A good UX designer’s T-shaped skill set

**Business skills**
- Business analysis
- Presenting
- Project management
- Chairing
- Meetings
- Marketing
- Running workshops
- Selling
- Stakeholder management
- Writing
- Business cases

**Team working skills**
- Collaborating
- Critiquing
- Mentoring
- People management
- Reviewing
- Training

**Design skills**
- Accessible design
- Copywriting
- Ergonomics
- Information architecture
- Information design
- Interaction design
- Psychology
- Persona creation
- Persuasive design
- Prototyping
- Scenario design
- Sketching
- Storyboarding
- Taxonomy design
- User-centred design
- UI design
- Wireframing
- Writing specifications

**Research skills**
- A/B testing
- Benchmarking
- Card sorting
- Contextual enquiry
- Data analysis
- Ethnography
- Expert evaluation
- Eye tracking studies
- Facilitating
- Interviewing
- Market research
- Running focus groups
- Survey creation
- Task analysis
- Usability testing
- User observation
- User profiling
- Web analytics

**Technical skills**
- AJAX
- CSS
- HTML
- JavaScript
- Programming
- SEO
- Web development
- Web standards

**Graphic design skills**
- Aesthetics
- Imagery
- Photography
- Print & layout design
- Typography
- Visual design

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