UX Design Institute

Industry Advisory Council

Meeting report, March 2023

Fully virtual

The March 2023 meeting was the second fully virtual session. The online sessions have proven to be conducive to truly valuable contributions as they allow our members from different time zones to join.

Agenda

01

Journal of UX Design Leadership

Ahead of launching our new quarterly publication, the Journal of UX Leadership, we explained the thinking behind the publication along with a snapshot of some interesting research we have conducted with design leaders across the globe.

02

Roundtable discussion 1: UXDI Course Roadmap

As we are in the process of planning our Course Roadmap for the next few years, we shared our roadmap from a couple of years ago as the starting point for our discussion around future courses. The group discussed what's missing from the list, priorities for their own teams and what is still relevant from the current roadmap.

03

Roundtable discussion 2: AI and UX Design

While it's impossible to fully predict exactly how AI is going to impact the world of UX, we can say with certainty that it *will impact* our profession. The group discussed how teams are using AI now, as well as the opportunities and challenges AI presents in the UX design space.

Key takeaways from the session

- **Journal of UX Design Leadership:** Rachael Joyce, Head of Insights and Analytics, presented findings from "The state of UX hiring in 2023: The importance of upskilling" – a report conducted by UX Design Institute, which surveyed over 100 UX leaders from around the world.

- **UX skills remain in high demand:** The report shows that 79% of UX leaders predict increased demand for UX skills over the next 1-2 years. Attendees agree with findings that research and content design are the greatest skill gaps in the industry at the moment. Echoing the report, attendees also spoke about how attracting senior UX talent is a challenge, meaning upskilling is key.

- **Accessibility and ethical design are top of mind:** In discussing the topics UX Design Institute should focus on for course development over the coming years, both accessibility and ethical design emerged as key considerations for UX designers at all stages of their careers.

- **Adoption of AI needs to be considered:** Although there was an openness to how AI can potentially be used as a tool to aid designers in their work, the group were all in agreement that given the amount of unknowns associated, it should be approached in a measured and considered way. There was also a concern about both the industry, and the world, moving too fast with AI.

- **Human connection cannot be replaced:** On the topic of introducing AI, the group discussed the importance of maintaining human connection. The attendees agreed that there is something special about speaking to and connecting with users, and that something fundamental will be lost if we allow this to be replaced or overlooked, in favor of technological advances. One area in particular that attendees discussed was user research and how AI simply can't replace the human connection in that process.

- **What are the ethical guidelines when it comes to implementing AI?** When it comes to AI, there are no clear guidelines around ethics and trust so the group agrees this is vital for businesses to consider. It is also vitally important for designers to bring this conversation to the table when AI implementation is being explored.

Attendees

Ronan Costello
Director of Digital Experiences
Analog Devices

Jonathon Colman
Senior Design Manager
HubSpot

Owen Derby
Principal Designer
Workday

Stephen Hassard
UX Research Manager
Google

Frank Gaine
Head of Digital Experience
Smartbox

Dave Keighron
Faculty Member
University Canada West

Brian Herron
Director and Design Lead
Each and Other

Denise Leahy
Quality Chair of IAC
Formerly Trinity College Dublin

Denis Cullinane
Senior Manager User Experience
Dell Technologies

Helen Willmot
Director of UX
Dentsu

Catherine Wilson
UX Research and Design Manager
Aer Lingus

Conor Normile
Director of Product
UX Design Institute

Rachael Joyce
Head of Insights and Analytics
UX Design Institute