

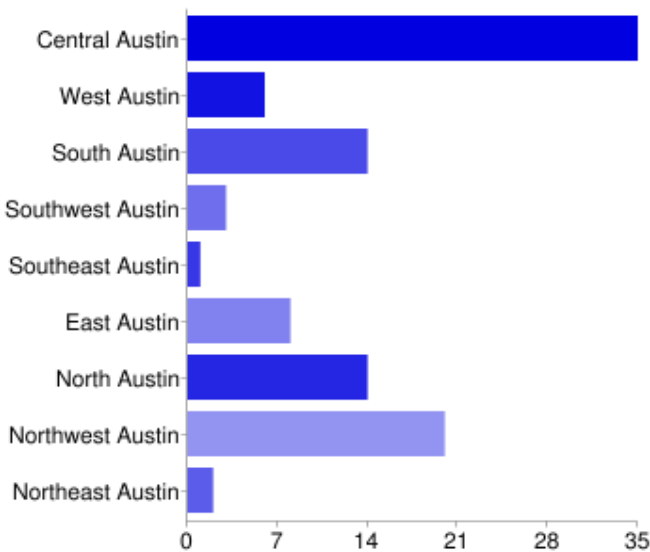
103 responses

## Summary

### Where in Austin are you?

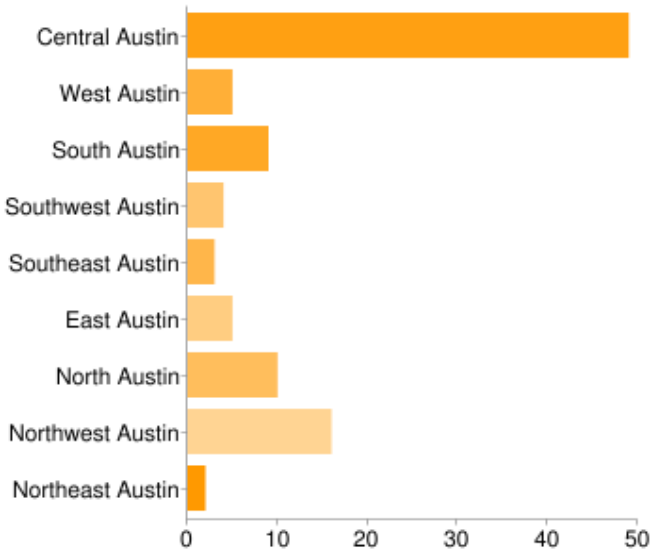
Telling us where you live and work helps us plan events closer to you.

#### Where do you live?



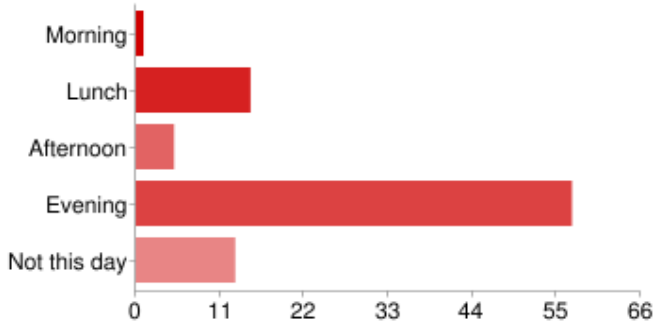
Central Austin	35	34%
West Austin	6	6%
South Austin	14	14%
Southwest Austin	3	3%
Southeast Austin	1	1%
East Austin	8	8%
North Austin	14	14%
Northwest Austin	20	19%
Northeast Austin	2	2%

#### Where do you work?



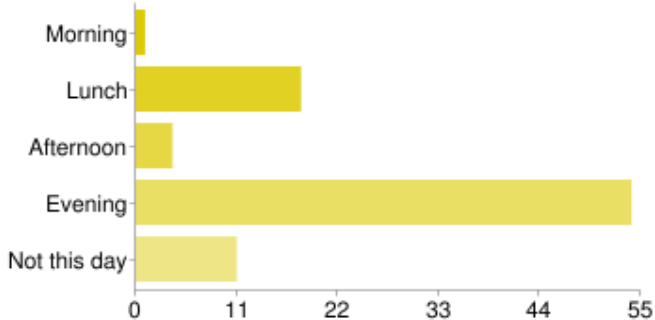
Central Austin	49	48%
West Austin	5	5%
South Austin	9	9%
Southwest Austin	4	4%
Southeast Austin	3	3%
East Austin	5	5%
North Austin	10	10%
Northwest Austin	16	16%
Northeast Austin	2	2%

### When are you more likely to attend events? - Monday



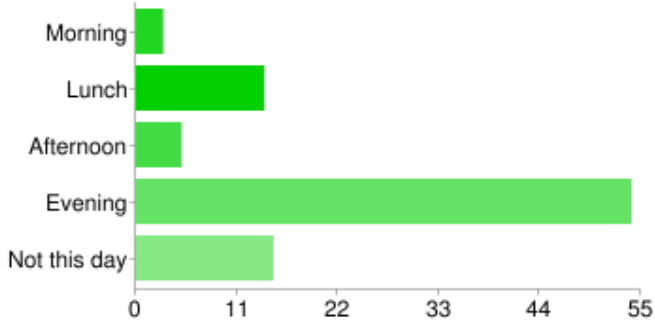
Morning	1	1%
Lunch	15	15%
Afternoon	5	5%
Evening	57	55%
Not this day	13	13%

