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Designing for Growth, the reference book and this Field Book, have given me a fantastic and very practical roadmap for the User Experience (UX) part of the project that I am leading. I particularly like the combination of design templates and steps, with the project management items, ex: the Design Brief.

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New entrants to the field usually need a degree in product design, industrial design, or engineering. Soft skills also play a major role, as communication and teamwork are key. One of the most rewarding aspects of product design is the opportunity to innovate, which may be why it was recently

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