I'm an Industrial Designer. Who am I?
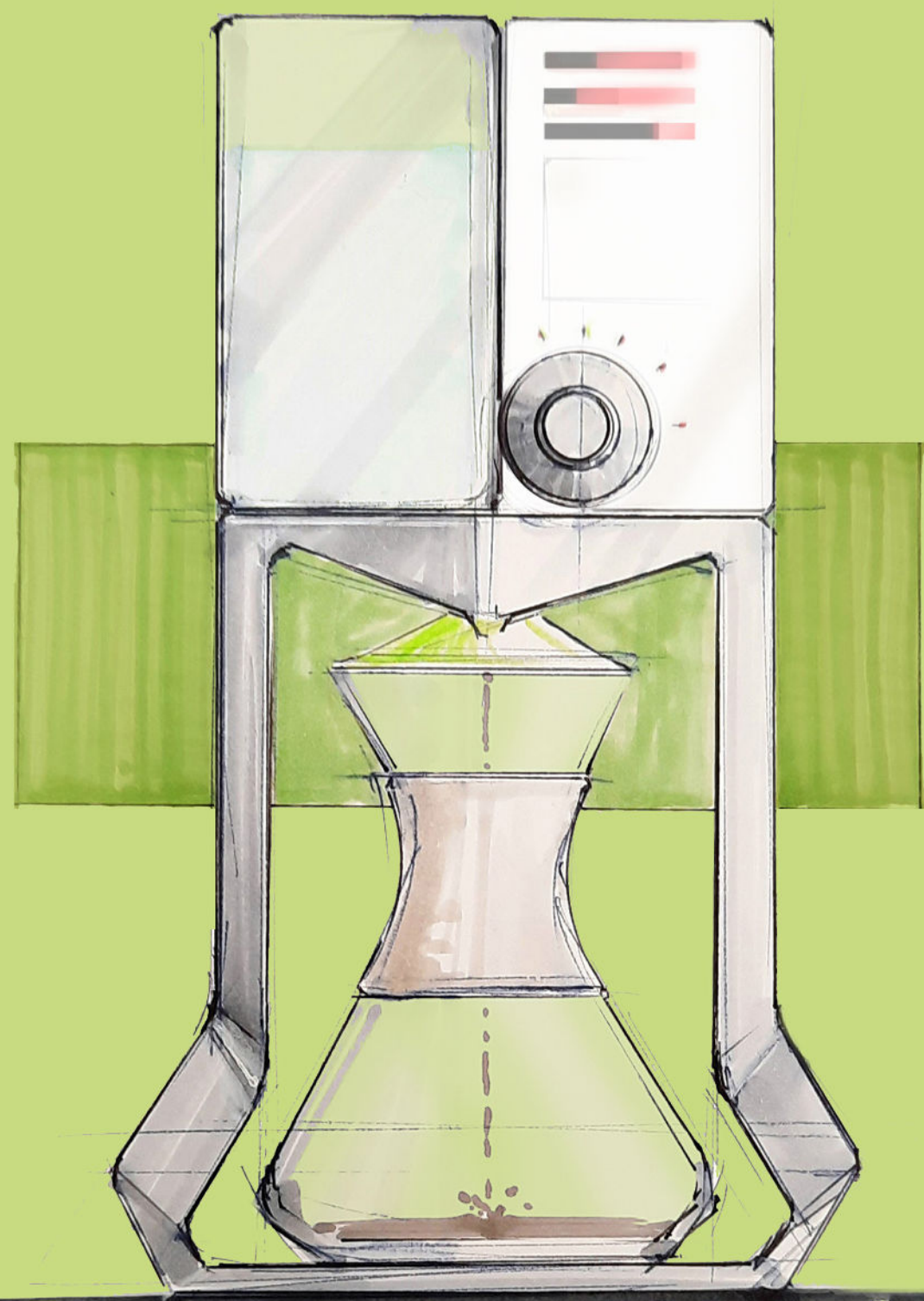
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Industrial Designers are **user and context focused generalists** and as such, the terms "Product Design" & "User Experience" have a much more relatable and understandable relationship to what Industrial Designers contribute to industry and society than "Industrial Design". However, established terms like "user experience" and "product design" are being redefined by the tech sector.

There are hundreds of millions of products with great diversity – Autos, riding lawnmowers, toaster ovens, toothbrushes, exercise equipment, battery backup systems, doorbells, coffee makers and countless others, that fall at the **intersection of physical and digital**.

Would the UX designer (as defined by technology sector), trained in digital interface and digital experience design and hired to design digital experiences, ask the question: "Would this particular function be better for the user if it were a physical dial rather than a digital menu selection or digital button?" Would the Industrial Designer ask that question?

The intersection of physical and digital product design is most likely to be considered properly with the holistic training of Industrial Design.

There is no exactitude for the broad education, experience, and potential for what the industrial designer can accomplish, function as or bring to a company/brand/experience/product. Is there an adoptable and more descriptive title that captures the holistic view that ID can provide?