UX Designer and Researcher (UI)

Basic information

Scale: 2
Job family: External and Customer Services
Terms: Permanent
Location: Cheltenham

Reports to: Scrum Master/Product Manager
Direct Reports: N/A
Team:
Business unit: UCAS International

Date reviewed: October 2020

Job purpose:
The UX Designer and Research will use research, creativity and user centric design principles and technologies to continuously develop and improve UCAS International's new digital platform and associated products and services, maximising uptake and usage by UCAS International's customers and ultimately support international expansion and revenue growth.

Key accountabilities:

- Plan, design and carry out user research to gain insight from users and address user behaviour, needs and attitudes, including;
    - the identification and recruitment of research participants
    - leading workshops and co-design sessions
    - development of experience maps, user journeys and personas
    - Analysis and presentation of findings to stakeholders and wider applications development team to ensure research outcomes and customer insight result in new product features and improvements
- Develop wireframes and prototypes around customer needs
- Design intuitive and accessible user experiences
- Design interfaces that are interactive and a pleasure to use
- Carry out a variety of testing regimes to evaluate your wireframes and design prototypes and assess the impact of new or recently redeveloped features
- Establish and maintain a pattern library and design framework codebase, ensuring our patterns are tested and meet accessibility standards

Skills, qualifications, and experience:

- Proven experience working as a UX Designer with an established portfolio of projects that showcase your skills and achievements, including the design of mobile apps.
- Experience of defining project goals and deliverables through personas, journey maps, experience maps, service blueprints and strategic design deliverables
- Experienced in using design and wireframing software, e.g. Axure RP, Adobe XD, Balsamiq, Figma or Sketch.
- Strong understanding and demonstrable experience of user centric design principles.
- Experience of utilising atomic design principals to develop a comprehensive pattern library and a universal design language that is accessible and flexible to meet both user needs and evolving business requirements.
- Strong typography and interactive design skills, with experience of conducting accessibility tests.
- Experience and understanding of a range of user research methods, when to use them and how to apply them correctly, including conducting workshops and user interviews
- Proven experience of evaluating, presenting and utilising user research data to enhance product features for improved user experience.
- Strong interpersonal and communications skills, a confident presenter and the ability to forge positive and productive working relationships with a range of internal and external stakeholders.

This role profile sets out the scope and main duties of the post at the date when it was drawn up. Such details may vary from time to time without changing the general character of the post or the level of responsibility entailed. Such variations are a common occurrence and cannot of themselves justify a reconsideration of the level of the post. All UCAS employees are expected to be flexible in undertaking the duties and responsibilities attached to their role and may be asked to perform other duties, which reasonably correspond to the general character of their role and their level of responsibility.

Our values in action:
Customer-focused – We understand what our customers want, and we act on their changing needs.
Collaborative – We collectively create an engaging and positive work environment.
Accountable – We take ownership of our individual and organisational performance.
Service excellence – We realise, grow, and maximise our potential.
Trusted – Individuals are trusted to make informed decisions and take appropriate risks.