### When are you more likely to attend events? - Tuesday



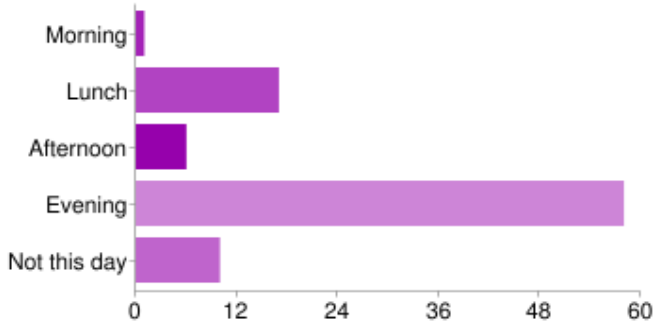
Morning	1	1%
Lunch	18	17%
Afternoon	4	4%
Evening	54	52%
Not this day	11	11%

### When are you more likely to attend events? - Wednesday



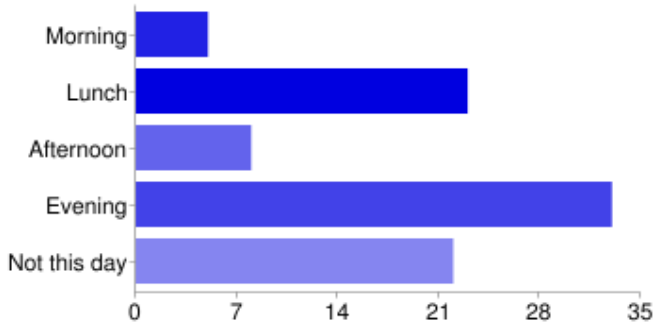
Morning	3	3%
Lunch	14	14%
Afternoon	5	5%
Evening	54	52%
Not this day	15	15%

#### When are you more likely to attend events? - Thursday



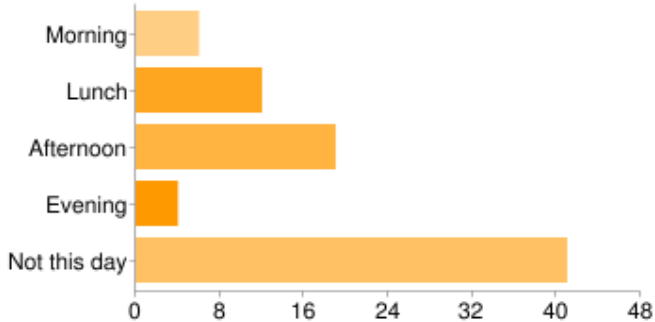
Morning	1	1%
Lunch	17	17%
Afternoon	6	6%
Evening	58	56%
Not this day	10	10%

#### When are you more likely to attend events? - Friday



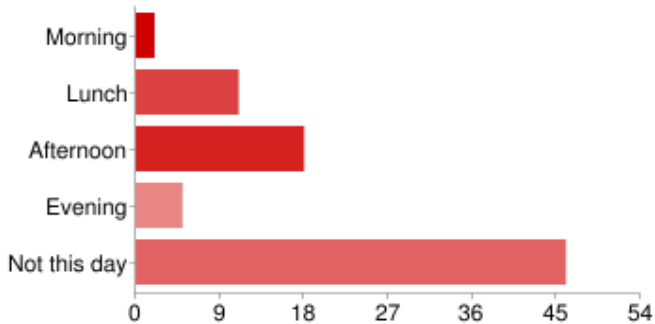
Morning	5	5%
Lunch	23	22%
Afternoon	8	8%
Evening	33	32%
Not this day	22	21%

#### When are you more likely to attend events? - Saturday



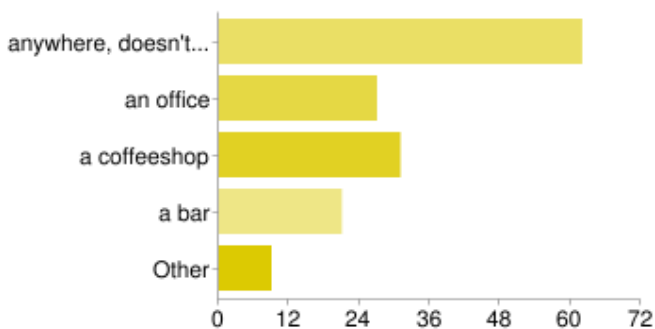
Morning	6	6%
Lunch	12	12%
Afternoon	19	18%
Evening	4	4%
Not this day	41	40%

