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UI/UX DESIGN

User experience (UX) design is the process design teams use to create products that provide meaningful and relevant experiences to users. From the other hand User interface (UI) design is the process designers use to build interfaces in software or computerized devices, focusing on looks or style.

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UI/UX TRENDS 2022

2021 has been a roller coaster ride. So many things happened that year and happened fast. With the rise of virtual and remote working culture, UX/UI trends have seen a drastic change throughout the year. And 2022 is no different. As a UX/UI practitioner, it is essential to stay informed about these forever-changing trends.



UI/UX DESIGN SPECIFICS

Search "UI designer" in Google and you may find yourself even more confused than before. It doesn't help that UI and UX are often lumped together, making it difficult to see where one ends and the other begins. Whilst the two are inextricably linked, it's important to know that User Interface Design is a field in its own right. Sure, there's some overlap, but ultimately, UI design comes with its own set of tasks, and therefore calls upon an entirely different skillset.

Perhaps you're considering a career in UI and want to know what awaits you. Maybe you're already in the industry and just need some clarity on the matter. In this article, we'll set the record straight once and for all. Here's what we'll cover.

UI DESIGN IN A NUTSHELL

User Interface Design is a crucial subset of UX. They both share the same end goal—to provide a positive experience for the user—but UI Design comprises an entirely separate leg of the journey. Put simply, UI is what you use to interact with a product, while UX is concerned with how this overall interaction feels.

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