

How prepared are  
you for your job  
search in the  
UX/UI field?

Your Results &  
Your Next Steps

Based on your results,  
your job search type is:

## **Enterprising UX/UI'er**



As an **Enterprising UX/UI'er**,  
you are well-prepared for your job search!

However, I still have a few pointers for you in the following pages!

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# Your customized results!

First, congrats on making an impact in the UX/UI world. I transitioned to the design world 20+ years ago and never regretted it. My dream for you is that you say the same thing 20 years from now!

You have a strong foundation in UX/UI design. You already display ambition and confidence in your UX/UI skills. This bodes well for you during your job search.

The key for you is to effectively share your story and how your experience aligns with your next job in UX/UI.

As you navigate your job search journey in UX/UI, I have three pieces of advice:

1. **Refine your creative assets**
2. **Expand your professional network**
3. **Stay updated with industry trends**

Each section below gives you practical steps to move forward in these areas.

But first, let me introduce myself.

# Who is Carma?

After switching to the design world over 20 years ago, my career went in directions I never thought possible.

Design changed my life. Being creative filled my soul.

I am passionate about helping others also make the career journey into the design world.

I have trained 1000s of professionals the skills they need to advance in their career. My courses on Coursera reached over 135,000 learners.

I've been an employee, a contractor, a freelancer, and a business owner. I understand what's needed to find your next job.

I'm here to help you do just that!



And now on to the 3 pieces of advice I have for you as an **Enterprising UX/UI'er**.

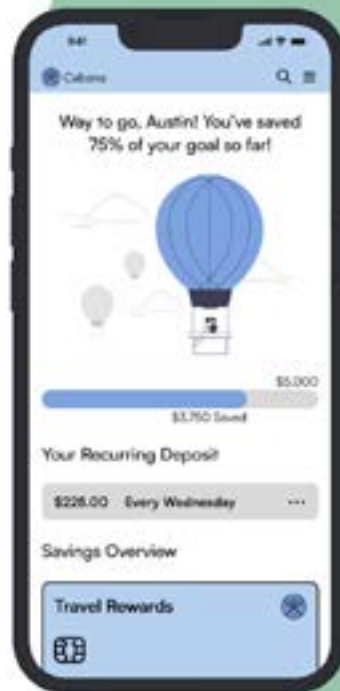
# Your next steps

## 1. Refine your creative assets



Save smarter. Stay motivated.  
Travel the world. Welcome to  
the premier savings platform.

### Tools Used



Even though you're in a strong position, continuously refine your resume, LinkedIn profile, and online portfolio. Keep them updated with your latest projects and accomplishments to demonstrate your growth and expertise.

### Your resume

Be sure you are showing your accomplishments on your resume, not just listing your responsibilities. Here's how:

Start with what you did (yes, it will likely be a responsibility)

Then add 'so that' and continue adding 'so that' till you get a measurable result

For example:

Designed social media ads 'so that' more people saw our ads 'so that' our click-throughs increased 'so that' our conversions increased 'so that' we made more sales

Now add numbers wherever you can.

- How many people/impressions saw your ads? How much did it increase?
- How much did click-throughs increase?
- What was the percentage increase in sales?

It doesn't have to be sales, it could be customer satisfaction or increased engagement or task success-rate or time-on-task or user error rate or...

Here are some common words to use to when mentioning accomplishments:

Increased, reduced, improved, lowered, raised, resulting in, etc.

## **Your LinkedIn profile**

I've reviewed hundreds of LinkedIn profiles for career changers going into UX/UI. Here are the top 3 issues I find and how to fix them.

### **1. Headline is too short.**

Take advantage of your headline. Include keywords for your next job that match your skillset. This helps recruiters and hiring managers find you when they search by relevant keywords. Plus, adding a bit more about yourself makes you stand out from other job seekers.

## **2. Not sharing your story in the About section.**

Don't hesitate to share your story and include a bulleted list of your key skills. Sharing more of your story personalizes it and helps a recruiter or hiring manager feel like they know you more. And, did I mention it sets you apart from other job seekers.

## **3. Not taking advantage of the Featured section.**

Use the featured section in your profile. It's a great way to show your work. Add links to your projects. This provides visuals of your work. When adding your project, only include a heading, not a description so that it's just one click to see your project. Busy recruiters and hiring managers will thank you.

