



Aalto University
School of Arts, Design
and Architecture

Design Career

Paulo N. Dziobczenski, PhD

Designer in Residence at Aalto University

paulodzi.com - @paulodzi

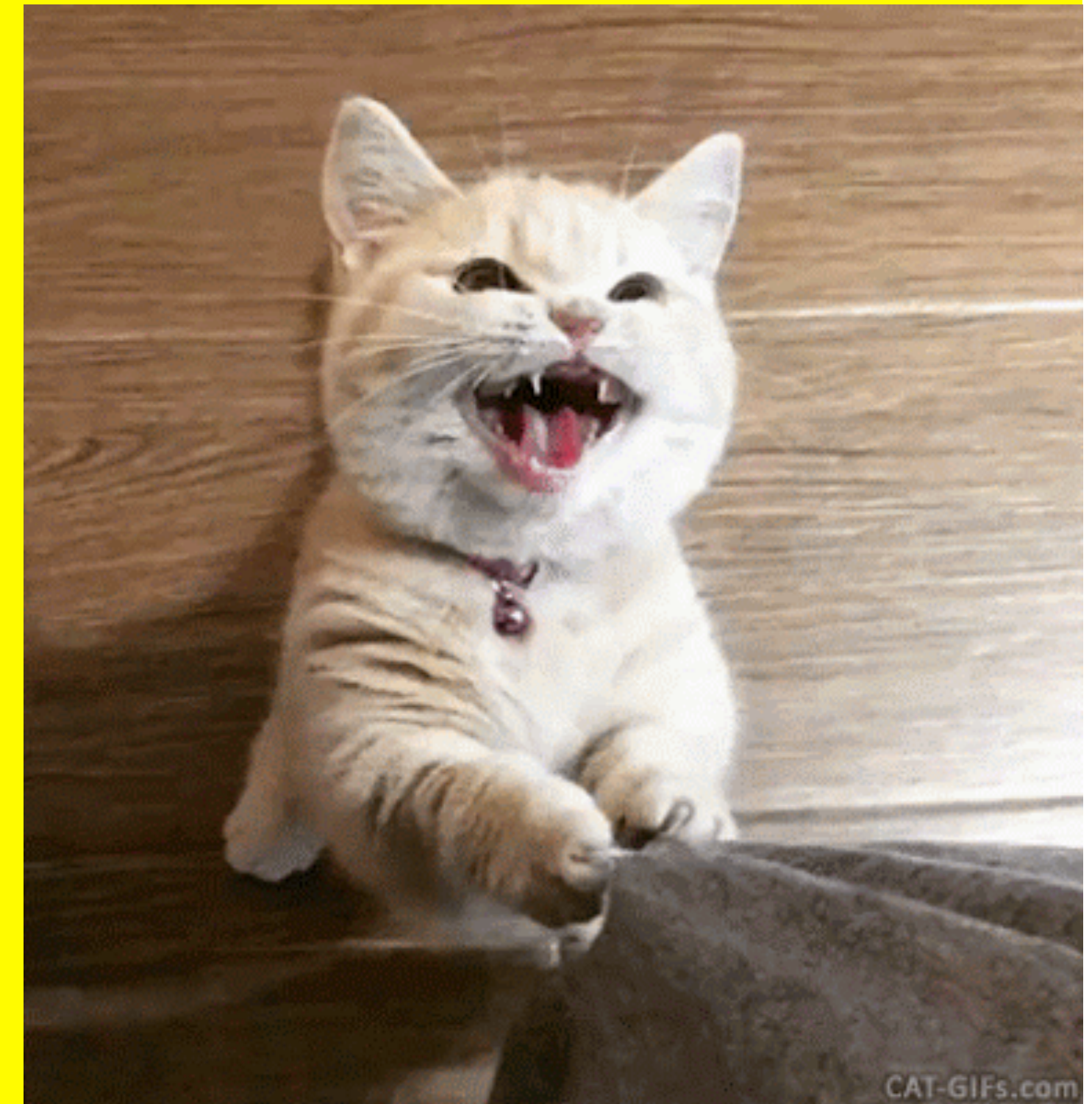
I will talk about 2 things

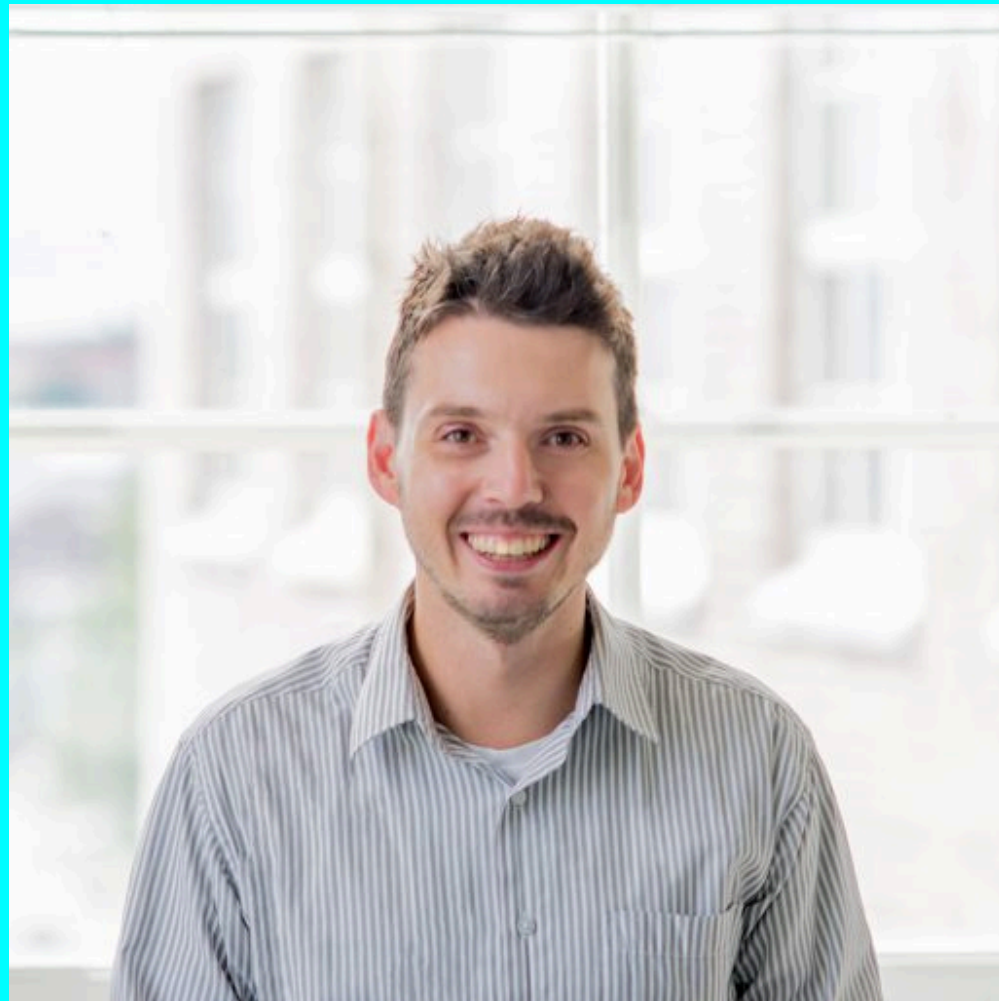
***#1 - Designers: specialists or generalists? IC
or management?***

#2 - Design job market in Helsinki

But first

***#0 - Why should you pay
attention? (Or, who am I?)***





Paulo Dziobczenski

BA in Graphic Design (Brazil)

MA in Design Management (Brazil)

PhD in Design (Finland)



Dziobczenski (2021)

🇬🇧 Dziobczenski, P.R.N., and Person, O. 2017. ***Graphic Designer Wanted: A Document Analysis of the Described Skill Set of Graphic Designers in Job Advertisements from the United Kingdom.***

🇫🇮 Dziobczenski, P.R.N., Person, O., and Meriläinen, S. 2018. ***Designing Career Paths in Graphic Design: A Document Analysis of Job Advertisements for Graphic Design Positions in Finland.***

🇧🇷 Dziobczenski, P.R.N., Person, O., Tonetto, L.M., and Mandelli, R.R. 2018. ***Requests from Companies and Requirements for Design Education in Brazil: Where Do They Meet?***

🇫🇮 Dziobczenski, P.R.N., and Person, O. (Unpublished) ***The job of job advertisements in design recruitment and research***

#1 - Designers: specialists or generalists?

IC or management?



Are you a Tiger Woods or Roger Federer type of designer?



I love sports. When I read the book Range, by David Epstein, a sports writer and now a #1 New York Times bestseller author, I immediately found similarities between sports and design careers.