### When are you more likely to attend events? - Sunday



Morning	2	2%
Lunch	11	11%
Afternoon	18	17%
Evening	5	5%
Not this day	46	45%

### Where are you more likely to attend an event?



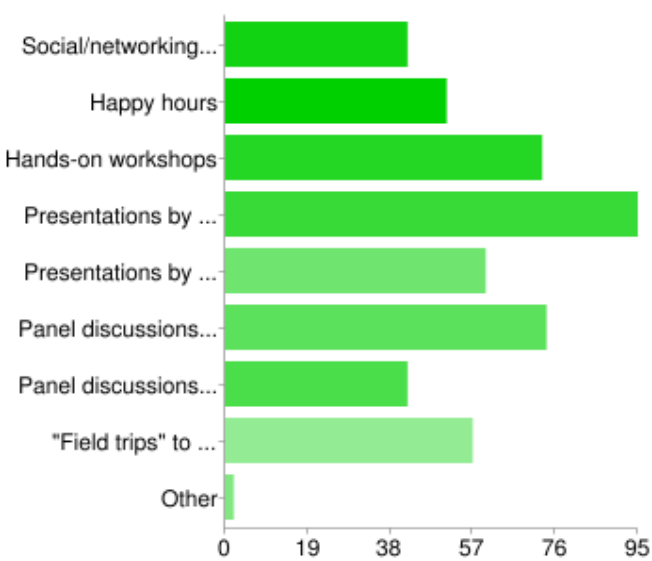
anywhere, doesn't matter	62	61%
an office	27	26%
a coffeeshop	31	30%
a bar	21	21%
Other	9	9%

People may select more than one checkbox, so percentages may add up to more than 100%.

# 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	42	41%
Happy hours	51	50%
Hands-on workshops	73	71%
Presentations by my peers	95	92%
Presentations by companies	60	58%
Panel discussions by my peers	74	72%
Panel discussions by companies	42	41%
"Field trips" to related industries	57	55%
Other	2	2%

People may select more than one checkbox, so percentages may add up to more than 100%.

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



Fundamentals of interaction design, information architecture, user experience	81	79%
A/B testing, metrics, feedback systems	54	52%
Game mechanics	21	20%
Graphic design, visual design, art	52	50%
Communication, people skills, getting buy-in	46	45%
Business analysis, business plans, entrepreneurship	40	39%
Logistics, estimating, processes, deliverables	34	33%
Marketing, sales, branding	25	24%
Concepting, brainstorming, sketching, prototyping	77	75%
Psychology, sociology, statistics	49	48%
User research, ethnographies, customer development	64	62%
Critiquing, reviews	32	31%
Other	11	11%

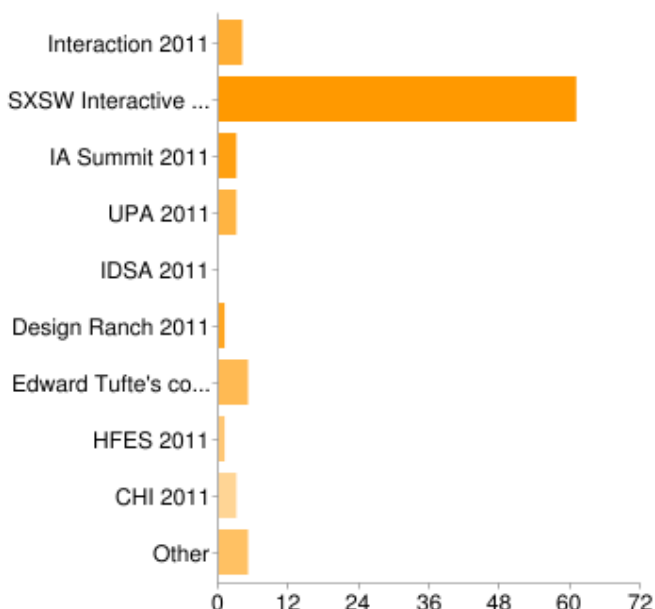
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Bruce Sterling on anything. I'd like to hear directors at companies speak about their  
 companie's specific work flow or case studies. I read theory in books, I want to hear real world success stories. Jim  
 Firestone, GSD&M, brand & product strategy Not sure on specific people, but topics: • Focused around domains  
 (e.g., health, energy) or platforms (mobile, tablet) and technology (html5, iOS) • Brainstorming, Group facilitation,  
 Gamestorming, etc. Some folks from Frog and Adaptive Path Ben Fry, Stephen Few, Casey Reas, David  
 McCandless Don Norman Interesting Companies UX Leaders at Austin  
 companies P ...

Event	Number of People
Austin UPA	40
Refresh Austin	48
AI/GA Austin	24
Austin Lean Start...	4
WordPress Austin	18
Austin on Rails	6
Austin JavaScript	5
Bootstrap Interac...	2
Austin Drupal Meetup	6
Austin PHP Meetup	5
Other	15

People may select more than one checkbox, so percentages may add up to more than 100%.

