

POSITION DESCRIPTION

Position Title:	User Experience Specialist
Manager's Position Title:	TBC
Manager's Name:	TBC

Responsible for
Working as part of an agile team (squad) to deliver outcomes for customers. This includes taking part in planning work to be completed during an iteration (sprint), participating in agile ceremonies and having a continuous improvement mind-set. Championing Human Centred Design Principles within the squad, this role is responsible for consumer understanding (digital), consumer insight understanding to shape solutions, translation of concepts into designs, associated measurement and optimisation opportunities.
Supervises
N/A
Main activities
<ul style="list-style-type: none"> Actively participate in scrum ceremonies including sprint planning, stand-ups, reviews and retrospectives Represent the customer and persona user journeys in terms of their online experience Create digital prototypes that reflect user interactions and an understanding of design principles and processes (sketches of user flows, IA, site-maps, and wireframes). Find creative ways to solve UX problems (e.g. usability, discoverability, accessibility) drawing on Human Centred Design principles Participate in test script production and testing of new functionality Create visual and interactive designs Liaise with UX stakeholders on UX research and insights Be involved in the evolution of persona user journeys Contribute to opportunities for research and other sources of customer data (analytics etc.) to inform direction Keep abreast of emerging technology, including competitor products and industry trends
Key skills
<ul style="list-style-type: none"> Experience with digital design environments (for mobile and desktop) including visualising user stories, ideation, flows, wireframes, information architecture and prototype designs. Effective planning and activity management Analytical and problem solving skills Technical knowledge of standard UX software e.g. Google Analytics, Clicktail, Optimizely, InVision, Mouseflow Sound knowledge, understanding and experience of best practice online design for mobile and desktop environments Effective communication and ability to manage relationships across a wide range of stakeholders Knowledge of business value drivers such as sponsorship engagement, revenue generation, cost efficiencies and program effectiveness
Internal contacts
Squads, Business Owner, Technology Platform Manager and Agile Transformation Manager
External contacts
Consultants, contractors and partners
Typical experience
Working in cross-functional teams or agile environments Experience as a UX Designer, UI Designer or similar role