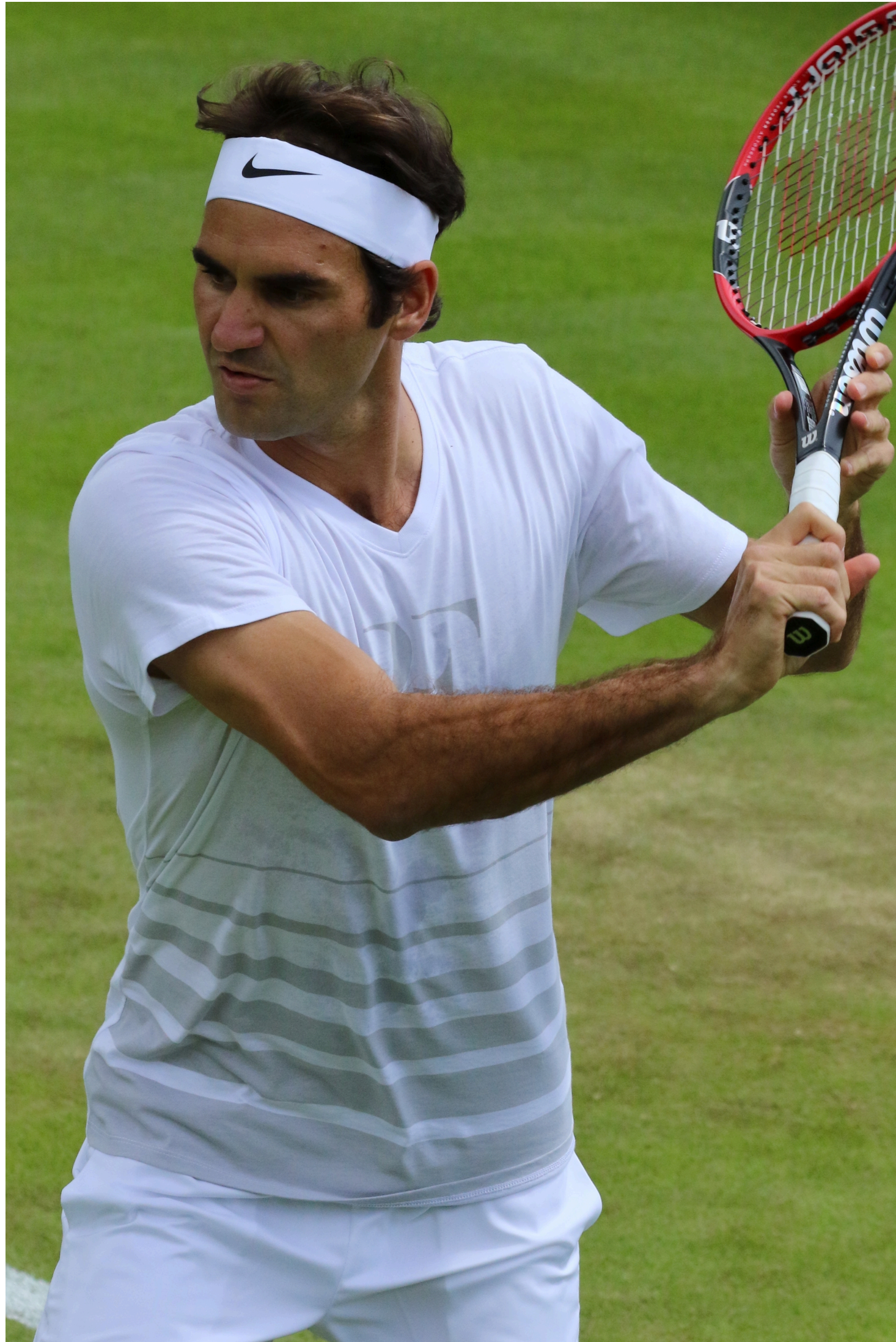
Sports first...

Epstein starts his book by telling the story of two very successful athletes on their own sports: Tiger Woods in golf and Roger Federer in Tennis.



Tiger Woods started his career in golf pretty early. His father introduced golf to him when he was 2 years old. When he was 4, he was already beating adults in the field.

He is often cited as one of the greatest golfers of all time, after winning more than 80 tournaments in his career.



Roger Federer played basketball, handball, table tennis, badminton, football before focusing on tennis. His mom was a tennis coach, but she did not train him. If anything, Federer parents were pushing him to try other sports.

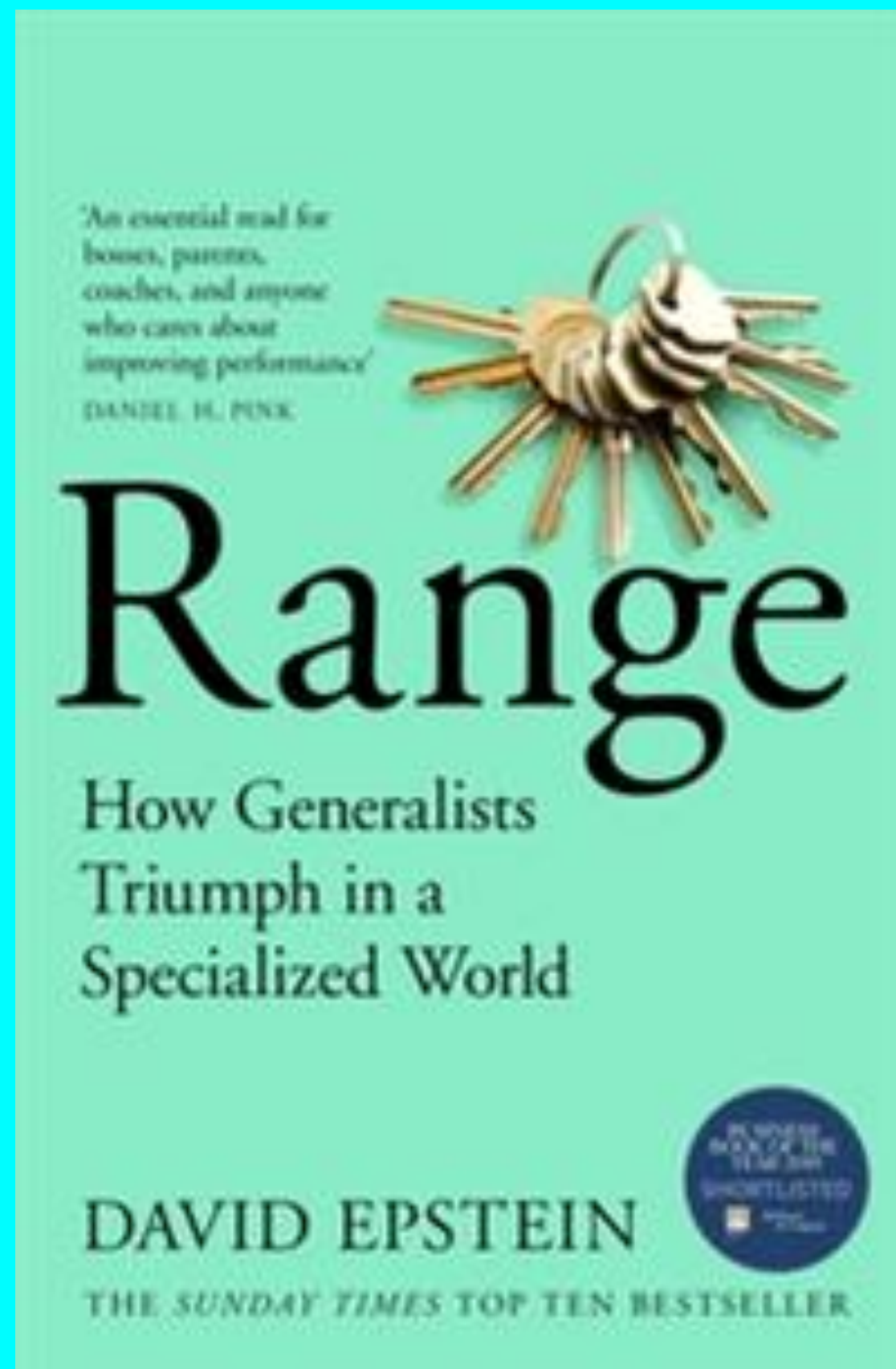
Together with Rafael Nadal and Novak Djokovic, Roger Federer is cited as one of the greatest players of all time.

We all can agree that both athletes are very successful in their careers.

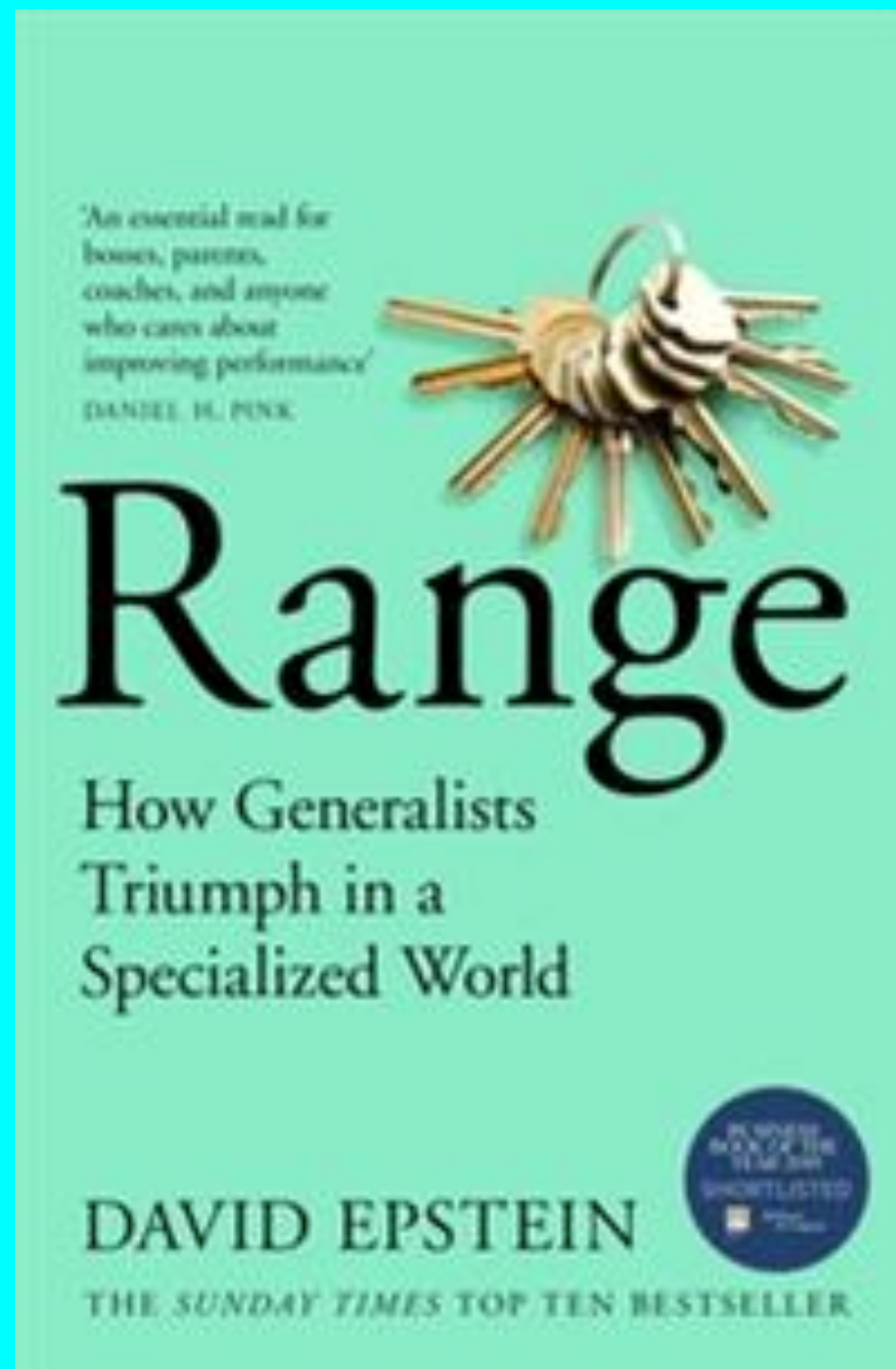
What is interesting is how they reached this success:

