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## POSITION DESCRIPTION

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**Name:**

**Job title:** Lead UX Designer

**Date:** February 2015

**Department:** IT

**Reports to:** IT Manager

**Basic purpose:**

The Lead UX Designer will collaborate with project managers, platform owners and other internal and external stakeholders to understand the needs of platform users and the business as well as the context of platform use. Using this knowledge the incumbent will deliver user experience (UX) and visual design services that ensure digital platforms exceed requirements, in a timely manner and to set Cengage Learning standards.

These services include:

* UX design tasks e.g. developing personas, wireframing, user stories, prototypes, user testing, site maps
* Visual design tasks e.g. developing design briefs with stakeholders, commissioning/completing visual design work, identifying/managing visual design service providers, managing/facilitating stakeholder feedback and design iterations, establishing/managing style guides for each platform
* Sourcing/developing/managing platform design assets (visual and UX) throughout project lifecycles
* Testing to ensure development meets UX and Visual design requirements, responding to developer queries with stakeholders
* Reviewing proposed platform changes to ensure users’ experience is enhanced or protected

This hands on position will manage various internal and external stakeholders/suppliers/resources to ensure tasks are met and standards are maintained.

Platforms will include external, customer facing or internal business platforms.

**Principal accountabilities:**

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| **Key Outcome Area** | **% of**  **Total**  **Job** | **Objectives and Tasks** | **Core Competencies** | **Standards** |
| Lead platform UX and Visual design | 20% | * Work across the digital platform portfolio to drive a high standard of design and a high quality user experience. * Collaborate with others to get platform development done. * Lead activity, discussions and decisions around platform design (UX and Visual). * Establish and implement standards, conventions, processes, document templates and frameworks relating to platform UX e.g.: * wireframe document templates, * design briefs, * feedback mechanisms, * standardised style guides, * processes/structures for organisation and storage of platform design artefacts/asset * naming or navigation convention * information architectures * Own, maintain, improve and promote the CLA Digital Standards. * Advocate for good platform UX and visual design and improve design literacy within the business. * Participate in strategic reviews, program planning, research and development projects. * Collaborate with stakeholders to transition their platform ideas into development. * Monitor and share relevant or useful UX and visual design developments, conventions and trends. * Perform research to identify shifts in strategy within education and the wider world. Provide recommendations for improving and innovating our platforms. * Be a consultative resource on product UX design projects where appropriate. * Establish a process for delivering product UX design services. * Any other duties as directed by IT Manager. | * 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 visual design principles, practices, tools and processes * Understands current web technology and Social Media developments / trends and how they may be used to deliver requirements * Strategic thinker and planner * Excellent written and verbal communication skills * Demonstrates creativity and initiative * Analyses information gained from research, formulates and proposes strategic change * 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 | * High design standards and excellent user experience * Customer feedback * Effective working relationships * Effective documentation and frameworks * Minimal communication problems due to effective communication * Processes and standards implemented, maintained and followed * Adherence to CLA digital standards * Increase platform design literacy throughout organisation * Projects and work delivered on time * Research performed * Self initiated training and networking * Annual performance review and ongoing feedback as required |
| Provide platform UX design services | 50% | * Work with stakeholders to understand user and business needs and strike a balance between the two. * Develop and document: * personas * wireframes * user stories * prototypes * information architecture * Plan, organise and conduct user testing. Collate results for use when developing platforms. * Manage and control UX design assets and artefacts throughout the life of a platform. * Develop site maps to explain the logical organisation and navigational structure of platforms. * Provide advice and answer queries in relation to UX. * Review platform change requests to ensure UX quality is maintained or improved. * Collaborate with visual designers and business analysts to ensure UX and functional requirements are met. * Participate in testing to ensure UX design requirements have been implemented; if they have not, log and manage issues to resolution. * Identify and manage UX design service providers (internal or external) to deliver requirements when needed (due to workload or availability). * Work with stakeholders to ensure the words and grammar used on platformsis appropriate to the user. | * Ability