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#CanUX  
**CanUX**  
NOVEMBER 12, 2016

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# Confessions of an Ex-UX Unicorn

## SPECIALIZE

→ easier to find roles at larger companies

## UNICORN

→ companies who need it all in one

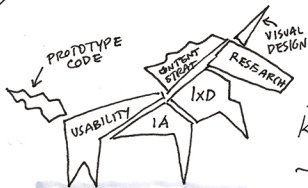
## CONSULTANT

→ whatever you want - if you can sell it!

## TEAM LEADER

→ be the leader who knows what it takes

SKETCHNOTES  
@mjbroadbent



mythical UX practitioner who does EVERYTHING

KNOWS ALL THE TOOLS

## PROS

LETS YOU DISCOVER WHICH ACTIVITIES YOU'RE INTERESTED IN AND GOOD AT and  
Where's my passion?



WHAT YOU'RE NOT GOOD AT

## CONS

WHEN YOU DO IT ALL THERE'S NOT ENOUGH:

- TIME
- TEAMWORK
- MOJO FOR ALL THE ACTIVITIES

TOO MUCH GLITTER!

## TIPS

UNICORN

Find other unicorns

Recognize your weak areas and ask for help

Be aware of overcommitting

SPECIALISTS

Benefits of diverse team

Evangelize power of cross-functional team

Rely on strengths of team

Know your worth

## Share information

Make friends with other roles BUT YOUR DEVELOPER A BEER!

Manage your company's expectations