While Tiger Woods dedicated his whole life to one sport,

***Roger Federer practised many sports before deciding to
dedicate his life to Tennis.***



'Late specialization' means exploring many different activities before deciding which one is better for you.



Epstein tells that the idea of late specialization is key to the success of Roger Federer in Tennis. All the skills and experience he learned from football, basketball, etc. were then brought to tennis

What does it mean in design?

In formal design education, students spend from 3 to 5 years learning a range of different skills: visual design, branding, materials, usability and many more (depending on the emphasis of the school).

This sea of possibilities for designers has both a good and bad side.

The good side is that there are many options to pursue.

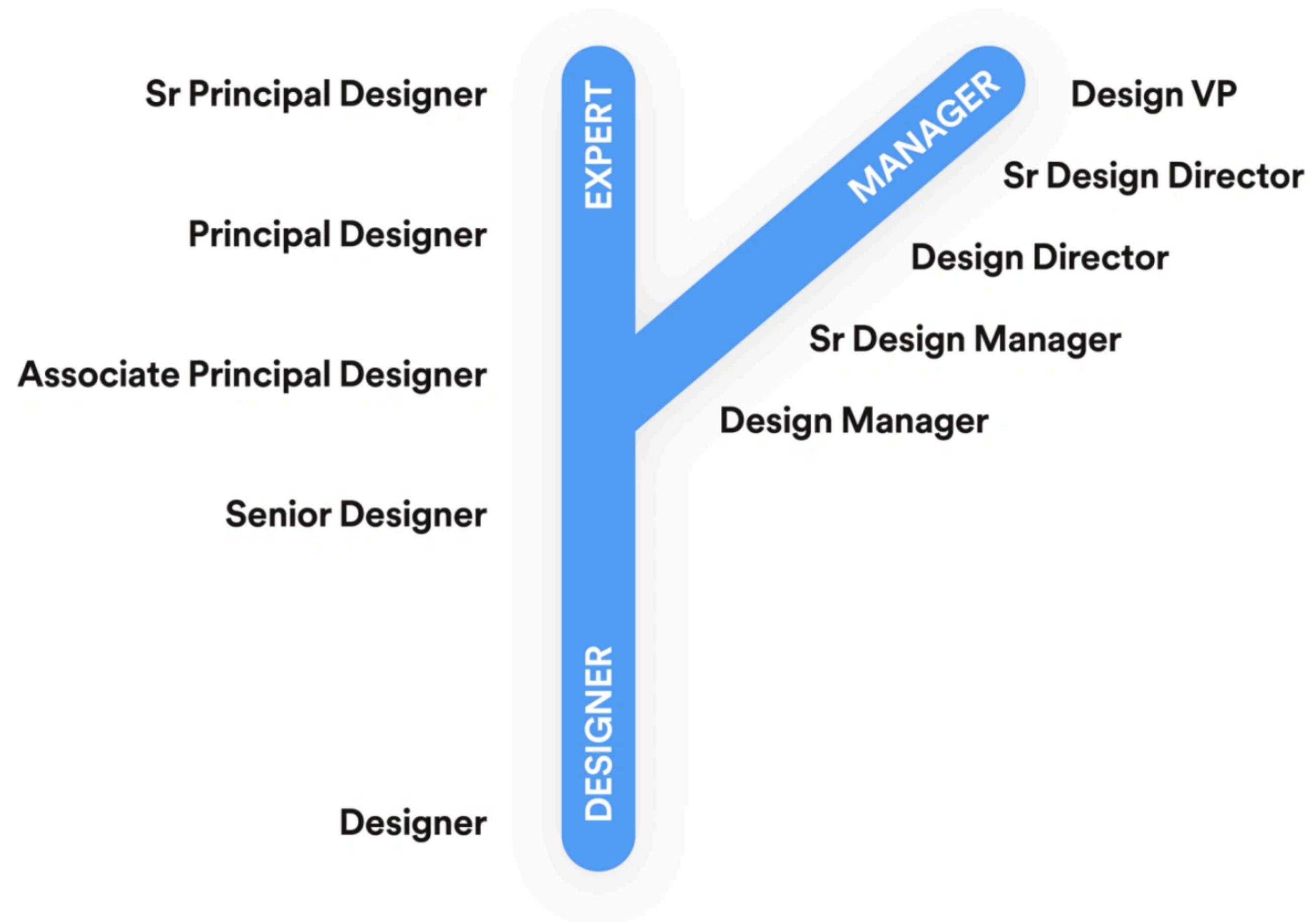
***Funny enough, the bad side is exactly the same thing:
there are many options to pursue.***

So what should designers do?

Follow the Tiger Woods approach, where they decide on a topic (for example, visual design) and stick to that for their whole career, not wasting time in learning other areas, building their craft and digging deeper into that area?

***Or should they follow the Roger Federer approach,
where they learn many different sub-areas of design
(for example, UX design, Product Management,
Coding) before sticking with one field?***





The two different career paths for designers at Spotify.

<https://spotify.design/article/making-the-band-building-exceptional-design-teams-at-spotify>


Product Team Enterprise Explore Marketplace Pricing

Search GitHub / Sign in Sign up

Where the world builds software

Millions of developers and companies build, ship, and maintain their software on GitHub—the largest and most advanced development platform in the world.

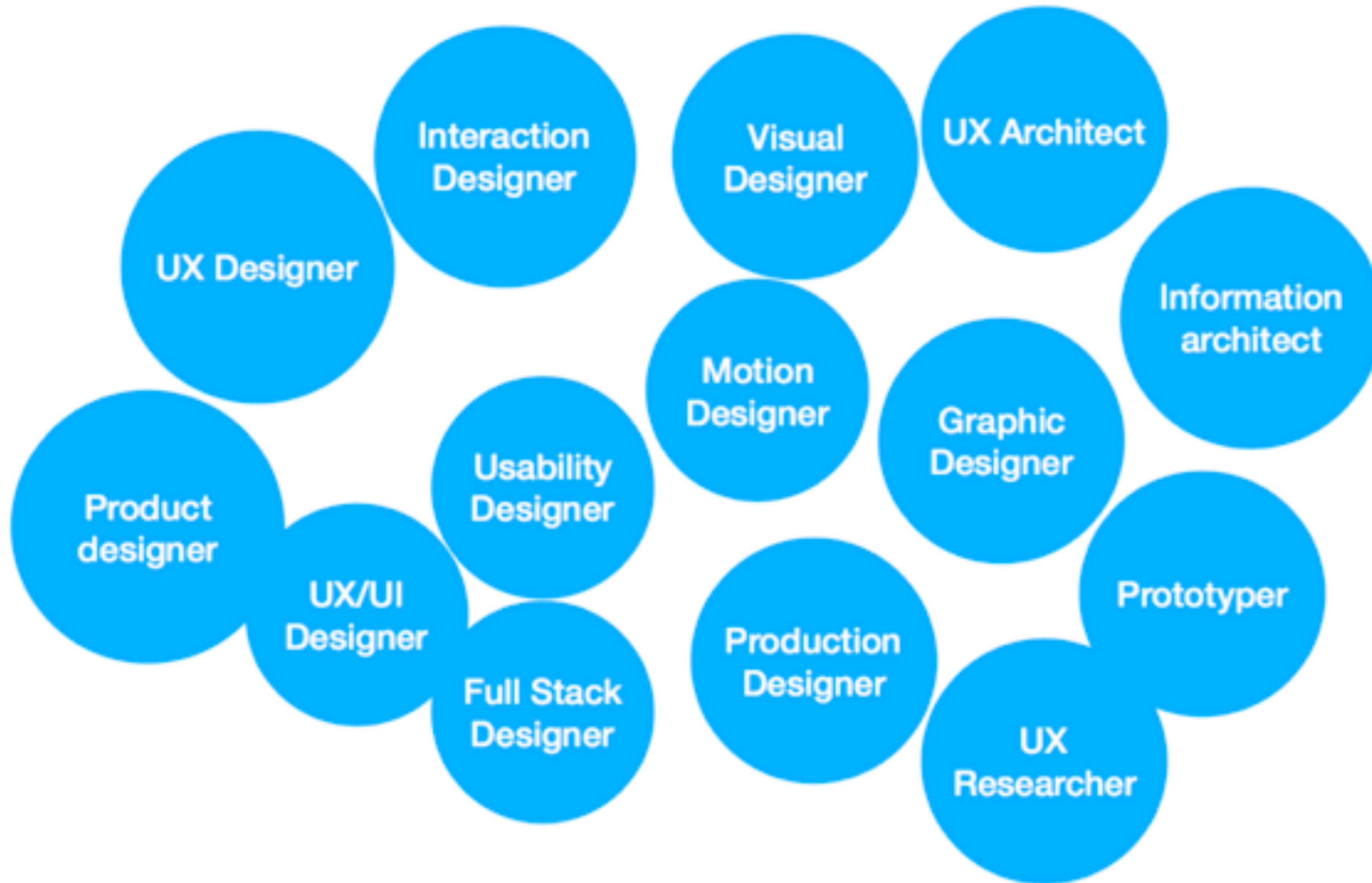
Email address Sign up for GitHub



https://github.com/buzzfeed/design/blob/master/product-design-roles.md#product_design_manager