## **Your online portfolio**

Make your UX/UI online portfolio more impactful to busy recruiters and hiring managers. Here are 3 items to include:

*Note: You need more than these 3 items. But after reviewing UX/UI portfolios for the past 2 years, these 3 items are often missing.*

### **1. Hero image with project name and brief description**

Include a picture of your final design at the top of your project, along with the name of the project and a brief description. This allows recruiters and hiring managers to quickly glance at the top of your project and they immediately know what your project is about.



## 2. Before and after images

Recruiters and hiring managers want to see how you respond to feedback and how you apply feedback to your design process. Don't forget to take screenshots of your in-between designs.

## 3. Takeaways

Recruiters and hiring managers want to know:

- That you can overcome challenges
- What you learned
- What will you do differently next time
- Next steps

For more resources about refining your creative assets, see the **Additional Resources** section at the end of this document.

## *Get 30% off a review*

When you're ready, I'm happy to provide a review for each of these assets. Get 30% off by entering this code: **30offreview**

My reviews help you gain clarity on your skills and the value you bring to the table. It helps recruiters and hiring managers better understand the value you bring to the table.

[Get more info and 30% off](#)

## 2. Expand your professional network



Connect with industry professionals, attend design conferences, and participate in UX/UI events. Networking leads to valuable connections, potential collaborations, and possible mentorship that further enhances your career.

## ***Templates for making connections***

If you're stuck on how to reach out to others on LinkedIn, choose the appropriate template below:

### **Someone making a similar transition**

[name], your career journey stands out to me. I'm making a career pivot into [new career area] from [previous career area]. I noticed in your LinkedIn profile you made a similar transition. Would you be open to a 15-20 minute conversation?

### **Another career changer**

Hi [name], Your career journey stands out to me. I'm making a career pivot into [new career area]. I noticed in your LinkedIn profile you made a similar transition. If you ever have 15-20 minutes, I'd love to hear more about how you started working in the field and what skills you believe are most relevant to the profession. I'm also flexible in doing this 'chat' through email if that is the best way for you to connect.

### **Someone who works at one of your target companies**

[name], I saw you joined [company name] two years ago. How have you enjoyed the work environment in the [department] since starting there? I'm beginning a job search myself, and [company name] is one of the top companies on my list. I like to ask first-hand about the work environment at [company name]. Would you be open to a 15-20 minute conversation?

## A Team Lead/Supervisor

Hi [name], We've never met, but your profile came up when I researched [new role] roles at [company name]. I enjoyed your post about [post topic]. It helped me [describe how it helped]. (The goal is to make some kind of connection. It could be they graduated from the same school as you, or they are connected with one of your connections, or..) I've read great things about [company]. I'd love to learn more about roles there and would love to connect even if you aren't recruiting right now. Thank you!

## A Recruiter

[name], I noticed you work with [your new role]. I wanted to reach out to discuss potentially working together. I'm a [new role] with a background in [brief summary of your previous experience (make it relevant to your new role)]. I'd love to chat about whether my background might be a fit for any of your openings. Looking forward to hearing from you!

