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## POSITION DESCRIPTION

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**Name:**

**Job title:** Experience Designer

**Date:** December 2016

**Department:** GPM

**Reports to:** Creative Manager

**Basic purpose:**

The Experience Designer will inform, improve and validate our product development through quantitative, qualitative and observational research. Ascertain or disprove assumptions through testing and research to assist in understanding our users’ requirements, needs and goals.

The Experience Designer will acquire information about project requirements from stakeholders, test designs throughout the development phases of the product lifecycle and give insight and context into the solution design phase. The Experience Designer will understand our business needs and product requirements by working with content development teams across various publishing lists.

The Experience Designer will collaborate closely with the Digital Learning Architect, Interaction Designer and visual designers to communicate scenarios, end-to-end experiences and interaction models to relevant stakeholders.

**Principal accountabilities:**

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| **Key Outcome Area** | **% of**  **Total**  **Job** | **Objectives and Tasks** | **Core Competencies** | **Standards** |
| Research and Product Strategy | 35% | * Perform research to identify shifts in strategies within the Education industry. Provide recommendations for improvement and innovation. * Conducts user research on our products and provide written results/recommendations with Digital Learning Architect (ID). * Co-ordinate and test design concepts with user groups and provide feedback. * Facilitate and design workshops with internal stakeholders and users. * Collect and analyse feedback (through survey’s, interviews and focus groups). * Take on board feedback to improve and enhance customer experience. * Collaborate/advise with other team members and stakeholders on product vision based on research. * Understand and incorporate complex learning objectives and business requirements into research and recommendations. * Participate in strategic reviews (PIRs), research and development projects (pilots). * Work with stakeholders to understand user and business needs and strike a balance between the two. * Drive product strategy and development in collaboration with our content developers. | * Proven ability in conducting user research through testing groups. * Strong, demonstrated understanding of innovative, user-experience * Ability to work closely with stakeholders to understand who will use a product. * Excellent verbal and written communication skills * Develop constructive working relationships * Analytical and problem-solving abilities with keen attention to detail and follow through * Analyses information gained from research, formulates and proposes strategic change | * Effective UI design briefs * Research performed * Provide stakeholder feedback * Appropriate responses to feedback * Continuous improvement * Effective working relationships |
| Experience Design | 30% | * Evaluate features on existing product contributing to user experience, providing expertise and guidance by offering improvements. * Be the ultimate end-user advocate, who helps to make products that engage targeted audiences by leading activity, discussions and decisions around digital product. * Liaise closely with Interaction Designer/ Digital Learning Architect to profile persona’s, user stories, build prototypes & test concepts. * Test concepts provided by Interaction designer and feedback results. * Help build/contribute to in-house processes and workflows. * Participate in strategic reviews (PIRs), research and development projects (pilots). * Monitor and share relevant or useful User experience developments, conventions and trends. * Be a consultative resource on product Experience design projects where appropriate. * Establish a process for delivering product Experience design workflows. * Any other duties as directed by Creative Manager. | * Ability to achieve high quality, timely results when collaborating in a cross-functional, customer service oriented team environment * High level technical knowledge of User research management and testing tools. Knowledge of Sketch, InVision or other prototyping software. * Excellent leadership, communication and collaboration skills. * Visual design sensibilities as they relate to applying a brand to digital experiences. * Basic experience working with web or mobile based technologies such as HTML, CSS, JavaScript would be an advantage. * Ability to assert views constructively and persuasively in order to achieve better outcomes for the business * Understands educational digital product and how they may be used to deliver requirements * Strong awareness of user experience and visual design principles, practices, tools and processes * Strategic thinker and planner * Excellent written and verbal communication skills * Ability to learn rapidly changing technologies and apply them to digital product in an appropriate way | * Market-leading user experience for competitive product differentiation * All Experience design deliverables are provided on time * High design standards and excellent user experience * Customer feedback * Effective documentation * Processes and standards implemented, maintained and followed * Projects and work delivered on time * Products undergo user testing * New products and technologies achieve high level of User experience standards |
