

Where's my next growth job?

Use this decision framework to think about what you want from your next design career step.

 Key Questions	 Startup	 Big Co.
What kind of impact do I want?	Huge impact due to scope and willingness to test big	Huge impact due to large user base
How much ownership do I want?	More ownership <ul style="list-style-type: none">• Work across workstreams• Blends w/ product design	Less ownership <ul style="list-style-type: none">• Tend to work on focused workstream within growth
At what velocity do I want to test? And for whom?	Faster <ul style="list-style-type: none">• Test most pivotal things• Test for more simple cohorts	Slower <ul style="list-style-type: none">• Test most everything• Test more targeted cohorts
What kind of tests do I want to run? Scope size?	Mad scientist experiments <ul style="list-style-type: none">• Big scope, less iterative• Rethinking entire flows	Precise science experiments <ul style="list-style-type: none">• Narrow scope, more iterative• Optimizing established flows
What kind of team do I want to work on?	Smaller team <ul style="list-style-type: none">• Fewer resources• Shared teammates (data analysts, researchers)• Overlap with adjacent roles (brand, PM)	Bigger team <ul style="list-style-type: none">• More resources• Specialized roles, little overlap• Team members with deep expertise
How do I want to run tests?	More liberal testing <ul style="list-style-type: none">• Liberal confidence intervals	More conservative testing <ul style="list-style-type: none">• Stringent confidence intervals
How do I want to work cross-functionally?	Less oversight <ul style="list-style-type: none">• Smaller organization with fewer processes• Fewer approvals	More oversight <ul style="list-style-type: none">• Prevent colliding tests and polluted test results• More approvals
What kind of support do I want right now in my career?	Smaller design org <ul style="list-style-type: none">• Less direction & coaching• More leadership opportunities	Bigger design org <ul style="list-style-type: none">• More leadership• More coaching
What kind of stakeholder visibility do I care for?	More visible to executives	Less visible to executives