are all NDA, still mention the project on your portfolio with some white label UI designs instead. If you can't do white label designs. Then give a one sentence explanation about what you did on the project. Also, consider taking off old portfolio work that is no longer relevant. Your portfolio needs to show relevant experience the UX Role that you want. If you're a designer that want to be a researcher then you need to go heavier on the research, if you're a researcher that wants to be a designer, then it's vice versa. Show me those UI designs.
  - Update your resume with the new job experience and skills you've added.
  - Update your LinkedIn with the new job experience and skills you've added. Let recruiters know you're open to jobs, by updating your status.

- Start applying for jobs, don't tell people at work you're looking for a new job. So employers are salty and might fire your ass. So keep it on the DL. Okayyyy you can tell your work bestie, I guess.
- Start practicing for interviews. You need to get comfortable presenting yourself as a designer or researcher with more experience under your belt. Practice explaining the new UX case studies on your portfolio and new skills.
- To make it attainable, make a schedule for when you're going to start updating your portfolio. Then start adding the other goals to the calendar as you check each one off.
  - Write your quit day email or letter today and store it away for your actual quit day. It'll motivate you get started right away.
- To measure progress, as you start applying for jobs. Use the website [huntr.co](https://huntr.co) to keep up with how many interviews you are getting. You should aim to apply to at least 30 jobs a week. Go to all your interviews because the more practice the better.

## **5.) How to prepare to start freelancing with a full-time job**

- To make it realistic, why do you want to start freelancing? I mean you already got a job. Do you want to quit and freelance full-time? Both are great reasons. I personally like freelancing on the side here and there to cleanse my creative palette.
- Your smaller goals are the following:
  - Decide how many hours a week you want to work
  - Decide what type of freelance work you want to do, what services will you provide
  - Update your portfolio to reflect the type of freelance work you want to do. For example if you want to do more watchOS, then add a watchOS hypothetical or real-world project to your portfolio
  - Create your marketing strategy for how you want to reach out to potential clients
    - Start reaching out to businesses on social channels
    - Try Fiverr, Toptal or another online freelancing platform
    - Reach out to local businesses
- To make it attainable, write down what date you're going to have your portfolio ready to go. Then write down 25 businesses you're going to reach out to and get started.

- To measure progress, keep track of the status each client lead. Do you need to email them, are you awaiting a reply, are things in the talks, do you need to follow up, or are you booked.

## 6.) How to begin mentoring

- To make it realistic, why do you want to mentor someone? What benefit will it provide you? What benefit would it provide to someone else? Is it worth your time? Deeply think about these questions before you start mentoring someone.
- Your smaller goals are:
  - Choosing how much time per week you want to dedicate towards mentoring
  - Deciding how you want to go about providing this service to others. Do you want to do it independently through a link on your website like Calendly? Or do you want sign up for a paid mentoring service like Springboard or Thinkful.
  - Deciding what your best skills are and how you can best help people.
- To make it attainable, when do you want to get started? Start by taking a look at your calendar to see what your availability looks like. It's easy to burnout while mentoring if you don't set up any boundaries for yourself.
- To measure progress, when people receive mentorship from you, what benefit do you want them to receive? After a mentorship call with you, send a them an review survey. So you can truly understand how to continue providing value to mentees.

That's the end of the list but don't feel limited to the goals I've given to you. Please add to it and branch them out to more specific goals that meet your aspirations.

I feel like I should quickly go over my Career Goals for 2022. We've just been talking about you. Ah ah what about me too. My goals for this year are:

- I want to get better at designing UI for games, particularly for space-related games and FUI (Fictional user interfaces) as well.
- To educate thousands of people on how to get started in UX and coach 100 students on how to land a UX job.
- I want to do a video panel episode on the podcast that's also featured on YouTube.
- Share educational content on all my social channels consistently.

And that's it! Most of my goals are educational related because that's what I've turned UX education into my career. If anything changes, like I want to get a promotion or something along those lines. I'll let you guys know how I plan my steps.

Now that we've gone over all the UX career tips. Let's get intentional with what you're going to do next. It's actually quite simple to get started. All I want you to do is...

Write down your goals and review them periodically.

- Resolutions that aren't written down are destined to fail quickly.
- If you're someone that needs more accountability. Put those goals somewhere you can see them everyday. Make it a screensaver on your phone if you have to. I have my goals on my whiteboard, sticky notes on my desk, and in my notes app on my phone. Remind yourself daily what you're aiming for this year.

One more thing I forgot to say is, give yourself grace for the days when things don't go as planned. We make goals to hold ourselves accountable to the dreams that we have for our future. But the future is unpredictable and it's hard to plan for that.

The purpose of setting a goal is to help you stay consistent when life gets really hard and you want to quit. Think back on the 'to make this realistic' talk we had for each goal. Reaching your goal isn't going to be easy, but as you're growing and learning along the way it will make one hell of a story talking about everything you overcame to make it possible. You've got this. And remember you're capable of more than you give yourself credit for.

**I want to leave you with this quote:**

"All the power needed to make big changes in life is located in your mind, make up your mind to start the new year with megawatt determination."

If your career goal is to get started in UX, I want to work with you to help you get started today. You can sign up for the waitlist for my course Getting Started in UX: Design and Research at [uinarrative.com/uxcareer](https://uinarrative.com/uxcareer). That's [uinarrative.com/uxcareer](https://uinarrative.com/uxcareer).

I'd love to know what your UX career goals are for 2022. Tag me @uinarrativeco on Twitter and I'll hold you accountable. I'm also on Instagram and TikTok @uinarrative. AND You can always email me at [hello@uinarrative.com](mailto:hello@uinarrative.com) or DM on social. I reply to all messages. I can't wait to hear about your goals for the year. Talk to you in a couple weeks. Peace!