ual:

JOB DESCRIPTION

Job Title: User Experience (UX) Designer	**Accountable to:** Assistant Head of Online Services
Contract Length: Permanent **Hours per week/FTE:** 35	**Weeks per year:** 52
Salary: £34,943 - £42,914 per annum	**Grade:** 4
College/Service: Communications and External Affairs	**Location:** High Holborn

Purpose of Role:

As User Experience Designer, you'll use proven creative talent and expert-level abilities in user experience, interaction design and user-centred design principles to create consistent insight driven experiences that engage our users.

As part of the Communication and External Affairs Department, you will be working in partnership with a UX researcher and alongside developers and content editors in the Digital Team to deliver an excellent user experience across our UAL's core digital channels. Channels managed by the Digital Team includes the UAL website, Portfolio, Graduate Showcase and the staff digital workspace.

You will also be working with closely with the Design Lead (Brand) to ensure that UX improvements continue to build on an existing pattern library, and are reflective of our brand values.

Duties and Responsibilities:

1.   Provide support for the UX direction for UAL's core digital channels based on analytics and user behaviours.

2.   Production of wireframes and user interfaces to be developed across the University's digital channels.

3.   Ongoing development of the UAL pattern library (working with the Design Lead in the Brand Team).

4.   Working in partnership with the UX researcher to conduct user research with groups of users (predominantly prospective students, current students and members of staff) through focus groups, 1-2-1 user testing sessions and guerrilla user testing.

5.   Support the provision of sufficient and detailed documentation of UX behaviours and designs to the digital development team.

6.   Provide support in defining the information architecture and user experience of the University web environment. Producing UX solutions for identified problems on our digital channels, including third party web based systems.

7.   Assist in providing online experiences which are interactive and useful to our audiences. Reviewing and amending existing digital channel UX patterns when needed.

8.   Under the direction of the Assistant Head of Online Services, work with the UX Researcher in carrying out regular reviews of the usability and accessibility on UAL's digital channels. Work with the content team and development team to make improvements to the user experience.

9.	Create experience documents including: site maps, user journey maps, logic flows, wireframes and prototypes.

10.	Work with other teams across the organisation to improve the UX on their sections of the website and staff digital workspace.

11.	Maintain keen interest in global UX developments and contribute ideas for ongoing user experience development of the University's digital environment.

General Duties:

1.	Perform such duties consistent with your role as may from time to time be assigned to you anywhere within the University.

2.	Undertake health and safety duties and responsibilities appropriate to the role.

3.	Work in accordance with the University's Equal Opportunities Policy and the Staff Charter, promoting equality and diversity in your work.

4.	To personally contribute towards reducing the university's impact on the environment and support actions associated with the UAL Sustainability Manifesto (2016 – 2022).

5.	Undertake continuous personal and professional development, and to support it for any staff you manage through effective use of the University's Planning, Review and Appraisal scheme and staff development opportunities.

6.	Make full use of all information and communication technologies in adherence to data protection policies to meet the requirements of the role and to promote organisational effectiveness.

7.	Conduct all financial matters associated with the role in accordance with the University's policies and procedures, as laid down in the Financial Regulations.

Key Working Relationships: Managers and other staff, and external partners, suppliers etc; with whom regular contact is required will include:

- UX Researcher
- Digital Team staff
- Design Lead (Brand)
- Communications and External Affairs Team
- IT Services
- Student Recruitment Marketing
- Web coordinators (colleges)
- Content coordinators (UAL-wide).

Specific Management Responsibilities

Budgets: None.
Staff: None.
Other (e.g. accommodation; equipment): None.

Signed _____Kelly Harrison_____ Date of last review __October 2020__
　　　　　　　　(Recruiting Manager)

Job Title: UX Designer   **Grade:** 4

Person Specification	
Specialist Knowledge/ Qualifications	Relevant qualification, e.g. Degree or equivalent level of relevant UX experience
	Experience working in a fast paced digital environment
	Knowledge and application of WCAG 2.1 accessibility guidance
	Appropriate IT skills to enable best use of available information and software as necessary for the post: Figma/Adobe XD, Flow Mapp, Miro, Hotjar, Lookback
Relevant Experience	Working in an Agile Development Environment
	Using enterprise content management systems
	Creating wireframes and prototypes to meet needs of business partners.
	Interface design, layout and typography
	Interrogation of Google analytics, user testing and usability analysis
	Designing complex transactional interfaces
	Working with teams of researchers, designers, content specialists and developers
Communication Skills	Communicates effectively orally, in writing and/or using visual media.
	Ability to communicate clearly and persuasively, explaining complicated matters simply, tailoring delivery methods/media to suit the audience's needs and understanding
	Ability to ensure that accurate information is passed onto the most appropriate people in a timely fashion to improve working practices
	Ability to adapt services and systems to meet customers' needs and identify ways of improving standards and actively promoting the service
	Ability to meet Service Level Agreements by collating feedback and views from customers and keeping up to date with market trends and service developments
Planning and Managing Resources	Plans, prioritises and organises work to achieve objectives on time
	Experience of ensuring that time and resources are used effectively, continually reviewing progress to improve efficiency and to ensure that work of self and others is completed in line with team objectives
Teamwork	Works collaboratively in a team and where appropriate across or with different professional groups
Student Experience or Customer Service	Builds and maintains positive relationships with internal and external customers
	Puts the customer experience at the centre of everything delivered
Creativity, Innovation and Problem Solving	Uses initiative or creativity to resolve problems
	Ability to analyse problems to identify their cause, considering all possible solutions to identify those which offer wider benefits