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User experience (UX) design is the process design teams use to create products that provide meaningful and relevant experiences to users. This involves the design of the entire process of acquiring and integrating the product, including aspects of branding, design, usability and function. User Interface (UI) Design focuses on anticipating what users might need to do and ensuring that the interface has elements that are easy to access, understand, and use to facilitate those actions. UI brings together concepts from interaction design, visual design, and information architecture.

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So basically, you use some data visualization tools like Tableau or Power BI or Adobe Analytics, make some pretty dashboards with your user data and make inferences. The target market, user sentiments, grouping data, survey data if you have any can be well summarized, etc.. The opportunity to leverage insight from data has never been greater.

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