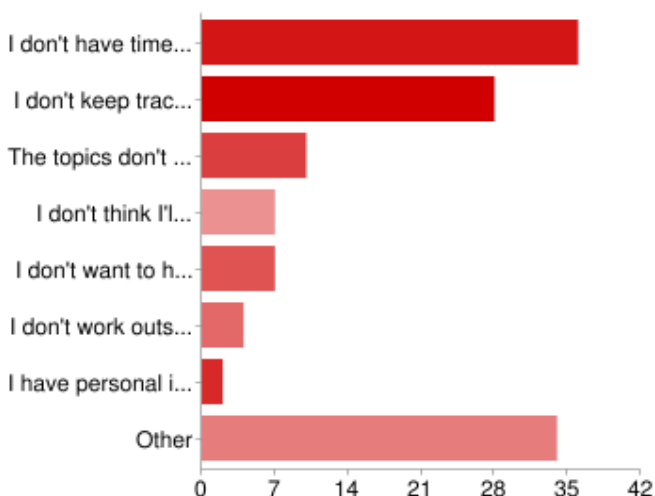
### What major events will you attend this year?



Interaction 2011	4	6%
SXSW Interactive 2011	61	88%
IA Summit 2011	3	4%
UPA 2011	3	4%
IDSA 2011	0	0%
Design Ranch 2011	1	1%
Edward Tufte's course	5	7%
HFES 2011	1	1%
CHI 2011	3	4%
Other	5	7%

People may select more than one checkbox, so percentages may add up to more than 100%.

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



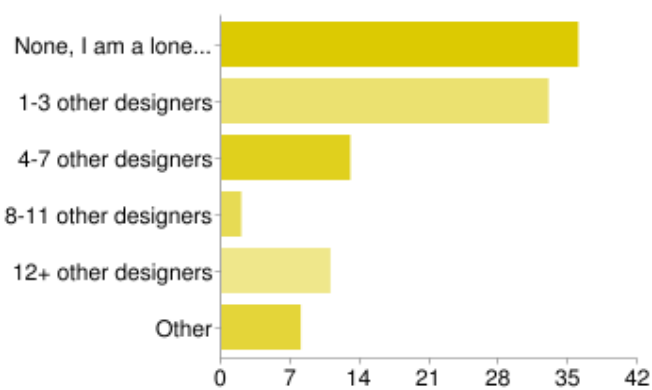
I don't have time for them	36	47%
I don't keep track of events, so it's too late to make time when I find out about them, even if they interest me	28	36%
The topics don't interest me	10	13%
I don't think I'll learn anything	7	9%
I don't want to have to socialize	7	9%
I don't work outside of business hours	4	5%
I have personal issues with the organizers	2	3%
Other	34	44%

People may select more than one checkbox, so percentages may add up to more than 100%.

# How do you do your design work?

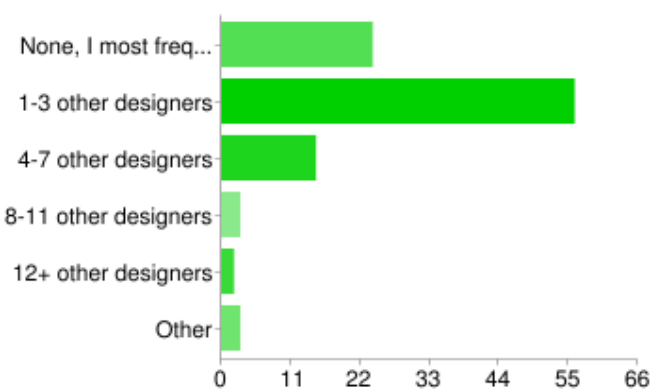
Telling us about how you work and interact with other designers helps us understand how the community functions professionally. We know these questions seem sensitive, but your coworkers and bosses won't see your answers, and we won't know who you are. They're really important, we hope you answer them.

## How many other designers are in your organization?



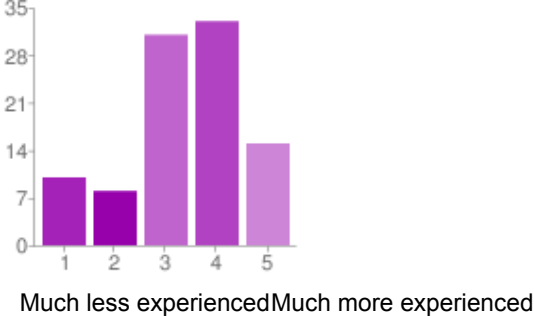
None, I am a lone designer	36	35%
1-3 other designers	33	32%
4-7 other designers	13	13%
8-11 other designers	2	2%
12+ other designers	11	11%
Other	8	8%

## How many other designers do you collaborate with regularly?



None, I most frequently work as a lone designer	24	23%
1-3 other designers	56	54%
4-7 other designers	15	15%
8-11 other designers	3	3%
12+ other designers	2	2%
Other	3	3%

