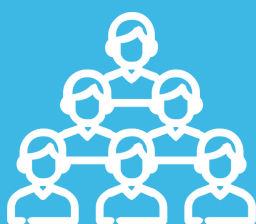


HIRING A UX HYBRID PROFESSIONAL

PROS



It's easier to find a UXer that specializes in one segment.



You can look for a candidate who is more junior and willing to experiment with a hybrid role.



As a company, you get more hiring bang for your buck.



UX is good for your company. Spending just \$1 on UX results in a return between \$2 and \$100.

CONS



It's difficult to find a UX hybrid who can do it all (a unicorn).



Many hybrid UXers don't have large company experience, so it might not be the right fit for you or them.



Your hybrid UXer can get burnt out from wearing too many hats.



A UX mistake can be costly. Fixing a problem in development costs 10x as much as fixing it in design.