#2 - Design job market in Helsinki

What companies recruit <-> Role of design in companies



Graphic design and skillset

—
What companies talk about in their job
advertisements

Paulo Roberto Nicoletti Dziobczenski

Graphic design and skillset

—
What companies talk about in their job
advertisements

Paulo Roberto Nicoletti Dziobczenski

Graphic designers' work and skillset

—
What companies talk about in their job
advertisements

Paulo Roberto Nicoletti Dziobczenski

A" Aalto University

A" Aalto University

A" Aalto University

DOCTORAL
DISSERTATIONS

	United Kingdom – Study 1		Finland – Study 2		Brazil – Study 3	
	Request	%	Request	%	Request	%
#01	2D software	80.1%	Interpersonal	81.4%	2D software	68.2%
#02	Print and advertising	63.9%	2D software	72.9%	Print design	56.9%
#03	Digital design	63.4%	Acumen	72.9%		
#04	Acumen	61.8%	Aesthetic and visual sense	71.2%		
#05	Project planning and admin	56.7%	Self-driven	64.4%		
#06	Aesthetic and creative sensitivity	53.1%	Print and advertising	62.7%		
#07			Business orientation	62.7%		
#08			Digital design work	57.6%		
#09			Project management	52.5%		

9.6 requirements per job advertisement



4.8 requirements per job advertisement



11.5 requirements per job advertisement





The Design Journal

An International Journal for All Aspects of Design



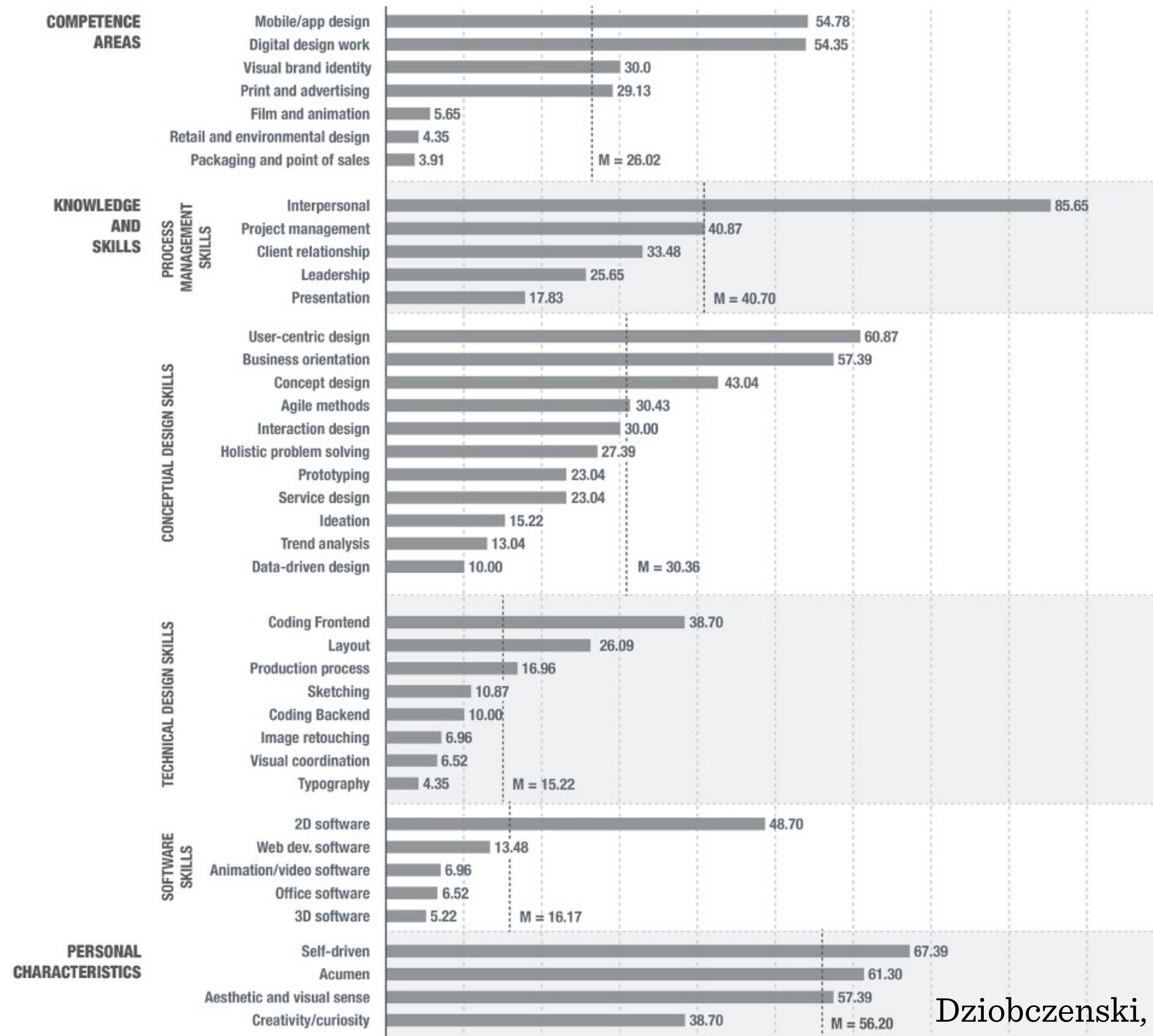
ISSN: 1460-6925 (Print) 1756-3062 (Online) Journal homepage: <http://www.tandfonline.com/loi/rfdj20>

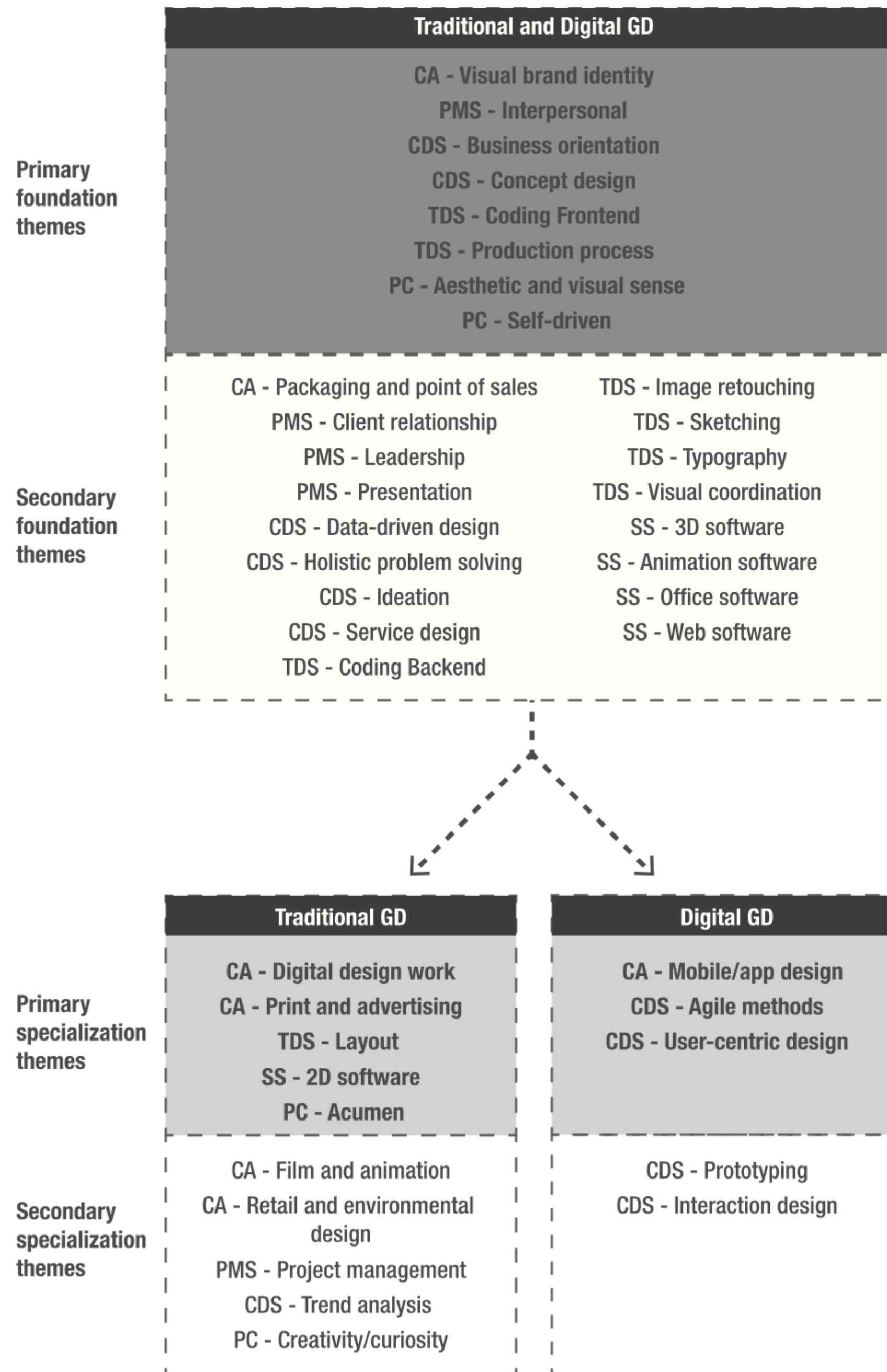
Designing Career Paths in Graphic Design: A Document Analysis of Job Advertisements for Graphic Design Positions in Finland

Paulo Roberto Nicoletti Dziobczenski, Oscar Person & Sonja Meriläinen

To cite this article: Paulo Roberto Nicoletti Dziobczenski, Oscar Person & Sonja Meriläinen (2018) Designing Career Paths in Graphic Design: A Document Analysis of Job Advertisements for Graphic Design Positions in Finland, *The Design Journal*, 21:3, 349-370, DOI: [10.1080/14606925.2018.1444874](https://doi.org/10.1080/14606925.2018.1444874)

To link to this article: <https://doi.org/10.1080/14606925.2018.1444874>





How to use this board ...