| Communication and teamwork | 15% | * Be an integral member of the Creative group by collaborating closely with each team member to project manage and create innovative, usable, visually engaging * Collaborate with visual designers to incorporate the visual identity. * Embrace new products/technology and approaches developed by the team. * Assist in ensuring the design team product remains leading edge and ahead of our competition. * Assist GPM group with Product Research and Development when required. * Work with Digital Learning Architect interaction designer, solution design manager, and the Creative Manager to initiate and implement innovative solutions. * Comply and implement the standard for the team as set forth by the Creative Manager. * Work closely and collaborate effectively with the Digital Learning Architect, interaction designer, visual designers, and Solution Design Manager to achieve desired outcomes for internal and external stakeholders. * Communicate effectively and appropriately with internal and external stakeholders. * Communicate and liaise with colleagues in other functional areas. * Attend work-in-progress meetings and report on the status of specific projects. * Attend and actively participate in regular team meetings. * Share information and knowledge with colleagues. | * Establish and maintain effective relationships * Ability to organise detailed and complex information so it is able to be understood by others * Excellent interpersonal skills and the ability to work within a close-knit team * Ability to listen to and understand marketing objectives * Ability to contribute to discussion in a friendly, clear manner * Excellent communication skills, verbal and written * Develop proactive working relationships | * Ability to work in a team environment. * Interpersonal savvy * Demonstrates friendly, proactive communication * Shares ideas and learning in a team environment * Shows respect for others * Embraces Cengage values and core competencies * Attends and actively participates in meetings * Minimal communication problems due to effective communication |
| Continuous Improvement | 10% | * Help build and contribute to in-house processes and workflows. * Support Continual Improvement processes throughout the entire project including supporting Project Managers the audit process. * Keep abreast of changes and new developments in technology and share knowledge with manager and team. * Seek opportunities to enhance documentation, processes and supported systems to improve processes and procedures. * Actively seek opportunities to extend and enhance personal knowledge and skills in order to better support customers and colleagues. | * Effectively collaborate and foster a team culture of continuous improvement by promotion of new technology opportunities * Problem-solving abilities with keen attention to detail and follow through * A willingness to support and help others * Driven to instigate change in order to drive continuous improvement. | * Continuous improvement and improved efficiency * Self-initiated training and development of knowledge * Demonstrated initiative for issue resolution and new ideas to add value to users * Participation in and contribution to business improvement projects * Positive attitude to problem-solving and promoting change |
| Workplace Health and Safety | 10% | * Be aware of duty of care and act in a safe manner. * Ensure all company WH&S policies and procedures are adhered to. * Be familiar with property security, first aid and fire emergency procedures. * Report any hazardous situations, incidents or accidents and take immediate action if applicable to reduce risk of injury. * Participate in WH&S investigations when required. | * Ability to follow policies and procedures * Ability to use initiative and take responsibility * WH&S aware * Analytical and problem-solving abilities | * Adherence to WH&S policies and procedures * Increased WH&S awareness * A positive attitude to WH&S * Reduction of number of WH&S incidents |

**Direct reports:** Nil

**Main contacts:**

Internal: Creative Manager, Interaction Designer, Experience Designer and Solution Design Manager, Digital Learning Architect, Developers, Production, Editorial, Publishing, Sales and Marketing team members.

External: Digital design studios, research agencies (local and offshore), consultants, end-users of external product (teachers, students, academics, authors, parents)

**Education/qualifications/experience:**

* Degree in Design (e.g. graphic, visual communications) or equivalent practical experience in a related field.
* Proven experience in Experience Design and/or Interaction Design experience.
* Working with Children checks

**Cengage Core Competencies**

* Speed: Proactively gets things done quickly, with a high quality of work. Overcomes barriers and continually finds ways to be more efficient.
* Focus: Identifies core business problems and opportunities; seeks and proposes solutions while avoiding distractions. Persists through achieving deliverables.
* Collaboration: Committed to helping others be successful; partners with key organisational stakeholders, individuals and teams outside own functional area to promote business alignment.