to work closely with stakeholders to understand who will use a platform, what it will be used for and what it must be able to do * Ability to manage a heavy workload by prioritising urgent tasks while keeping all other aspects of the job under control * Ability to manage self and others, to monitor work to meet deadlines and to regularly communicate status of work * Ability to understand and document user personas and to use them to determine requirement * Ability to visualise design outcomes, anticipate problems and mitigate them * Ability to produce wire-frames, to organise and conduct user testing, to conceptualise and develop prototype * Develop constructive working relationships * Analytical and problem-solving abilities with keen attention to detail and follow through * Excellent written and verbal communication skill * Organised approach to managing assets making it easy to locate files and ensure version control * Ability to learn rapidly changing web related technologies and apply them to platforms in an appropriate way * Demonstrates initiative, is responsive and accountable | * All UX deliverables are provided on time * User-first focus * Self initiated training * Products undergo user testing * Minimal communication problems due to effective communication * Stakeholders are kept informed about progress, issues and what is being done to address them * UX assets are organised and maintained in an orderly and accessible framework * New products and technologies achieve high UX standards * UX elements are consistent across platforms * Style guides are developed for all new digital platforms * Personas are documented for all key customer groups and are used as the basis of platform UX decisions * Market-leading user experience for competitive product differentiation |
| Provide platform visual design services | 20% | * Efficiently deliver high quality visual design requirements for platform development in a timely manner. * Working with stakeholders to develop visual design briefs. * Identify, brief and manage service providers (internal or external) to deliver requirements. * Perform platform visual design work as required. * Work with stakeholders and guide them through design reviews where necessary. * Improve stakeholders’ ability to review and articulate feedback on designs. * Manage feedback and design iterations collate and pass on feedback and responses between stakeholders and designers. * Establish and maintain style guides for each platform. * Participate in testing to ensure visual design requirements have been implemented, if they have not, log and manage issues to resolution. * Manage and control visual design assets and artefacts throughout the life of a platform. * Undertake periodic audits of platform visual design across the platform portfolio to identify opportunities for improvement. | * Ability to effectively communicate with people of all levels of design knowledge * Ability to effectively delegate and manage * Ability to manage a heavy workload by prioritising urgent tasks while keeping all other aspects of the job under control * Ability to manage self and others, to monitor work to meet deadlines and to regularly communicate status of work * Ability to visualise design outcomes, anticipate problems and mitigate them * Develop constructive working relationships * Analytical and problem-solving abilities with keen attention to detail and follow through * Excellent written and verbal communication skills * Organised approach to managing assets making it easy to locate files and ensure version control * Demonstrates initiative, is responsive and accountable | * Effective visual design briefs * Stakeholder feedback provided * Appropriate responses to feedback received * Periodic audits undertaken and audit results * Continuous improvement * Standardised platform design * Stakeholders are better able to express feedback on designs * Final visual designs are arrived at in a timely manner with minimal iterations * Assets are organised and maintained in an orderly and accessible framework * Visual designs are implemented as required |
| Continuous Improvement | 10% | * Lead and / or 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: IT Manager, platform owners, Platform Development Project Manager, Creative Manager (and designers), Publishing, Editorial, Marketing, Sales, Operations, management, end-users of internal platforms (staff)

External: Designers (UX and graphic), developers (local and offshore), consultants, end-users of external platforms (teachers, students, academics, authors, parents)

**Education/qualifications/experience:**

* Recognised undergraduate/postgraduate design qualifications spanning user interaction, user experience and/or visual design
* Proven abilities in core UX activities: wire-framing, user testing, information architecture, personas, user stories, research
* Significant experience of working with end-users, project managers, designers (UX and visual), stakeholders and third party vendors
* Demonstrated knowledge and understanding of programming concepts and languages such as JavaScript, HTML, CSS and their benefits and limitations
* Experience of working on a range of complex applications such as eCommerce, content consumption, content authoring, marketing and content management systems
* Experience of working across a range of operating systems and platforms such as native iOS/Android, browser, Adobe Air, desktop

**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.