START HERE

-
🔗 1

#01 Press ; on your keyboard to open the tags in the job posts.
☰

#02 You'll find the link to the full ad by clicking in each job.
☰

Want to get all the jobs in your e-mail every Friday? Register for the newsletter:
<https://mailchi.mp/5873c4651d2f/newsletter>
☰

Comments/feedback/suggestions for new jobs? Send an email to designjobsinhel@gmail.com
👁

+ Add another card 📄

UX/Service designer ...

ROVIO
Senior
Rovio - Senior UX Designer
☰ 🔗 1

Valo
Finnish
Valo - UX Designer
☰ 🔗 1

accountor
Finnish
Accountor - UX Designer
☰ 🔗 2

SELMA
Selma - Senior UX/UI Designer
☰ 🔗 1

Kaiku HEALTH
Kaiku - UX Designer
☰ 🔗 1

VAISALA
Vaisala - UX Designer
☰ 🔗 1

FIITSI

Product designer ...

SMARTLY.IO
Senior
Smartly.io - Product Designer
☰ 🔗 2

varian
Senior
Varian - Senior Product Designer
☰ 🔗 1

QVIK
Finnish
Qvik - Product Designer
☰ 🔗 1

zalando
Senior
Zalando - Principal Product Designer
☰ 🔗 1

zalando
Senior
Zalando - Senior Product Designer
☰ 🔗 1

zalando
Zalando - Product Designer
☰ 🔗 1

Visual/graphic designer ...

OnePlus
Senior
OnePlus - Senior Graphic Designer
☰ 🔗 1

qvantel
Qvantel - Visual Designer
☰ 🔗 1

RELEX
Relex - Visual UI Designer
☰ 🔗 1

FJORD
Design and Innovation from Accenture Interactive
Senior
Fjord - Senior Visual Designer
☰ 🔗 1

DREAMBROKER
Dreambroker - Visual Designer
☰ 🔗 2

+ Add another card 📄

UI/Interaction/Digital designer ...

TEAM IT.
Finnish
Teamit - UI/UX Designer
☰ 🔗 1

LAMIA
Finnish Senior
Lamia - Senior UI/UX Designer
☰ 🔗 1

Lowkey
Junior
Lowkey - UI/UX Designer
☰ 🔗 1

+ Add another card 📄

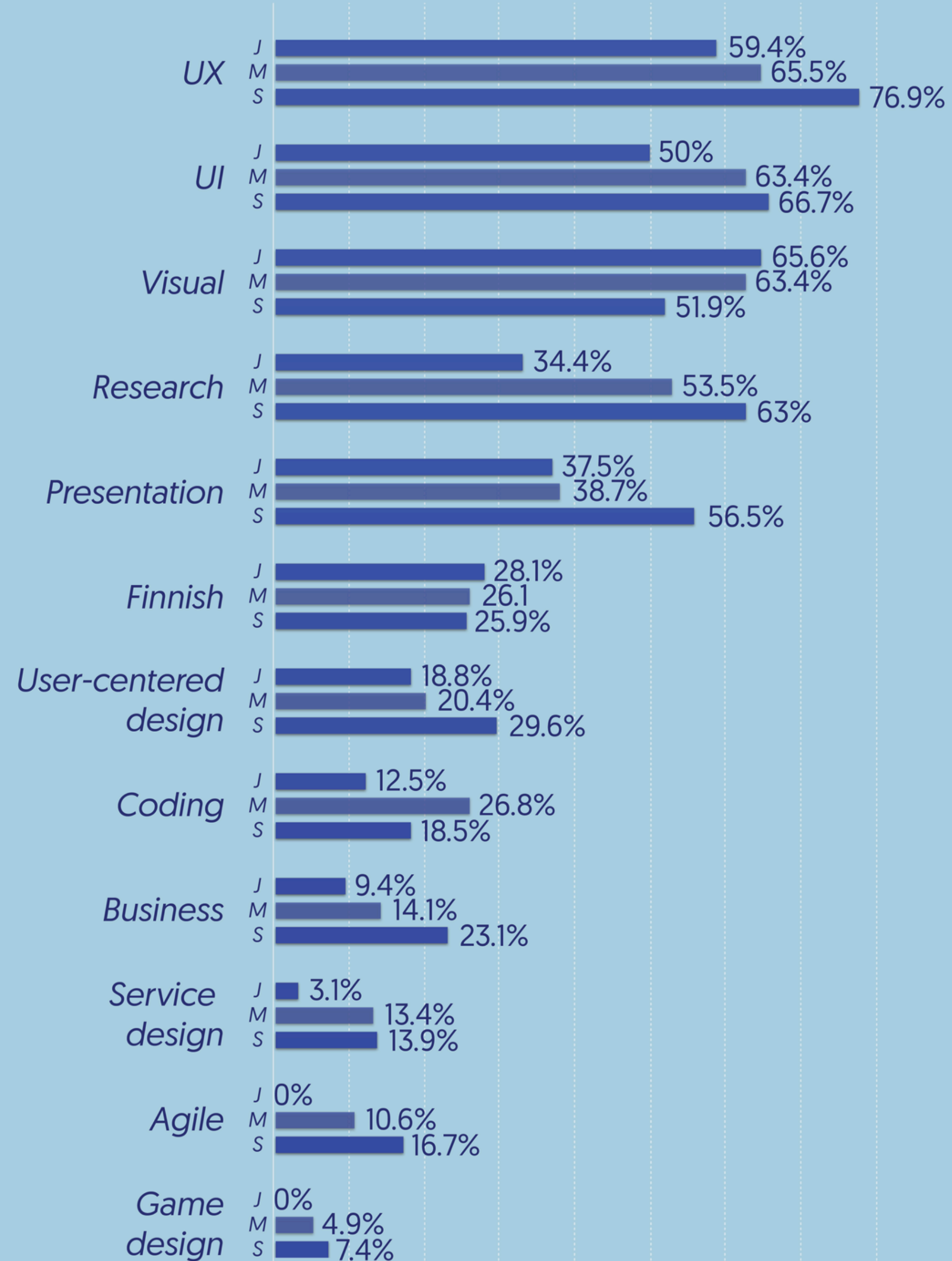

Others ...

elisa
Senior
Elisa - Lead Designer
☰ 🔗 1

Columbia Road
Finnish
Columbia Road - Full-stack Designer
☰ 🔗 2

+ Add another card 📄

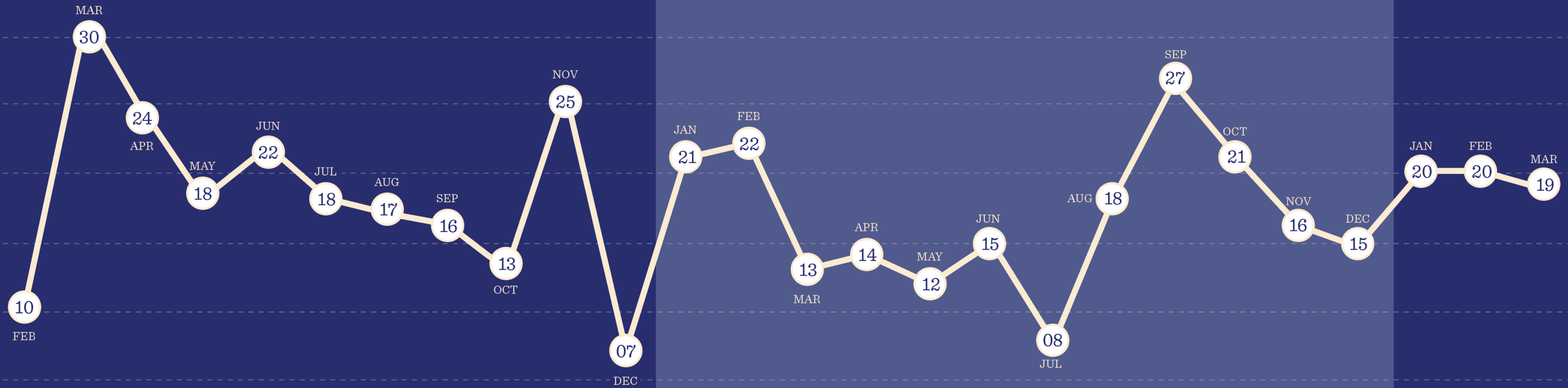
Skills requested by companies. - divided by seniority.