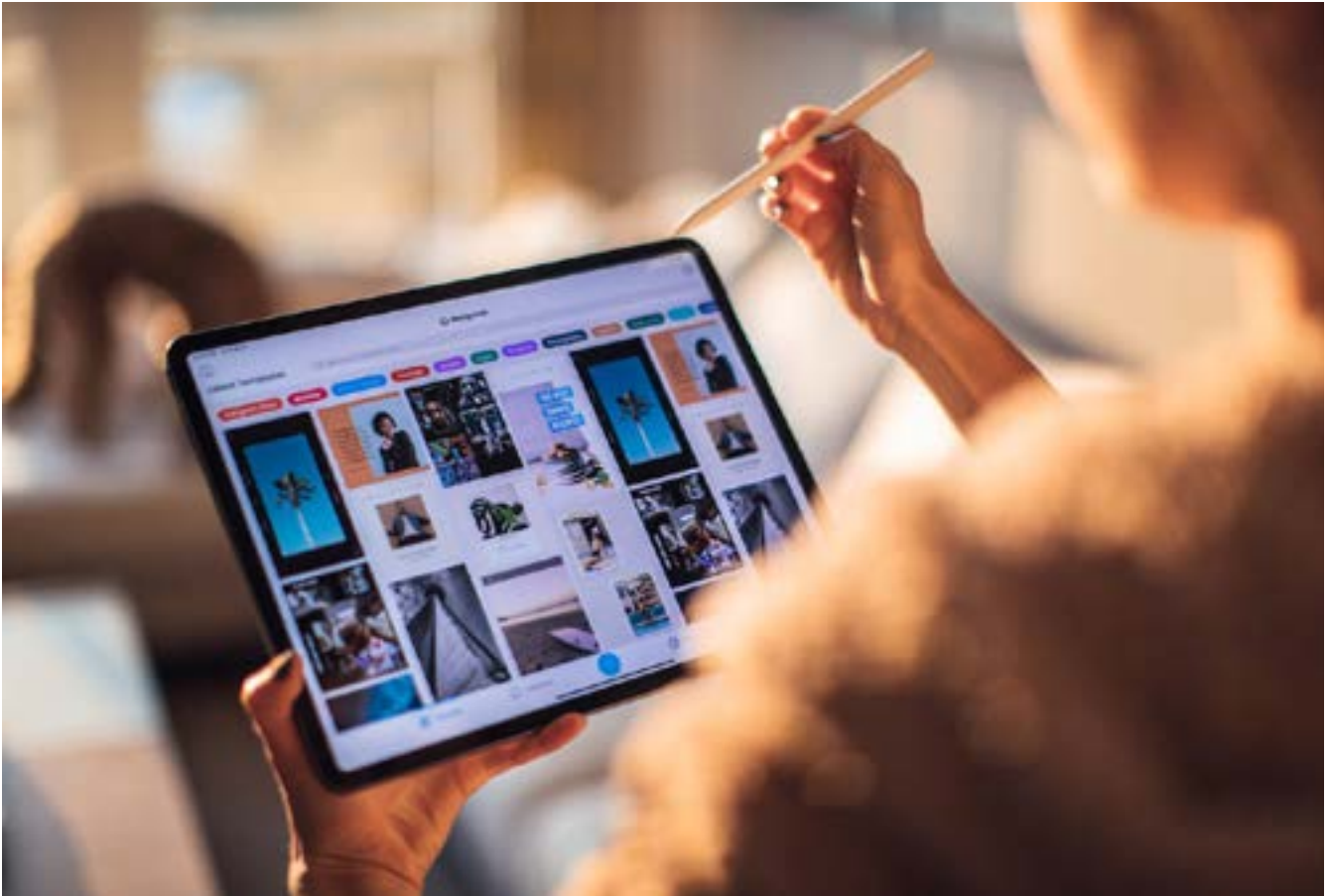
## Hiring Manager (whether or not there is a job opening)

[name], I came across your LinkedIn profile while researching for [new role] roles. I am making a career pivot into [new role] and am researching what makes an applicant stand out from others in the job application process. If you have time for a 10-15 minute conversation, that'd be great. Or, feel free to respond to this message if that works better. Either way, I'd love to connect with you.

Remember, these are templates. Personalize them and make them yours.

For more resources about expanding your network, see the **Additional Resources** section of this document.

### 3. Stay updated with industry trends



Continuously learn and stay updated with the latest UX/UI trends, tools, and technologies. Join online communities, follow influential designers, and engage in professional development activities to stay ahead in the field.

Check out the **Additional Resources** section at the end of this document for the top UX design communities to join.

That's it!

As an **Enterprising UX/UI'er** focus on these three things:

- **Refine your creative assets**
- **Expand your professional network**
- **Stay updated with industry trends**

If you follow these 3 pieces of advice, you are well on your way to becoming an expert UX/UI'er.

**See next page for additional resources for each of these 3 areas.**

# Additional Resources

## 1. Refine your creative assets

- [Forget Job Duties—Add Accomplishments to Your Resume to Land the Job](#)
- [LinkedIn Profile Writing Guide](#)
- [15 ways to improve your UX design case studies](#)
- [10 UX/UI Design Portfolio Examples to Inspire You](#)

## 2. Expand your professional network

- [Writing the Perfect LinkedIn Connection Requests \(templates\)](#)
- [The UX Designer's Guide to Networking \(includes communities\)](#)

## 3. Stay updated with industry trends

- [Top UX Design Communities to Join \(Including Slack & Discord Channels\)](#)

# Need more help?

If you have any questions as you begin your UX/UI journey, don't hesitate to reach out.

You can find me at [carmabaughman.com](https://carmabaughman.com) or on [LinkedIn](#).



Thank you for taking the ***How prepared are you for your UX/UI job search*** quiz.

If you'd like to retake the quiz at some future date as you continue your UX/UI journey, you can always access it here:

[Quiz: How prepared are you for your UX/UI job search?](#)