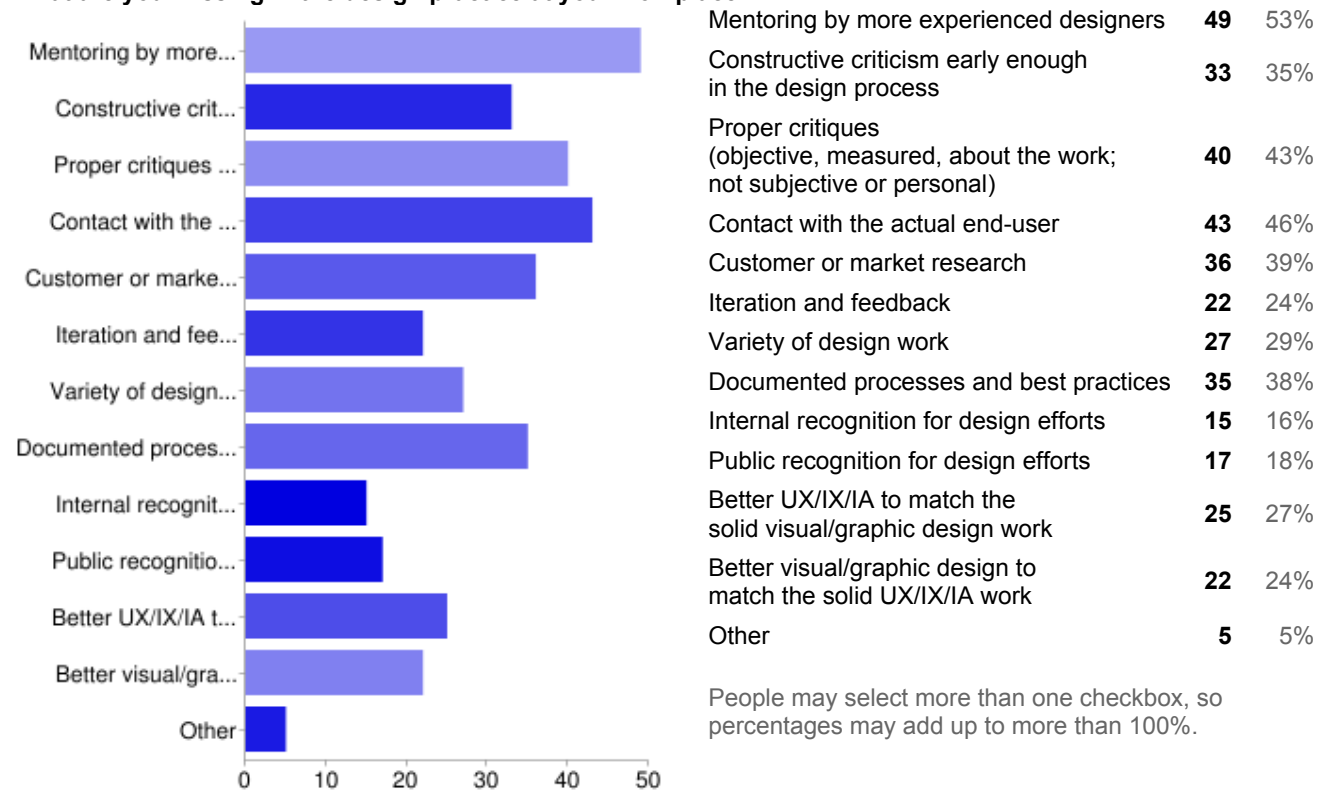
## How do you rate your experience level relative to the designers you work with?



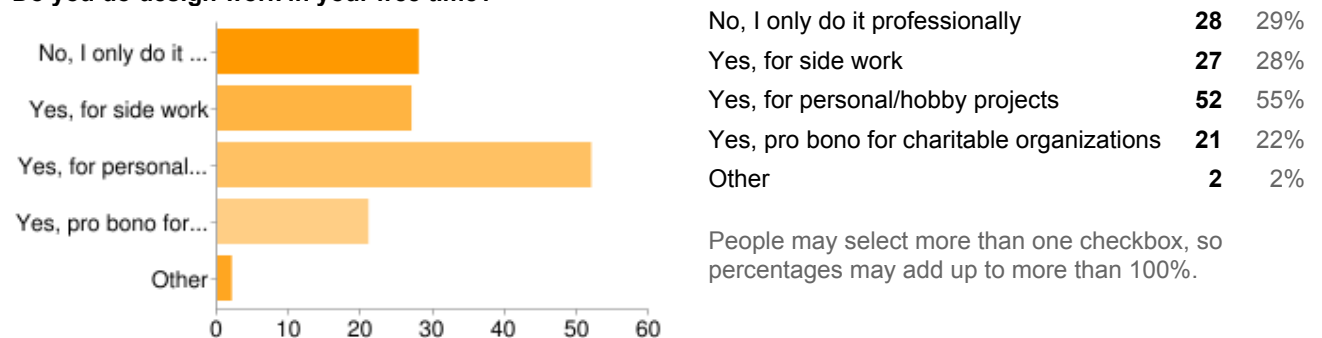
1 - Much less experienced	10	10%
2	8	8%
3	31	30%
4	33	32%
5 - Much more experienced	15	15%



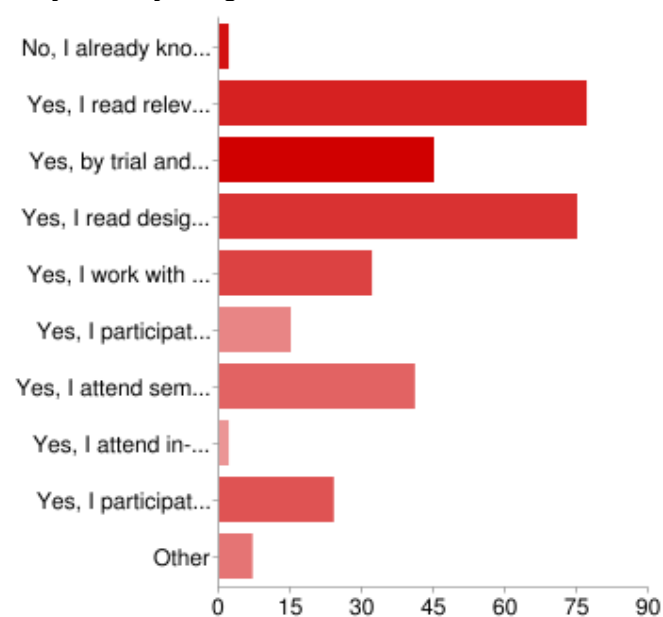
### What are you missing in the design practice at your workplace?



