



Austin Designers Survey 2011

Please, take five minutes (we timed it) and help the Austin design and web communities serve you better by telling us about yourself.

All questions are optional and anonymous, and they're in order of importance, but by answering them all and answering honestly, we can plan better events and better support you professionally.

The aggregated results will be published later this year.

Thanks,
Vitorio, Tori and Erin from IxDA-Austin

Where in Austin are you?

Telling us where you live and work helps us plan events closer to you.

Where do you live?

Central Austin



Where do you work?

Central Austin



When are you more likely to attend events?

| | Morning | Lunch | Afternoon | Evening | Not this day |
|-----------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Monday | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Tuesday | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Wednesday | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Thursday | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Friday | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Saturday | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Sunday | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Where are you more likely to attend an event?

"If it's held at..."

☐ anywhere, doesn't matter

☐ an office

☐ a coffeeshop

☐ a bar

☐ Other:

What events do you like?

Telling us the things you're interested in helps us plan events that better support your career.

What sorts of events do you like attending?

☐ Social/networking lunches

☐ Happy hours

☐ Hands-on workshops

☐ Presentations by my peers

☐ Presentations by companies

☐ Panel discussions by my peers

☐ Panel discussions by companies

☐ "Field trips" to related industries

☐ Other:

What sorts of topics are you interested in learning about this year?

- ☐ Fundamentals of interaction design, information architecture, user experience
- ☐ A/B testing, metrics, feedback systems
- ☐ Game mechanics
- ☐ Graphic design, visual design, art
- ☐ Communication, people skills, getting buy-in
- ☐ Business analysis, business plans, entrepreneurship
- ☐ Logistics, estimating, processes, deliverables
- ☐ Marketing, sales, branding
- ☐ Concepting, brainstorming, sketching, prototyping
- ☐ Psychology, sociology, statistics
- ☐ User research, ethnographies, customer development
- ☐ Critiquing, reviews
- ☐ Other:

Are there specific people you'd like to hear speak?

Who and on what topics?

What other groups will you attend this year?

- ☐ Austin UPA
- ☐ Refresh Austin
- ☐ AIGA Austin
- ☐ Austin Lean Startup Circle
- ☐ WordPress Austin
- ☐ Austin on Rails
- ☐ Austin JavaScript
- ☐ Bootstrap Interactive
- ☐ Austin Drupal Meetup
- ☐ Austin PHP Meetup
- ☐ Other:

What major events will you attend this year?

- ☐ Interaction 2011
- ☐ SXSW Interactive 2011
- ☐ IA Summit 2011

- ☐ UPA 2011
- ☐ IDSA 2011
- ☐ Design Ranch 2011
- ☐ Edward Tufte's course
- ☐ HFES 2011
- ☐ CHI 2011
- ☐ Other:

If you don't generally attend events, why is that?

- ☐ I don't have time for them
- ☐ I don't keep track of events, so it's too late to make time when I find out about them, even if they interest me
- ☐ The topics don't interest me
- ☐ I don't think I'll learn anything
- ☐ I don't want to have to socialize
- ☐ I don't work outside of business hours
- ☐ I have personal issues with the organizers
- ☐ Other:

How do you do your design work?

Telling us about how you work and interact with other designers helps us understand how the community functions professionally.

We know these questions seem sensitive, but your coworkers and bosses won't see your answers, and we won't know who you are. They're really important, we hope you answer them.

How many other designers are in your organization?

If your company has multiple offices, just count the designers you're most likely to interact with, usually just your immediate office.

- ☐ None, I am a lone designer
- ☐ 1-3 other designers
- ☐ 4-7 other designers
- ☐ 8-11 other designers
- ☐ 12+ other designers
- ☐ Other:

How many other designers do you collaborate with regularly?

Even if you're usually the only designer on a project, if you regularly help or get help from

other designers on those projects, count them here.

- ☐ None, I most frequently work as a lone designer
- ☐ 1-3 other designers
- ☐ 4-7 other designers
- ☐ 8-11 other designers
- ☐ 12+ other designers
- ☐ Other:

How do you rate your experience level relative to the designers you work with?

This is the "do I usually feel like I'm the smartest person in the room" question. Please, be honest.

1 2 3 4 5

Much less experienced ☐ ☐ ☐ ☐ ☐ Much more experienced

What are you missing in the design practice at your workplace?

If it's there, but not giving you what you need, check the box.