The state of the design job market in Helsinki – present, past and future

June - 2020

Number of design positions added per month



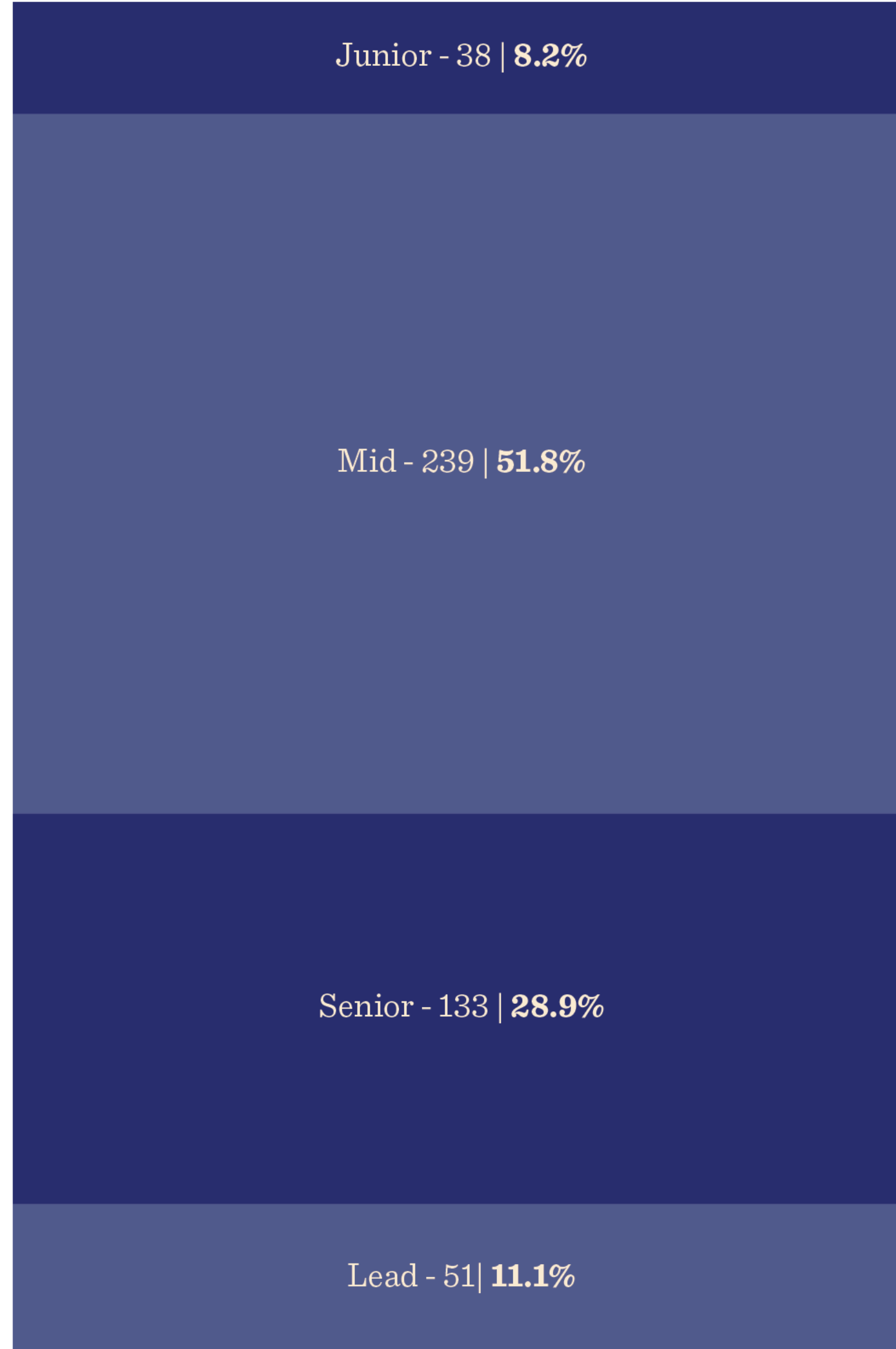
2019 - 200 jobs

2020 - 202 jobs

2021 - 59 jobs

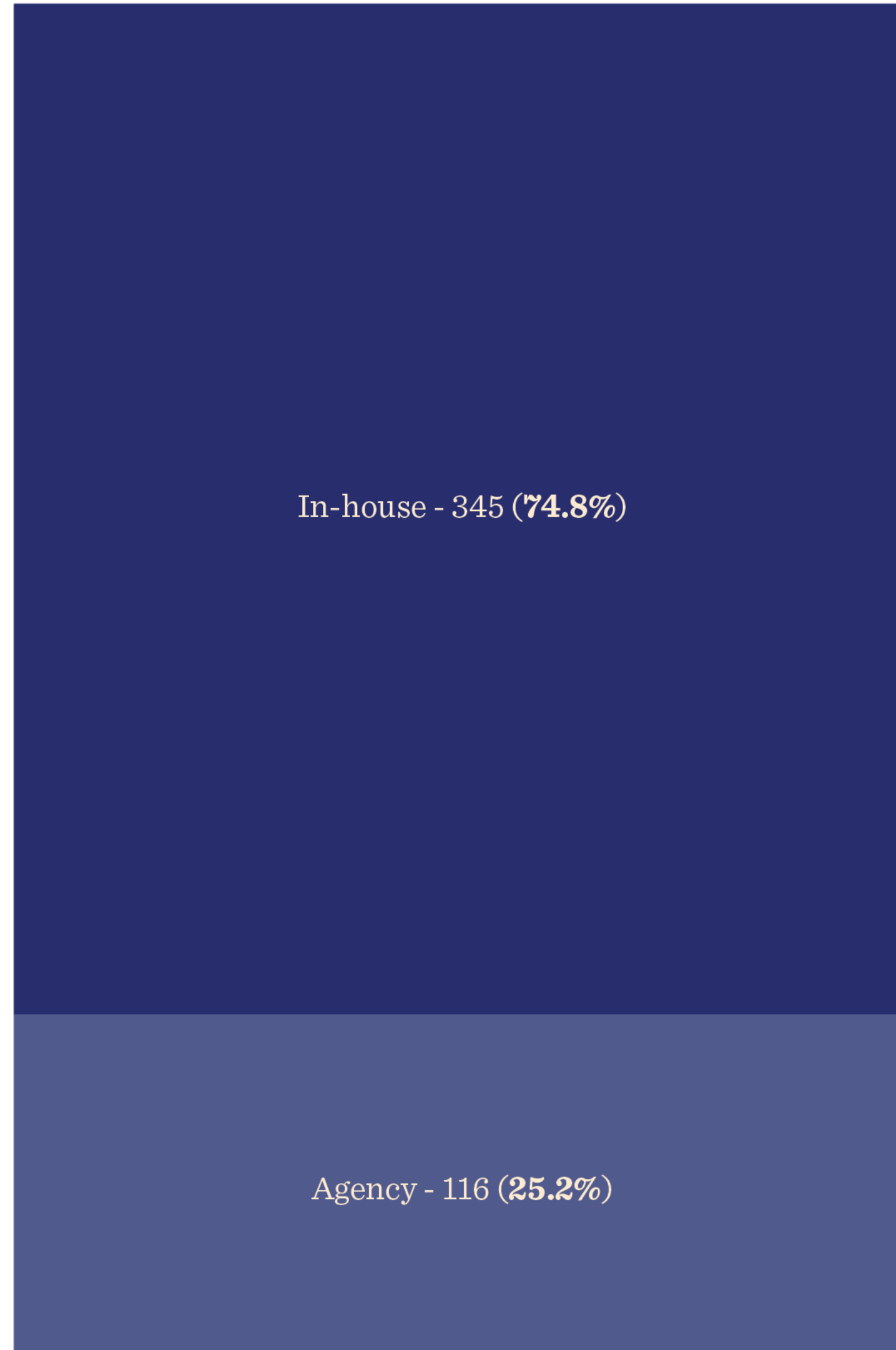
<https://twitter.com/paulodzi/status/1385238251569569792>

