	Junior Product Designer	Product Designer	Senior Product Designer	Lead Product Designer	Principal Product Designer
Product Thinking					
User	**Developing an understanding of the user** - Understand the people who use your product and their goals - Understand the users' use cases and tasks	**Solid understanding of the user** - Able to revise your past understanding of the user - Confidently understand their needs - Make informed product decisions based on their needs	**Strong understanding of the user** - Go-to person on your team who understands current user needs and goals - People rely on you to share your understanding with other teammates	**Expert understanding of user** - Identify unmet needs and goals of the user for your immediate team	**Identify organization-level knowledge gaps and opportunities for users** Your deep understanding of the user helps you identify unmet needs and goals of the user for the **larger product team or organization**.
Business	**Developing an understanding of your product** - Understand your product's goals and its features - Familiar with the product's competitors	**Solid understanding of your product** - Understand why your product is created the way it is - How those product-decisions help users - How competitors make their product-decisions	**Strong understanding of your product and portfolio** - Knowledge extends to the products created by other teams - Understand how your product fits into the company's overall product offering - Also understand competitor product offerings	**Expert understanding of your team's product portfolio** - Knowledge-leader for products - Understand how all these products fit together - Have a deep understanding of competitor product portfolios	**Identify product gaps and opportunities for your organization** You're a knowledge-leader and consistently find product opportunities for your organization. Others seek out your product sense and opinion.
Product Strategy	**Developing an understanding of product strategy** - Understand your organization's long-term product strategy - You make reasonable product-decisions based on the strategy.	**Solid contribution to team's short-term strategy** - Comfortable contributing to your team's product strategy - Contribute to the team's short-term roadmap - Your design work continually references your team's product goals	**Strong contribution to team's long-term strategy** - Successfully influence your team's long-term strategy - Contribute ideas that strengthen your product, help users, and surpass competitors	**Expert contributor to team's long-term strategy** - Lead your team's long-term product strategy and are the primary contributor	**Influence organization's long-term strategy** Your deep understanding of your product's long-term strategy allows you to influence other teams strategies at an organizational level.

UX Design

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Design Patterns	**Developing understanding of design patterns** -Preliminary understanding of design patterns for your product space (mobile, web, other) and how to use the patterns	**Solid understanding of design patterns** - U**nderstand many common design patterns** in your product space - Understand human behaviors and technical constraints behind patterns - Know how to clearly communicate the pros and cons of each design pattern	**Strong understanding of design patterns** - Understand all existing design patterns in your product space - Understand how to clearly communicate the pros and cons of each design pattern - Teach others how to use design patterns	**Expert understanding of design patterns** - Understand the human behaviors and technical constraints in an existing product space - Understand how to create new design patterns - Advocate for improving existing design patterns - Others seek you out for design pattern guidance	**Design pattern pioneer** - Create new design patterns in a new product space that has little-to-no existing design patterns to reference

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Design Systems	**Developing understanding of design systems** - Understand the purpose of a design system and when to use one - Know when you're diverging from existing patterns within the design system - Understand how diverging will affect other areas of your product	**Solid use of organization's design system** - Thorough understanding of your organization's design system, how to use the system, and its technical constraints - Use the system to its fullest potential - Proactively discuss with design team when you diverge from the design system with solid rationale	**Strong use and contribution to your organization's design system** - Identify gaps with your organization's design system and propose reasonable updates to existing patterns - Work closely with engineering to implement updated patterns - Update supporting documentation	**Expert contributor to organization's design system** - Contribute new design patterns to your organization's design system - Seen as an expert with these new patterns and others seek out your guidance - Work closely with engineering to implement new design patterns - Create supporting documentation	**Design system owner for your organization** - Primary contributor to your organization's design system - Help others contribute to the design patterns - Work closely with engineering to ensure the system integrates perfectly with engineering and design workflows.
Prototyping	**Develop simple static prototypes** - Can use prototyping tools to create simple static prototypes to test flows	**Solid creation of click-through prototypes** - Use prototyping tools to create click-through prototypes to test interactions - Know which prototyping method to use for a given situation	**Strong creation of functional prototypes** - Able to create high fidelity prototypes using design tools or code	**Expert in creating functional prototypes** - Able to create high fidelity prototypes using design tools or code and realistic data - Partner with engineering to test your prototypes with real users in production	**Design technologist** - Work primarily in code to test design hypothesis - Others consider you as proficient in coding front-end interfaces

