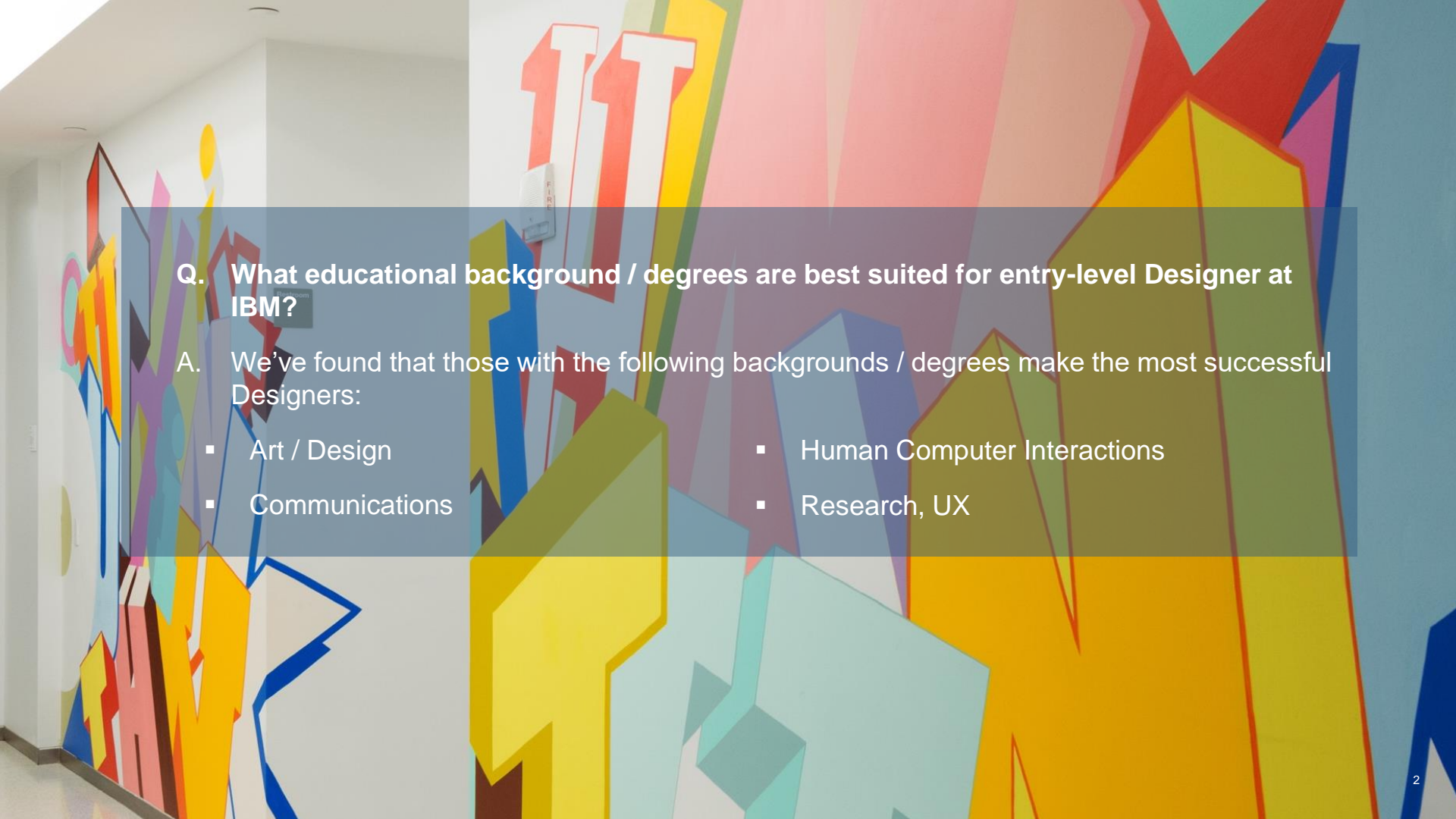




Tips From Hiring Leaders

What makes a great designer?



Q. What educational background / degrees are best suited for entry-level Designer at IBM?

A. We've found that those with the following backgrounds / degrees make the most successful Designers:

- Art / Design
- Communications
- Human Computer Interactions
- Research, UX

Q. What full-time entry-level roles does IBM offer in Design?

A. We offer four entry-level roles:

- Design Researchers
- UX Designer
- Visual Designers
- Front End Developers

Q. And IBM Design intern roles?

A. We offer an intensive software design internship experience, where you'll gain experience in a combination of Design Researcher, UX Design, Visual Design, and Front End Development during an 8-10 week long stint in our Austin Design Studio.





Q. What skills or background do you look for in IBM Design candidates?

A. We look for proven experience in one or more of the following areas:

- Design Thinking
- Prototyping
- UX & Visual Design
- Design Research

Q. What qualifications are essential to becoming a great Designer?

A. There are two essential qualifications for all our Designers:

- A formal background or related experience in Design or Research
- A great portfolio of work that illustrates your skills





Q. What attributes or personality traits make a great Designer at IBM?

A. While being authentic is essential in any Designer, here are a key attributes we consistently see in our top Designers:

- Creative problem solver
- Can turn empathy into insight
- Actively uses imagination
- Transforms ideas into reality

Q. What's the mindset of a successful Designer with IBM?

A. While there's no right answer, we've found people with the following ethos or way of thinking often do well:

A passion for creating human centric design to drive experiences!