SENIORITY



461 positions

IN-HOUSE X AGENCY

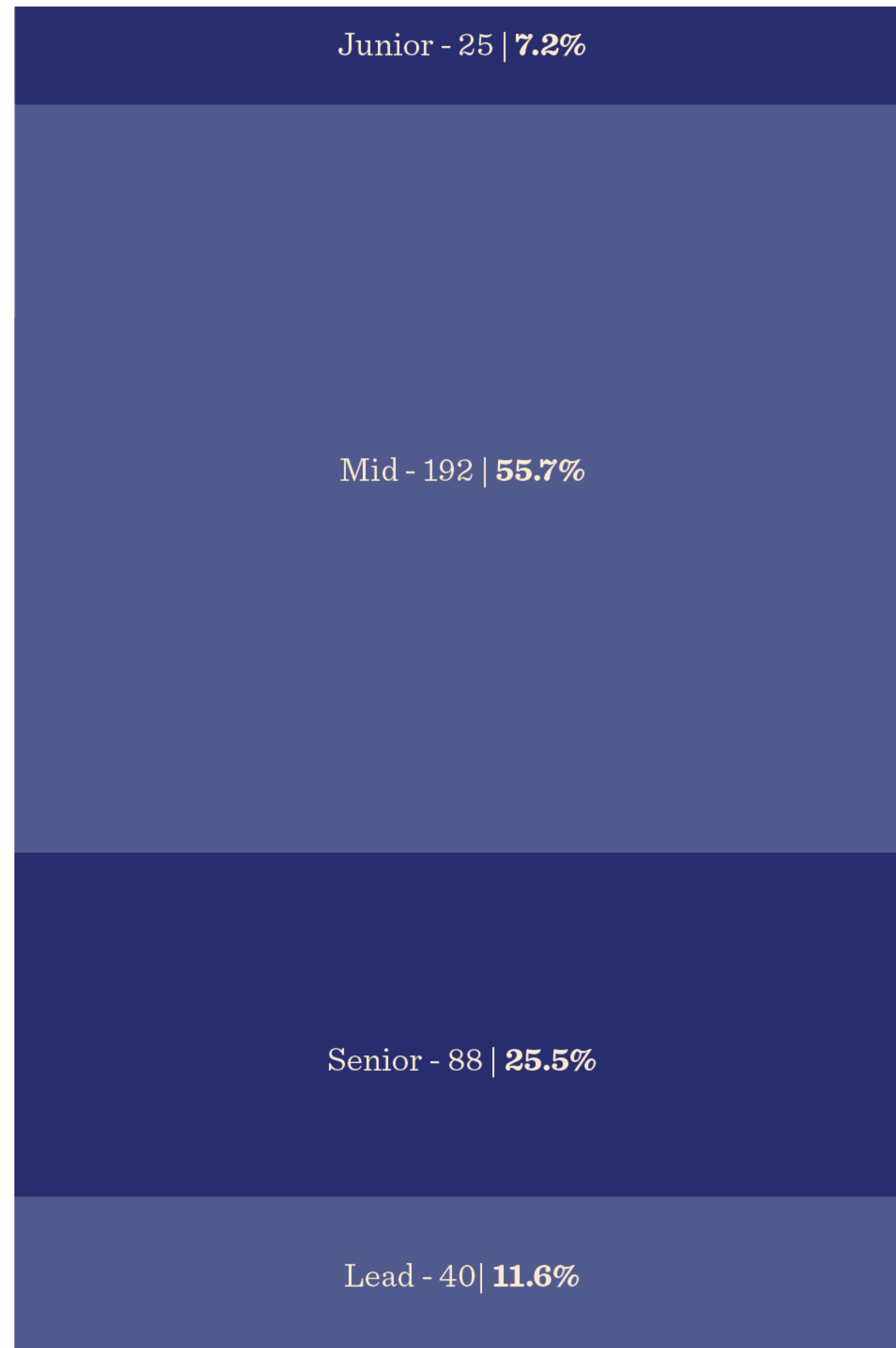


In-house - 345 (74.8%)

Agency - 116 (25.2%)

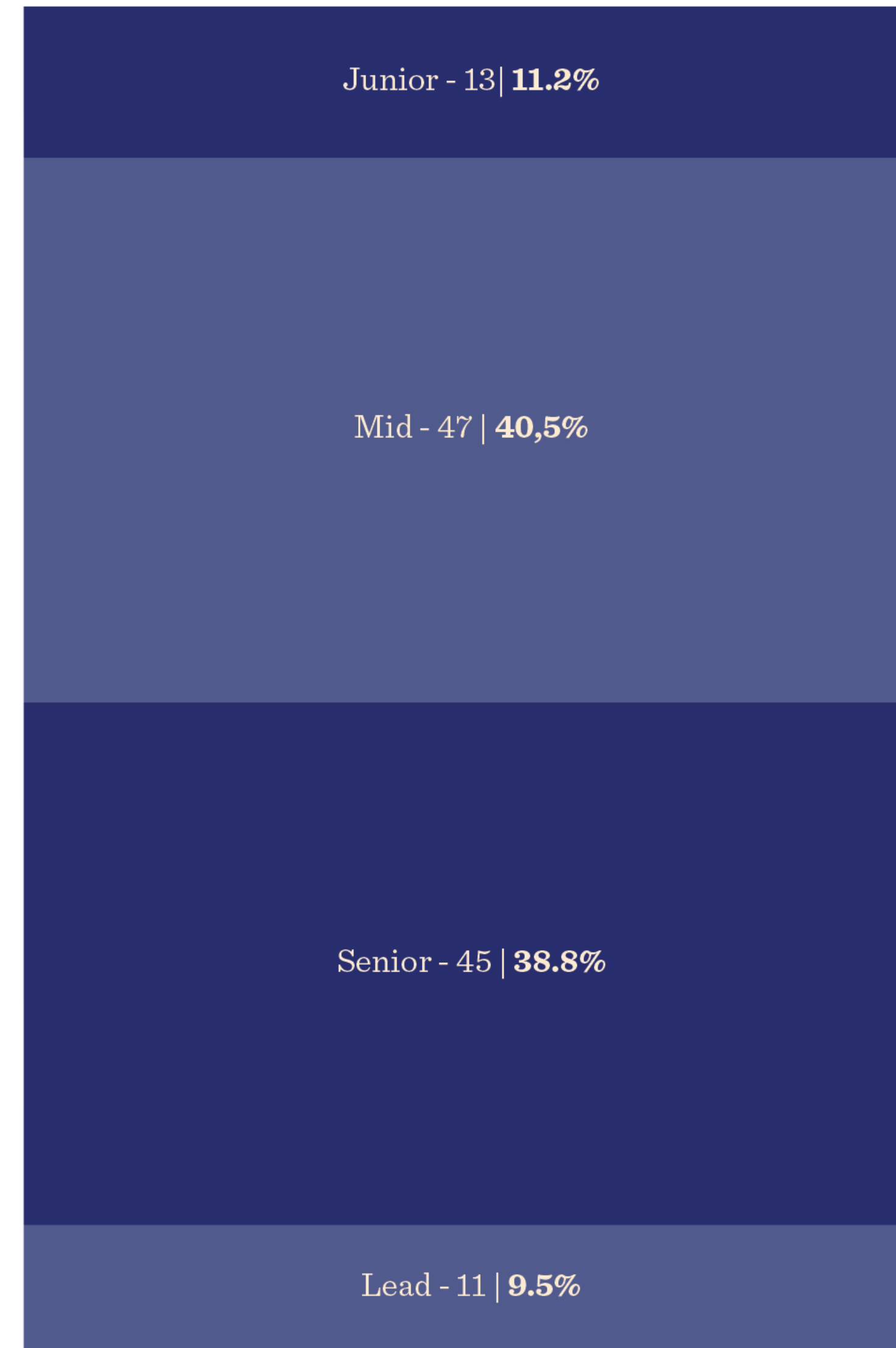
461 positions

SENIORITY In-house



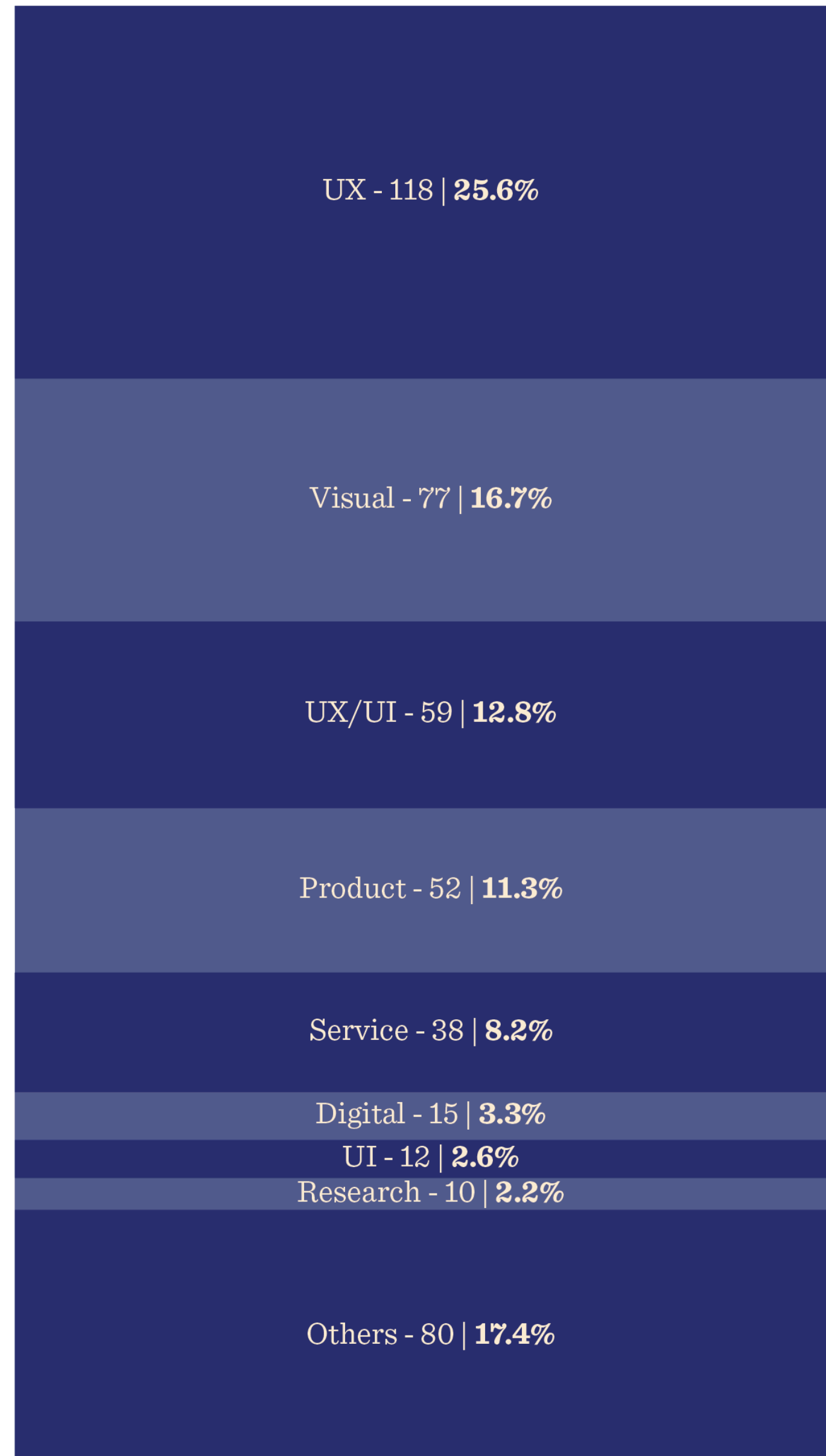
345 positions

SENIORITY Agency



116 positions

TITLES



461 positions

TITLES - Growth trends

	2019 200 positions	2020 202 positions	2021 59 positions
UX	26.0%	22.8%	33.9%
Visual	18.5%	17.3%	8.5%
UX/UI	14.5%	12.4%	8.5%
Product	8.0%	13.4%	15.3%
Service	4.0%	12.9%	6.8%
Digital	3.5%	3.0%	3.4%
UI	3.0%	2.0%	3.4%
Research	1.0%	3.0%	3.4%

