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| Position Description |
| Job title: | Senior Designer – UX/UI and Graphic Design |
| Location: | Head office, Lower Hutt |
| Reporting to: | Head of Marketing & Growth |
| Date: | November 2023 |
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| Purpose |
| The Senior Designer is part of the Marketing & Growth team and is responsible for designing simple and intuitive user experiences, creating user-friendly interfaces and brand design assets that drive adoption, engagement, and conversion of the Smartly product. The person in this role:* Will deeply understand our different buyer personas and customer groups - their needs, pain points, and behaviours and ensure user insights and business needs inform designs.
* Support discovery and use human-centred design principles to evolve and innovate the Smartly Marketing website and other marketing design projects.
* Design and produce high quality designs that adhere to brand, design, usability, and accessibility principles.
* Work collaboratively across the marketing and growth team to agree design priorities and manage a design backlog.
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| Organisation structure |
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| **Result area** | **Activities** | **KPI’s** |
| Deep understanding of customer needs | * Conduct UX testing and research to understand user needs, pain points, behaviours and gain creators (quantitative and qualitative)
* Conduct competitor and desk research and share with stakeholders
* Use research outcomes and analytics to understand how the customer experience can be improved
* Ensure buyer and user personas are accounted for in the design & development process
* Champion the customer needs to make experiences quick and easy
* Ensure designs and user flows are informed by user insights and business needs
 | * Regular customer insights are shared that can be clearly linked to design recommendations and outputs.
* Buyer and/or user personas are considered and accounted for in each design solution
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| Ideation & discovery process | * Collaborate with development & delivery teams and stakeholders to provide creative and thoughtful design solutions.
* Problem statement definition and scoping of potential solutions using human centred design principles.
* Facilitate the mapping of required customer journeys
* Create wireframes and prototypes that clearly explain the customer journey, pain points and jobs to be done.
* Create design concepts and scamps for stakeholder engagement before moving to full designs.
* Work with Marketing, development teams and the wider business to understand business and user needs, strategy, technical constraints.
* Iterate solutions based on user and stakeholder feedback
 | * Solutions defined clearly show the problem to be solved, the process followed and are validated by the customer and business
* The required artifacts have been created and consulted on with key stakeholders
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| Result area | Activities | KPI’s |
| Design customer experience and design solutions(UX) | * Analyse, isolate and interpret business needs and develop appropriate experience design solutions.
* Collaborate with customers and key stakeholders to design quick and easy user experiences
* Create design artifacts including user flows, working prototypes, mock-ups, and wireframes.
* Collaborate with the wider team to communicate user flows and design intent.
* Follow and contribute to the product design guidelines, including collaboration on how the brand should be applied in product.
* Follow and contribute to the development of the user experience discipline, so that it has standardised approaches, tools, processes, and deliverables that are of best practice.
* Active participant in agile team ceremonies.
 | * Designs are created that clearly solve the user or business need
* Development teams are involved in the design process and can easily pick up the designs for development
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| Design and produce digital user interfaces(UI) | * Efficiently create product-ready UI designs, specifications & assets that adhere to design, usability and accessibility principles
* Interrogate and expand on UX design flows and design out relevant user variations
* Design within and add to Smartly’s design system
 | * High quality designs are produced and documented for development
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| Graphic design | * Work with the Marketing team to create design elements as required for campaigns, website, digital advertising, print and events in accordance with brand guidelines.
 | * On time, on brand, in consultation with key stakeholders
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| Relationship / Stakeholder management | * Develop and nurture relationships with key stakeholders.
* Communicate with stakeholders across the board, including customers, users, business managers, and the development team to make sure the goals are clear, and the vision is aligned with business objectives.
* Communicate effectively with all parts of project teams, including design, project management and internal customers.
 | * Strong relationships developed and positive feedback received
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| Health & Safety | * Report all hazards or unsafe situations
* Report all accidents/incidents including near misses
* Work safely and use all protective equipment if required
 | * Hazards reported same day
* No injury caused to self or others
* All hazards are reported
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| Other duties | * Adheres to budgets, schedules, work plans, and performance requirements
* Carry out other duties as requested
 | * Shows willingness and initiative
* Timely and accurate completion
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| Experience and qualifications |
| * Bachelor’s degree in interaction design, visual design, technology or a related discipline (or equivalent experience)
* A minimum of 5 years’ experience in creative or technology industries, preferably with a focus on digital and interactive design
* Experience working with developers, designers, and other cross-functional teams, focused on outcome-based deliverables
* Experience and exposure to modern software delivery practices, such as agile
* The ability to use your creative skills to translate and communicate ideas, problems, strategies and information in compelling visual ways
* Comfortable in a fast-changing environment with changing demands, building and managing relationships with cross-functional stakeholders and circumstances
* Knowledge of key experience design principles and processes, for example, journey and process mapping, design thinking and user-centred design
* Ability to map user flows and customer experiences to identify how different aspects of an experience fit together
* Strong UI design production skills in Figma and experience using Design Systems thinking
* Knowledge of approaches, tools, and techniques for anticipating, recognising, managing, and resolving experience design problems.
* Empathy-based skills including listening, curiosity, open-mindedness and a non-judgemental approach
* Strong listening, verbal, written, and presentation skills, especially in storytelling
* A self-starter who can own an opportunity and can work independently, managing and embracing ambiguity and last-minute changes
* A growth mindset, with a strong focus on continuous learning
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| Key competencies |
| * Strong work ethic and aligned to organizational values and ethics
* Integrity and Trust
* Listening skills
* Customer Focus
* Drive for results
* Ability to hold others accountable to tasks and deadlines.
* Self-motivated and proactive
* Initiative, drive and action oriented
* Flexibility
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