Q. What recommendations do you have to improve my candidacy with IBM and to better prepare for my career?

A. Here are some recommendations:

- First, try Watson Candidate Assistance—a cognitive career guidance tool.
- Get acquainted with IBM Design Thinking principles.
- See all the Design Thinking Digital Badges you can earn as an IBM Designer
- Check out examples of the work we do.
- Take a spin with our IBM Design Language guide and other resources.

Q. What recommendations do you have to improve my candidacy with IBM and to better prepare for my future career?

A. Here are more recommendations:

- Find ways to demonstrate your coding skills and get on GitHub
- Build out your portfolio.
- Identify your strengths and unique traits using Watson Personality Insights.
- Upskill through an accredited program or bootcamp.
- Have general understanding of IBMs AI & Cloud Platform.
- Get to know our long term growth Strategy.
- Know the competitive landscape in digital and design.

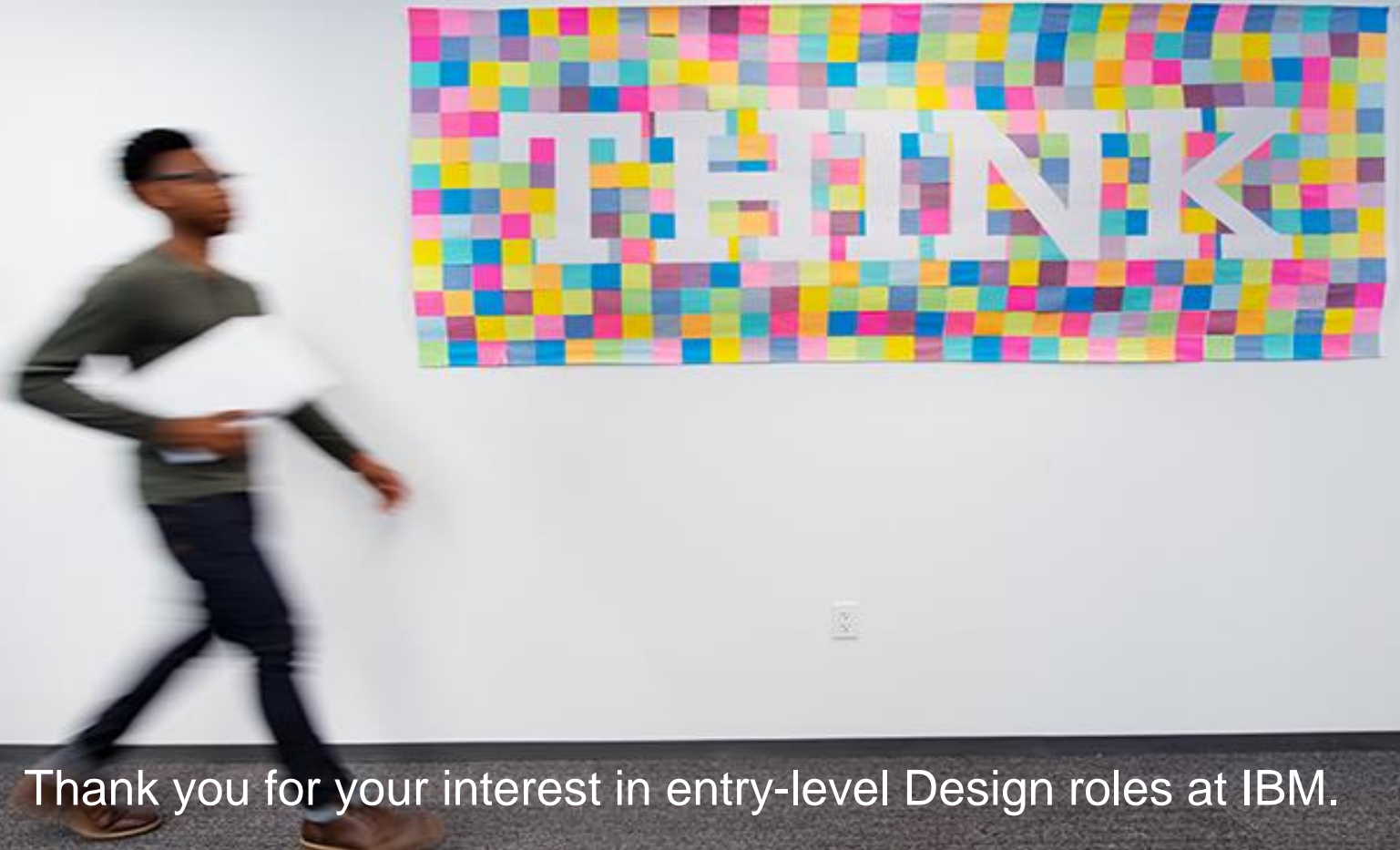




Where can I learn more about the entry-level and Intern Design roles at IBM?

You have several options:

1. Join our [Talent Network](#) and sign-up to receive Job Alerts when Designer roles become available.
2. Learn more about Design program for interns and fulltime entry-level roles in the U.S. at ibm.com/design/careers.
3. Come out and meet us. Check with your Career Services for current 2018-19 calendar of events.



Thank you for your interest in entry-level Design roles at IBM.

Visit ibm.com/jobs/us/entrylevel.