TITLES - Growth trends

	2019 200 positions	2020 202 positions	2021 59 positions
UX	26.0%	22.8%	33.9%
Product	8.0%	13.4%	15.3%
Research	1.0%	3.0%	3.4%



TITLES - Growth trends

	2019 200 positions	2020 202 positions	2021 59 positions
Visual	18.5%	17.3%	8.5%
UX/UI	14.5%	12.4%	8.5%



TITLES - Growth trends









	2019 200 positions	2020 202 positions	2021 59 positions
Service	4.0%	12.9%	6.8%
Digital	3.5%	3.0%	3.4%
UI	3.0%	2.0%	3.4%



Update -> April 2022

53 positions

TITLES - Growth trends

	2019 200 positions	2020 202 positions	2021 59 positions
 UX	26.0%	22.8%	33.9%
 Visual	18.5%	17.3%	8.5%
 UX/UI	14.5%	12.4%	8.5%
 Product	8.0%	13.4%	15.3%
 Service	4.0%	12.9%	6.8%
 Digital	3.5%	3.0%	3.4%
 UI	3.0%	2.0%	3.4%
 Research	1.0%	3.0%	3.4%

2022

18 positions - 34%

1 position - 1.9%

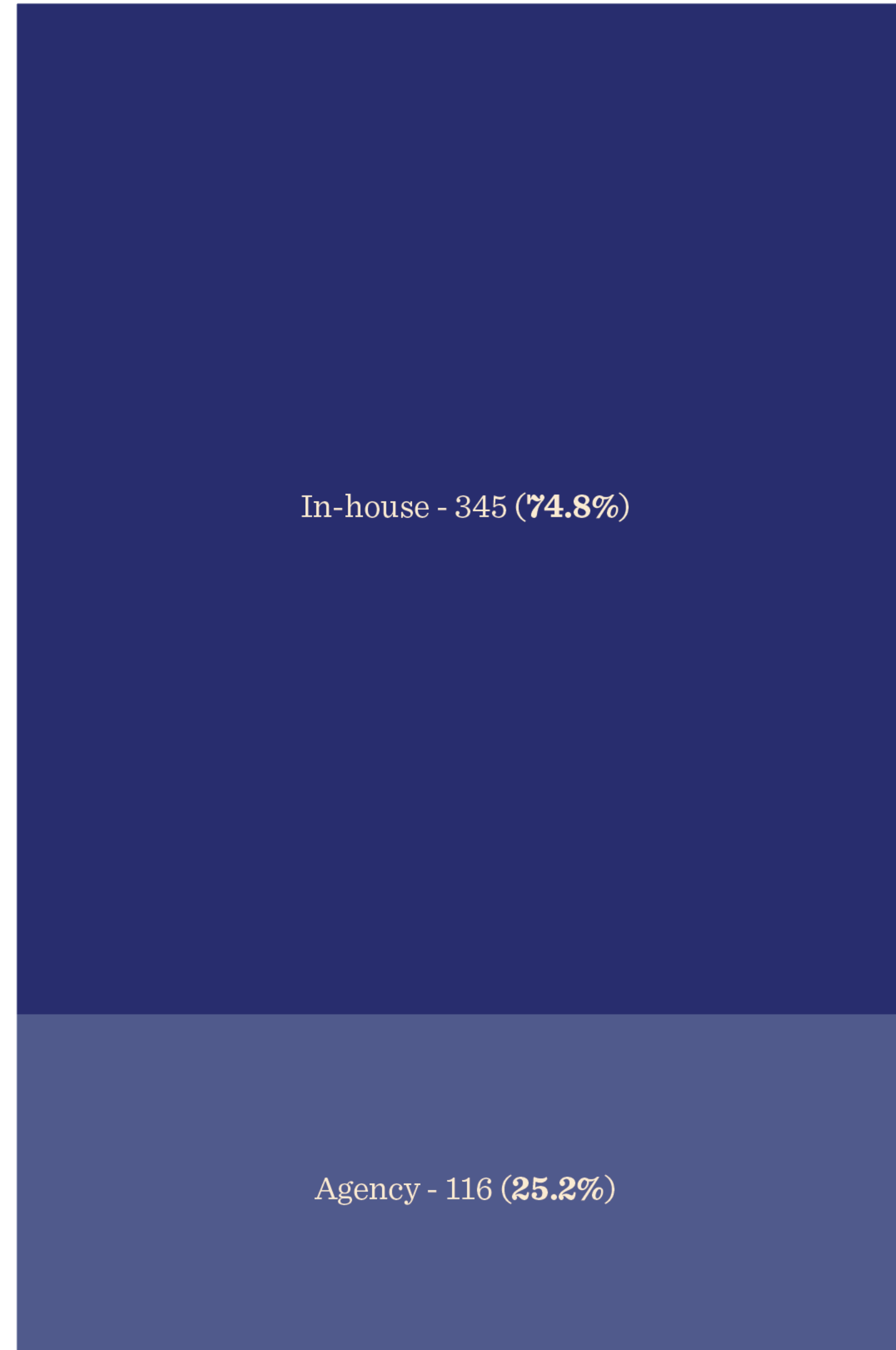
6 positions - 11.3%

13 positions - 24.5%

4 positions - 7.5%

IN-HOUSE X AGENCY

2022



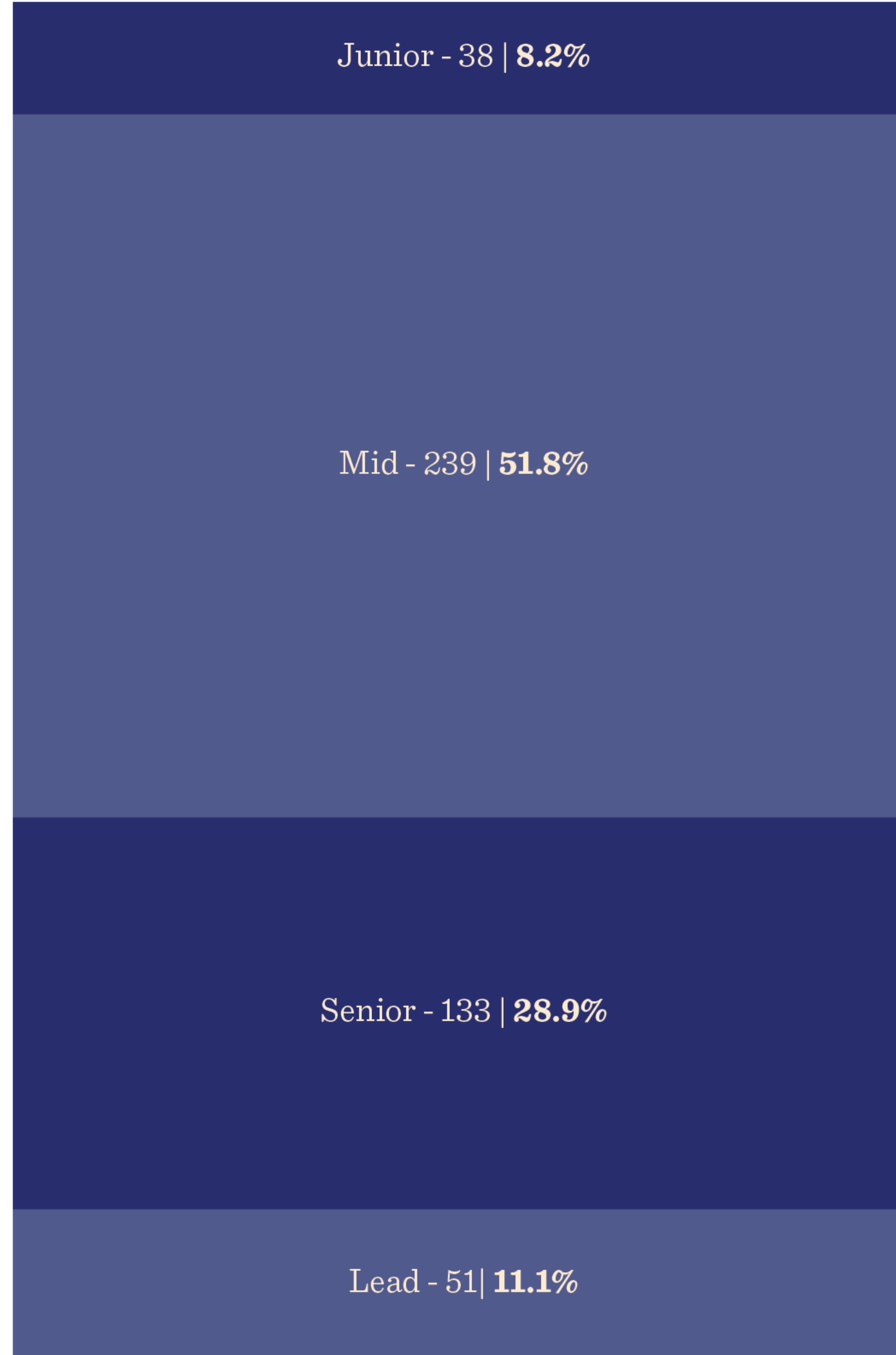
35 positions - 66%

18 positions - 34%

461 positions

SENIORITY

2022



2 positions - 3%

23 positions - 43%

21 positions - 40%

7 positions - 13%

461 positions

Kiitos

Thank you

Obrigado

paulo.dziobczenski@aalto.fi

@paulodzi *Medium/Twitter*