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## POSITION DESCRIPTION

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**Name:** TBC

**Position title:** Interaction Designer

**Date:** December 2016

**Department:** GPM

**Reports to:** Creative Manager

**Basic purpose:**

The Interaction Designer will envision how people experience our products and bring that vision to life in a way that feels inspired and cutting edge. The Interaction Designer will take on briefs and transform them into intuitive, accessible and easy-to-use designs, high-end visual solutions, placing our products at the forefront of our industry. Ensuring the final visual solution meets internal and external stakeholder requirements.

The Interaction Designer will collaborate closely with the visual designers, Experience Designer and Digital Learning Architect throughout the solution design process. To achieve best results, the Interaction Designer will craft wireframes and user flows to build user interface mockups and prototypes.

The interaction Designer is to anticipate user needs (through research), advocate for them and ensure the final product achieves the desired learning outcomes.

The Interaction Designer will understand our business needs and product requirements by working with content development teams across various publishing lists.

**Principal accountabilities:**

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| **Key Outcome Area** | **% of**  **Total**  **Job** | **Objectives and Tasks** | **Core Competencies** | **Standards** |
| Interaction design | 45% | * Produce visual representations/layouts (storyboards, wire-frames & user stories) that effectively communicate interaction and design ideas based on briefs/requirements from the Digital Learning Architect and Experience Designer. * Create mockup sketches and wireframe layouts, testing prototypes to gauge the usability of new and existing products and make constructive suggestions for change. * Help to build intuitive product. * Provide proof of concept work. * Present visual layouts with all key elements to stakeholders for approval. * Iterate design solutions for various audiences, including internal and external stakeholders efficiently and thoughtfully. | * Proficient in Sketch, InVision (or equivalent prototype software that allows Sketch integration) and designing to web standards. * High level technical knowledge of technical software (Sketch, InVision or other prototyping software) * Strong, demonstrated understanding of innovative, user-centered interface and information design * Visual design sensibilities as they relate to applying a brand to digital experiences * Excellent leadership and collaboration skills * Excellent verbal and written communication skills * Ability to build/contribute to in-house processes and workflows * Knowledge of web or mobile based technologies such as HTML, CSS, JavaScript * Provides information so that others are able to make accurate decisions * Exceptional visual messaging and communications skills * Experience in working with a cross-functional teams * Strong, demonstrated understanding of innovative, user-centered interface and information design * Knowledge of working with web or mobile apps * Understand flexible grids and layouts, images and the use of CSS attributes * Create new and original ideas | * Use industry standards for interaction design to ensure intuitive function. * High design standards and excellent user function. * Effective wire-frame layouts, prototypes, and support documentation. * New products achieve desired user interaction function |
| Product validation and enhancement | 20% | * Validate design concepts with stakeholders. * Take on board feedback to improve and enhance user interaction. * Participate in strategic reviews (PIRs), research and development projects (pilots). * Conduct own research to identify shifts in standards. Provide recommendations for improvement and innovation. * Any other duties as directed. | * Analyses information gained from research, formulates and proposes strategic change * Ability to effectively communicate with people of all levels of design knowledge * Ability to achieve high quality, timely results when collaborating in a cross-functional, customer service oriented team environment * Ability to assert views constructively and persuasively in order to achieve better outcomes for the business * Strong awareness of user experience and UI principles, practices, tools and processes * Ability to visualise design outcomes, anticipate problems and mitigate them * Ability to accept and act upon feedback * Willingness and ability to improvise and pivot in order to achieve the right outcome * Ability to learn rapidly changing web related technologies and apply them to platforms in an appropriate way * Attentive and active listening | * Effective UI design briefs * Provide stakeholder feedback * Appropriate responses to feedback * Continuous improvement * Wireframes and prototypes are arrived at in a timely manner with minimal iterations * Assets are organised and maintained in an orderly and accessible framework * Designs are implemented based on requirements. |
| 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 Experience Designer, visual designers and the Digital Learning Architect 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 visual designers, Experience Designer and Digital Learning Architect 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 with the audit process when required. * Seek opportunities to enhance documentation, processes and supported systems to improve processes and procedures. * Keep abreast with the continual change in technology developments and share knowledge with manager and team. * Actively seek opportunities to extend and enhance personal knowledge and skills in order to better support customers and colleagues. | * Problem-solving abilities with keen attention to detail and follow through * A willingness to support and help others * Fosters an environment of continuous improvement by positive role modeling and collaboration * Excellent communication skills * Written presentation skills * Problem-solving abilities with keen attention to detail and follow through | * Continuous improvement in creative capabilities * Self-initiated training and development of knowledge * Demonstrated initiative for issue resolution and new ideas to add value to users * Participation and contribution of processes improvement projects * A positive attitude to problem-solving * Cost reduction * Improved efficiency in processes and procedures |
| 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. | * Problem-solving abilities with keen attention to detail and follow through * A willingness to support and help others * 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 |

**Main contacts:**

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

External: Consultants, agency/vendors (local and offshore), end-users (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 UI or Visual Design experience

Strong Graphic Design background in print product (book, magazine production an advantage)

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.