

| JOB DESCRIPTION | |
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| Job title: UX Researcher | Accountable to: Digital Development Manager |
| Contract length: Permanent | Hours per week: 35 Weeks per year: 52 |
| Salary: £34,326 to £42,155 | Grade: 4 |
| Service: Digital Team, Communications and External Affairs | Location: High Holborn |
| <p>Who are the Digital Team?</p> <p>The Digital Team manage the main UAL website and other digital channels including Canvas (the Digital Workspace for staff), MyUAL (the student app) and Portfolio (the student portfolio and networking site).</p> <p>We train staff on our various content management systems and digital content creation and provide general web support for our network of content editors across the organisation.</p> <p>We advise on best practice, search engine optimisation, user experience and accessibility. We also advise on the branding and look and feel of third party sites.</p> | |
| <p>What is the purpose of the role?</p> <p>As User Experience (UX) Researcher, your role will be to deliver the best possible experience for the users of UAL's digital channels, making them as straightforward to use as possible. You'll have proven experience in researching user behaviour and preference and conducting quantitative and qualitative analysis and user testing.</p> | |
| <p>Duties and Responsibilities</p> <ul style="list-style-type: none"> • Provide support for the UX direction for the UAL's digital channels, based on statistics and user behaviours. • Gather information about users' requirements and determine what needs researching, designing or user testing • Carry out quantitative analytical research using variety of tools (including Google Analytics) and conduct online and in-person user testing with users and produce reports and recommendations for all methods of research and testing. • Work with UX Designer to incorporate analysis into the production of interface design and wireframes to be developed across the University's digital channels. • Provide sufficient and detailed documentation of UX behaviours and designs to the digital development team. • Provide expertise 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. • Assist in providing online experiences which are interactive and useful to our audiences. Reviewing and amending existing website UX patterns when needed. • Carry out regular reviews of the usability and accessibility on UAL's digital channels and work with the content team and development team to make improvements to the user experience. • Support the creation of experience documents including: site maps, logic flows, wireframes, functional specifications, data models parameters, prototypes. • Work with other teams across the organisation to improve the UX on their sections of the website or digital workspace. • Assume other reasonable duties, as necessary, as determined by the Digital Development | |

Manager

General

- Undertake health and safety duties and responsibilities appropriate to the role.
- Work in accordance with the University's Equal Opportunities Policy and the Staff Charter, promoting equality and diversity in your work.
- 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.
- 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.
- Conduct all financial matters associated with the role accordance to the University's policies and procedures, as laid down in the Financial Regulations.
- To personally contribute towards reducing the university's impact on the environment and support actions associated with the UAL Sustainability Manifesto (2016 – 2022).

Key Working Relationships

- Communications and External Affairs staff
- IT Services
- Marketing and Student Recruitment
- Academic Enterprise
- Web coordinators (colleges)
- Content coordinators (organisation wide)

Specific Management Responsibilities

Budgets: None

Staff: None

Other (e.g. accommodation; equipment):

Last updated: December 2018

| PERSON SPECIFICATION | |
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| Specialist Knowledge/Qualifications | Relevant qualification or experience in computer science, UX design, human-centred interaction, psychology or web development., e.g. Degree or equivalent level of relevant UX research experience |
| | Expert knowledge of UX Research goals, processes, tools and techniques including: lab testing, remote testing, focus groups, guerrilla, survey production, card sorting and tree tests. |
| | Practical experience of planning and leading UX research projects and initiatives |
| | Knowledge and application of digital best practice including and understanding of web standards and WCAG 2.0 accessibility guidance |
| | Working understanding of agile Scrum methodologies and practices |
| Relevant Experience | A working understanding of user research methodologies and how to use them appropriately |
| | Experience gathering user requirements for digital based services |
| | Quantitative analytical abilities including working practice of using Google Analytics and comparable services to identify usage patterns/behaviour |
| | Experience managing, executing and analysing usability test sessions |
| | Creating design specifications and wireframes to meet needs of business partners and designing complex transactional interfaces |
| Communication Skills | Ability to communicate clearly, persuasively, and effectively, in writing and/or using visual media, 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 |
| Professional Practice | Builds and maintains positive relationships with internal and external customers |
| | Puts the customer experience at the centre of everything delivered |
| 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 |

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| Teamwork | Works collaboratively in a team and where appropriate across or with different professional groups, including working with teams of designers and developers. |
| 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 |

Please make sure you provide evidence to demonstrate clearly how you meet these criteria, **which are all essential unless marked otherwise**. Shortlisting will be based on your responses.

Last updated: December 2018