### Do you do design work in your free time?



## Do you study design?



No, I already know what I need to do my work	2	2%
Yes, I read relevant websites/blogs/zines	77	79%
Yes, by trial and error	45	46%
Yes, I read design/web design books	75	77%
Yes, I work with others at my company	32	33%
Yes, I participate in discussion boards	15	15%
Yes, I attend seminars and conferences	41	42%
Yes, I attend in-house training	2	2%
Yes, I participate in mailing lists	24	24%
Other	7	7%

People may select more than one checkbox, so percentages may add up to more than 100%.

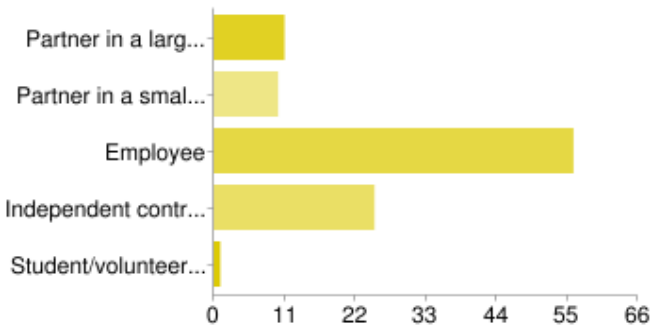
## What books and web sites do you find most valuable and relevant to your work right now?

IxDA is a big one! Getting StartED Building Websites, by Alexander Dawson A Fine Line: How Design Strategies Are Shaping the Future of Business The Four Steps to the Epiphany Designing Interactions The War Of Art dribbble.com I have been/am currently reading the following books. They both have a good overview of things I already know and are wonderful at explaining things I didn't know just yet: The Non-Designer's Design Book by Robin Williams Letting Go of the Words by Janice Redish Web Form Design Essentials of Interaction Design smashingmagazine.com specboy.com sitepoint.com alistapart.com D ...

## Professional status

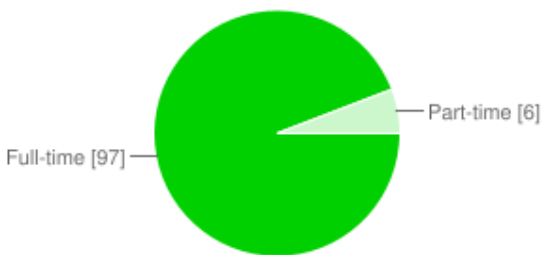
If you've answered up to this point, you could save and go, but this last batch of questions helps us understand the makeup of the design community a lot better. You're almost done, and we really appreciate it.

### What type of organization do you work in?



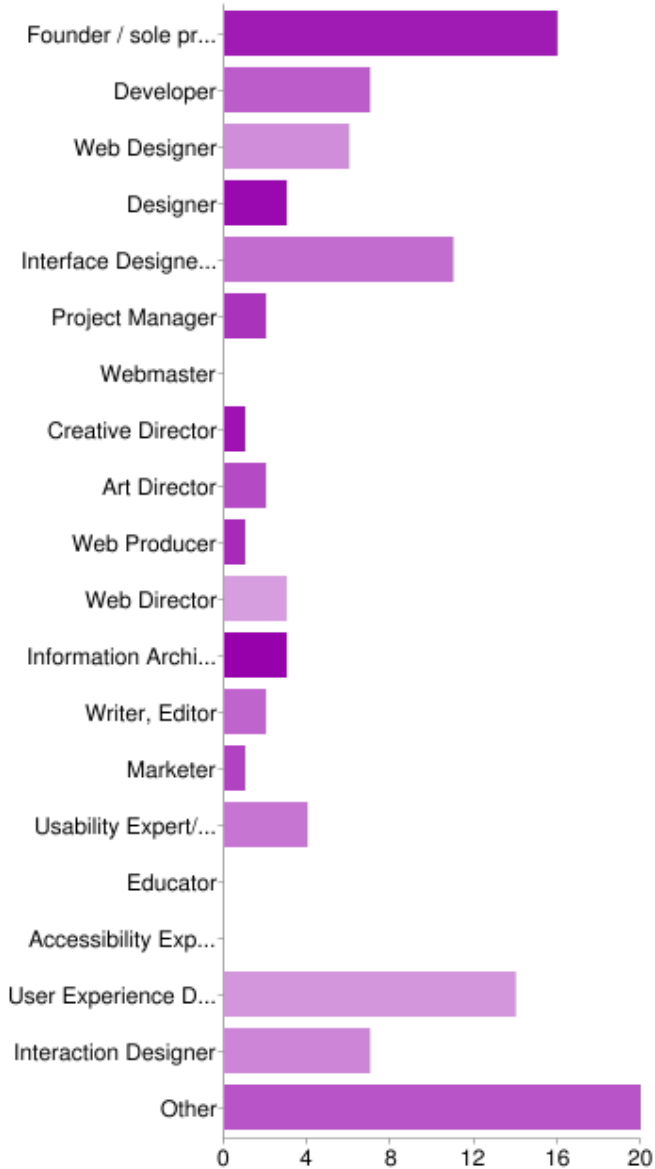
Partner in a large company or organization	11	11%
Partner in a small business	10	10%
Employee	56	54%
Independent contractor/freelancer/sole proprietor	25	24%
Student/volunteer/unpaid intern/hobbyist	1	1%

