

# Glossary

## Google UX Design Certificate

### Terms and Definitions

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## A

**Advertising agencies:** Teams of creatives hired by clients to build marketing campaigns

**Apprenticeships:** Provides on-the-job training to help people develop real skills

**Assets:** Everything from the text and images to the design specifications, like font style, color, size, and spacing

## D

**Design Agency:** A one-stop shop for the look of brands, products, and services

## E

**Empathy:** The ability to understand someone else's feelings or thoughts in a situation

## F

**Freelancers:** Designers who work for themselves and market their services to businesses to find customers

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## G

**Generalist:** A UX designer with a broad number of responsibilities

**Graphic designers:** Create visuals that tell a story or message

## I

**Information architecture:** The framework of a website or how it's organized, categorized, and structured

**Interaction designers:** Focus on designing the experience of a product and how it functions

**Internship:** A short term job with limited responsibility

## M

**Motion designers:** Think about what it feels like for a user to move through a product

## P

**Product:** A good, service, or feature

**Production designers:** Make sure first and final designs match in the finished project materials and that the assets are ready to be handed off to engineering team

**Prototype:** An early model of a product that demonstrates functionality

## S

**Specialist:** A designer who dives deep into one particular type of user experience, like interaction design, visual design, or motion design

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**Startup:** A new business that wants to develop a unique product or service and bring it to market

## T

**T-shaped designer:** A designer who specializes in one kind of user experience (e.g., interaction, visual, motion) and has a breadth of knowledge in other areas

## U

**UX designers:** Focus on how users interact with a product

**User experience:** How a person, the user, feels about interacting with, or experiencing, a product

**UX engineers:** Translate the design's intent into a functioning experience

**UX program managers:** Ensure clear and timely communication so that the process of building a useful product moves smoothly from start to finish

**UX research:** Understand users and learn about their backgrounds, demographics, motivations, pain points, emotions, and life goals

**UX researchers:** A type of researcher that conducts studies or interviews to learn about the users of a product and how people use a product

**UX writers:** Create the language that appears throughout a digital product, like websites or mobile apps

## V

**Visual designers:** Focus on how the product or technology looks

## W

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**Wireframe:** An outline or a sketch of a product or a screen