Visual Design

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Color, Typography, Iconography, and Layout	**Developing an understanding of UI** - Able to effectivly leverage UI styles in an existing design system - Able to provide solid rationale behind UI choices	**Solid understanding of UI** - Leverage UI styles within an existing design system in consistently in successful ways - Have solid rationale behind UI choices - Able to incorporate brand guidelines when needed	**Strong understanding of UI** - Contribute to the design system by crafting UI that is functional and thoughtful - Maintain a high quality level with your UI - Able to evolve UI styles for an existing design system - Able to provide rationale to non-design colleagues in meaningful ways	**Expert understanding of UI** - UI craftsmanship drives real business value in measurable ways - Colleagues seek out your advice on how to craft UI and you're seen as an expert - You can easily evolve UI styles and create new design systems	**Visual leader** - Create unique and visually stunning UI with future implications in mind - You can successfully develop and lead a team to build new design systems

Planning & Execution

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Process	**Developing a design process** - Process isn't fully defined yet - Can develop an idea into a product with help	**Solid design process** - Process is solid throughout the Discover, Define, Develop, Deliver phases - May not always arrive at successful solutions at first, but eventually do	**Strong design process** - Process is well-defined and consistently leads you to successful solutions - Can justify design decisions with data - Move quickly through the Discover, Define, Develop, and Deliver phases.	**Expert in leading others through your process** - Process is recognized as being exceptional - Others seek your advice when they are stuck - Lead others through your process to help them arrive at successful solutions	**Defines new design process** - Find new ways to accelerate your design process - Share your knowledge and techniques with others

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Communication	**Developing communication** - Developing your communication skills and ability to communicate your reasoning	**Solid communicator** -Clearly communicate your rationale to your team with confidence - An active listener.	**Strong communicator** - Clearly communicate your rationale to large groups - Provide on accurate, concise, and complete information - Effectively communicate rationale and ideas to cross-functional teams	**Expert communicator** - Communicate complex ideas in simple and understandable ways - Can adjust your communication style to accommodate others - Can coordinate group discussions	**Top voice at company or in the design industry** - Have a platform for communicating broadly and can influence the company - People seek out your communication and trust it
Collaboration	**Developing collaboration** - Tend to work in silos and share once you have designs ready	**Solid collaborator** - Work well with your cross-functional design partners - Encourage feedback from other designers	**Strong collaborator** - Bring your cross-functional team into your design process - Have an open mind to other's perspectives - Attend design critiques, design workshops, and sprints - Ask appropriate questions and give constructive feedback	**Expert collaborator** - Bring your entire organization into your design process - Have an open mind to other's perspectives - Organize design critiques, design workshops, and sprints	**Collaboration at massive scale** - Star example of how to successfully collaborate across the company - Others seek out your advice on how to collaborate - Own design process related to collaboration

Drive

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Leadership	**Developing ownership of your workload** - Represent Product Design alongside Content Design and Research - Someone else in the UX team is leading your group's workload	**Solid co-ownership of UX team workload** - Work closely with Content Design and Research - Own the UX group's workload equally	**Strong ownership of UX team's workload** - Drive product direction with Content Design and Research support - Seen as the go-to person for your UX group - Partner with other UX groups and other teams to drive positive product impact - Anticipate potential risks and proactively design solutions	**Expert in leading UX group workload** - Lead UX across multiple groups - Partner with other teams and key stakeholders to drive positive impact - Focus on how the design team overall will succeed, and not just your group	**Co-lead UX organization's work** - Work closely with other UX leaders in your organization to drive positive product impact at scale - Focused on how to make the company successful
Learning & Teaching	**You're a mentee** - Seek expert advice from experienced designers - Have a desire to level up your design skills	**You're a successful mentee** - Made connections with mentors and have leveled up your skills - Active in one or many design communities	**You're a mentor** - Contribute back to the design community by teaching others	**You're an expert community builder** - Teach many designers, organize design events, or share your teaching to peers within your organization	**You're an influencer to many** - Influence extends beyond your company and into the design industry - You might be a primary community contributor.

Self-Awareness

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Strengths & Weaknesses	**Developing an understanding of strengths** - Beginning to understand your strengths are as a designer - Spend considerable time on self-improvement	**Solid understanding of strengths and weaknesses** - Understand what you're strong at and what you can improve over time	**Strong understanding of strengths and weaknesses** - Strengths are obvious to you and others - Consistently create plans to promote your strengths and improve your weaknesses	**Expert understanding of strengths and weaknesses** - Have a long-term plan for your growth and understand exactly where you stand with your plan as well as how to achieve your goals	