### Full-time or part-time?



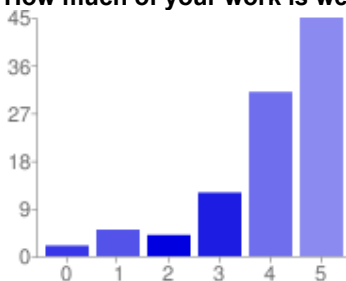
Full-time	97	94%
Part-time	6	6%

## What is your title?



Founder / sole proprietor	16	16%
Developer	7	7%
Web Designer	6	6%
Designer	3	3%
Interface Designer / UI Designer	11	11%
Project Manager	2	2%
Webmaster	0	0%
Creative Director	1	1%
Art Director	2	2%
Web Producer	1	1%
Web Director	3	3%
Information Architect	3	3%
Writer, Editor	2	2%
Marketer	1	1%
Usability Expert/Consultant/Lead	4	4%
Educator	0	0%
Accessibility Expert/Consultant/Lead	0	0%
User Experience Designer/Consultant/Lead	14	14%
Interaction Designer	7	7%
Other	20	19%

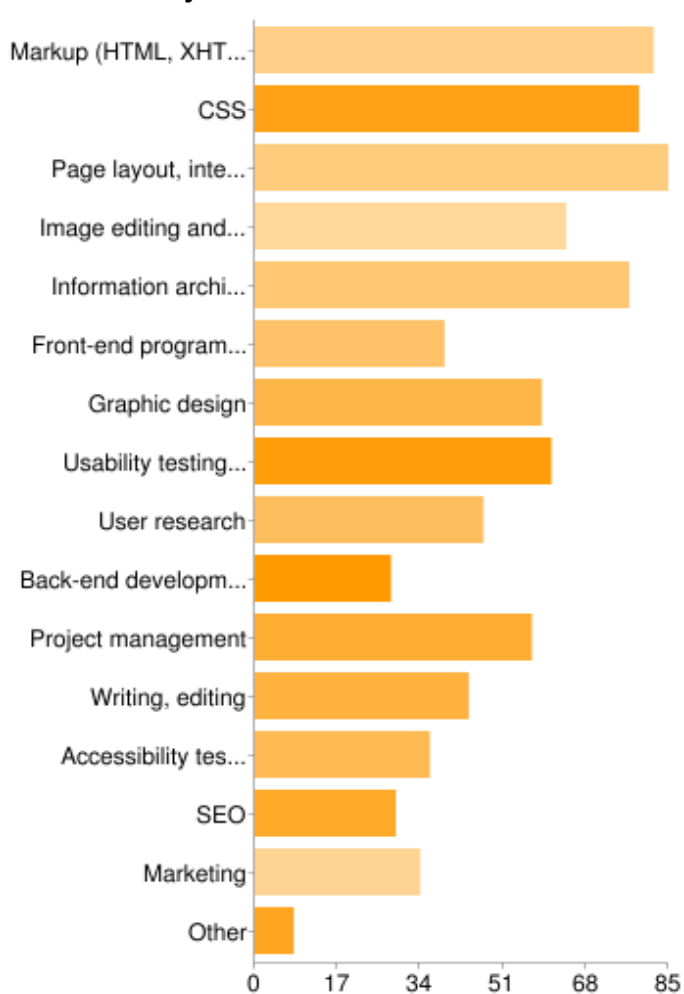
## How much of your work is web-related?



0 - No web-related work	2	2%
1	5	5%
2	4	4%
3	12	12%
4	31	30%
5 - All of it is web-related	45	44%

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

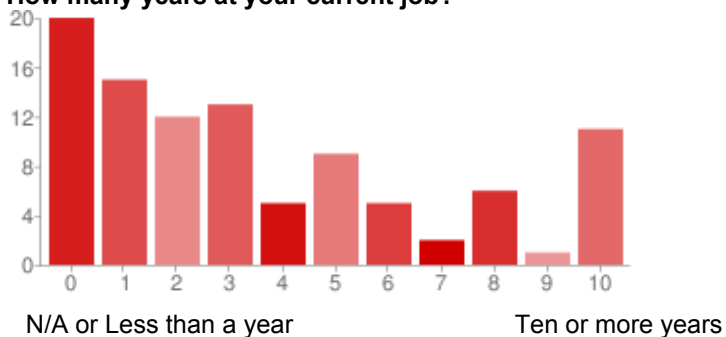
## What skills do you have?