- ☐ Mentoring by more experienced designers
- ☐ Constructive criticism early enough in the design process
- ☐ Proper critiques (objective, measured, about the work; not subjective or personal)
- ☐ Contact with the actual end-user
- ☐ Customer or market research
- ☐ Iteration and feedback
- ☐ Variety of design work
- ☐ Documented processes and best practices
- ☐ Internal recognition for design efforts
- ☐ Public recognition for design efforts
- ☐ Better UX/IX/IA to match the solid visual/graphic design work
- ☐ Better visual/graphic design to match the solid UX/IX/IA work
- ☐ Other:

Do you do design work in your free time?

- ☐ No, I only do it professionally
- ☐ Yes, for side work
- ☐ Yes, for personal/hobby projects
- ☐ Yes, pro bono for charitable organizations
- ☐ Other:

Do you study design?

- ☐ No, I already know what I need to do my work

- ☐ Yes, I read relevant websites/blogs/zines
- ☐ Yes, by trial and error
- ☐ Yes, I read design/web design books
- ☐ Yes, I work with others at my company
- ☐ Yes, I participate in discussion boards
- ☐ Yes, I attend seminars and conferences
- ☐ Yes, I attend in-house training
- ☐ Yes, I participate in mailing lists
- ☐ Other:

What books and web sites do you find most valuable and relevant to your work right now?

Book titles and/or URLs, one per line, please

Professional status

If you've answered up to this point, you could save and go, but this last batch of questions helps us understand the makeup of the design community a lot better. You're almost done, and we really appreciate it.

What type of organization do you work in?

Partner in a large company or organization

Full-time or part-time?

Full-time

What is your title?

- ☐ Founder / sole proprietor
- ☐ Developer
- ☐ Web Designer
- ☐ Designer
- ☐ Interface Designer / UI Designer
- ☐ Project Manager
- ☐ Webmaster

- ☐ Creative Director
- ☐ Art Director
- ☐ Web Producer
- ☐ Web Director
- ☐ Information Architect
- ☐ Writer, Editor
- ☐ Marketer
- ☐ Usability Expert/Consultant/Lead
- ☐ Educator
- ☐ Accessibility Expert/Consultant/Lead
- ☐ User Experience Designer/Consultant/Lead
- ☐ Interaction Designer
- ☐ Other:

How much of your work is web-related?

0 1 2 3 4 5

No web-related work ☐ ☐ ☐ ☐ ☐ ☐ All of it is web-related

What skills do you have?

- ☐ Markup (HTML, XHTML, XML)
- ☐ CSS
- ☐ Page layout, interface design
- ☐ Image editing and production
- ☐ Information architecture, wireframing, site mapping
- ☐ Front-end programming (JavaScript)
- ☐ Graphic design
- ☐ Usability testing/knowledge
- ☐ User research
- ☐ Back-end development (PHP, Rails)
- ☐ Project management
- ☐ Writing, editing
- ☐ Accessibility testing/knowledge
- ☐ SEO
- ☐ Marketing
- ☐ Other:

How many years at your current job?

If you're a freelancer, how many years have you been continuously freelancing?

0 1 2 3 4 5 6 7 8 9 10

N/A or Less than a year ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ Ten or more years

How did you find your current job?

- ☐ Traditionally (local): found it on a local site (IxDA Austin, Refresh, GeekAustin, etc.), applied, interviewed
- ☐ Traditionally (national): found it on a national site (Indeed, Monster, Dice, etc.), applied, interviewed
- ☐ Existing personal contacts/networking (colleagues, friends, friends of friends)
- ☐ New personal contacts/networking (acquaintance of acquaintance, Facebook, Twitter, LinkedIn)
- ☐ Was headhunted
- ☐ Other:

How many years have you worked in this field?

0 1 2 3 4 5 6 7 8 9 10

N/A or Less than a year ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ Ten or more years

What's your next career move?

- ☐ New job in a new organization
- ☐ Get a promotion at my current job
- ☐ Start my own business
- ☐ Stay where I am
- ☐ Learn a new skill
- ☐ Start pitching a better class of client
- ☐ Change my area of specialization
- ☐ Find a partner whose skills complement mine
- ☐ Begin (or expand) my professional writing or speaking
- ☐ Attend a conference/take classes/other educational activity
- ☐ Get my first job in the field
- ☐ Leave the profession
- ☐ Other:

When you are looking for a new job, where do you look?

Or, when you are looking for new clients?

- ☐ Local sites (IxDA Austin, Refresh, GeekAustin, etc.)
- ☐ National sites (Indeed, Monster, Dice, etc.)
- ☐ Existing personal contacts/networking (colleagues, friends, friends of friends)
- ☐ New personal contacts/networking (acquaintance of acquaintance, Facebook, Twitter,

LinkedIn)

☐ Other:

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