Markup (HTML, XHTML, XML)	82	80%
CSS	79	77%
Page layout, interface design	85	83%
Image editing and production	64	63%
Information architecture, wireframing, site mapping	77	75%
Front-end programming (JavaScript)	39	38%
Graphic design	59	58%
Usability testing/knowledge	61	60%
User research	47	46%
Back-end development (PHP, Rails)	28	27%
Project management	57	56%
Writing, editing	44	43%
Accessibility testing/knowledge	36	35%
SEO	29	28%
Marketing	34	33%
Other	8	8%

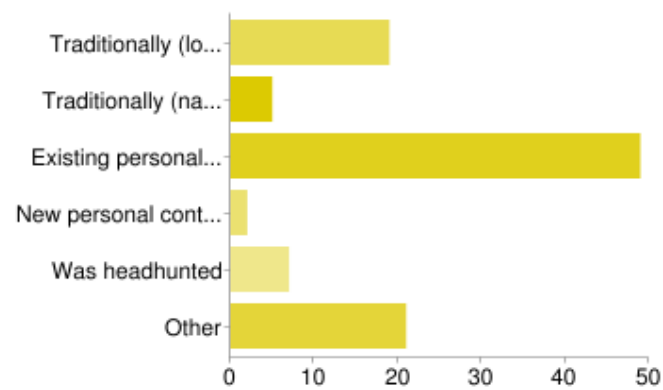
People may select more than one checkbox, so percentages may add up to more than 100%.

## How many years at your current job?



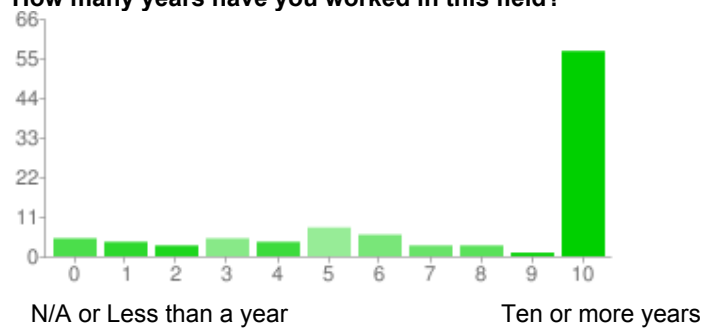
0 - N/A or Less than a year	20	19%
1	15	15%
2	12	12%
3	13	13%
4	5	5%
5	9	9%
6	5	5%
7	2	2%
8	6	6%
9	1	1%
10 - Ten or more years	11	11%

### How did you find your current job?



Traditionally (local): found it on a local site (IxDA Austin, Refresh, GeekAustin, etc.), applied, interviewed	19	18%
Traditionally (national): found it on a national site (Indeed, Monster, Dice, etc.), applied, interviewed	5	5%
Existing personal contacts/networking (colleagues, friends, friends of friends)	49	48%
New personal contacts/networking (acquaintance of acquaintance, Facebook, Twitter, LinkedIn)	2	2%
Was headhunted	7	7%
Other	21	20%

### How many years have you worked in this field?



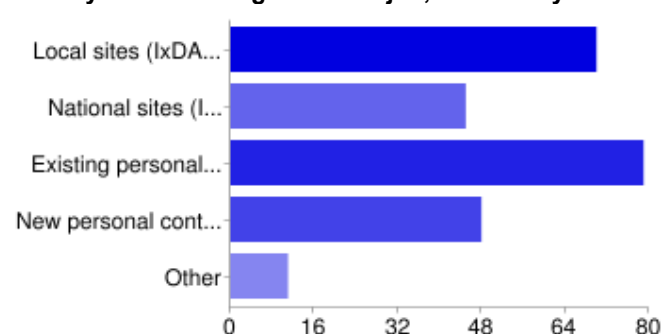
0 - N/A or Less than a year	5	5%
1	4	4%
2	3	3%
3	5	5%
4	4	4%
5	8	8%
6	6	6%
7	3	3%
8	3	3%
9	1	1%
10 - Ten or more years	57	55%

### What's your next career move?



New job in a new organization	17	17%
Get a promotion at my current job	16	16%
Start my own business	6	6%
Stay where I am	17	17%
Learn a new skill	12	12%
Start pitching a better class of client	7	7%
Change my area of specialization	5	5%
Find a partner whose skills complement mine	6	6%
Begin (or expand) my professional writing or speaking	4	4%
Attend a conference/take classes/other educational activity	1	1%
Get my first job in the field	1	1%
Leave the profession	0	0%
Other	11	11%

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



Local sites (IxDA Austin, Refresh, GeekAustin, etc.)	70	78%
National sites (Indeed, Monster, Dice, etc.)	45	50%
Existing personal contacts/networking (colleagues, friends, friends of friends)	79	88%
New personal contacts/networking (acquaintance of acquaintance, Facebook, Twitter, LinkedIn)	48	53%
Other	11	12%

People may select more than one checkbox, so percentages may add up to more than 100%.