

Role Description

Senior User Experience Designer



Customer
Service

Cluster	Customer Service
Department/ Agency	Department of Customer Service
Division/ Branch/Unit	Customer, Delivery and Transformation / Brand, Digital & Communications / NSW Government Digital Channels
Classification/Grade/Band	Clerk Grade 9/10
ANZSCO Code	139999
PCAT Code	3339192
Date of Approval	December 2020

Primary purpose of the role

Lead and initiate User Experience Design activities to enable the delivery of high-quality innovative solutions and exceptional customer experiences and to support the achievement of project objectives in alignment with organisational and government priorities.

Key accountabilities

- Lead the conceptualisation of design and facilitate the testing of intuitive user experiences to enable the product vision and deliver world-class user experiences in accordance with relevant design standards, guidelines and processes.
- Establish, build and nurture collaborative customer and stakeholder relationships through effective communication, negotiation and issues management to facilitate engagement throughout the project and ensure project deliverables are met
- Lead the development of design concepts, and identify audiences, create sitemaps, prototypes, customer journey maps, wireframes and provide sound technical advice to inform UI design
- Lead the design and development of concept models based on evidence of user needs to meet business requirements and support the delivery of organisational objectives
- Contribute to a culture of innovation in human centered design to generate new ideas and enable a data and insight driven design approach to user experience solutions
- Plan and continually iterate designs and test with customers while contributing to strategies and tools for continuous monitoring and evaluation to drive project improvements and meet customer expectations to bring ideas to life
- Apply best practice industry methodologies standards and guidelines to ensure digital accessibility and product that meets customer needs
- Connect and collaborate closely with content planners, developers, business units and stakeholders to create an integrated end to end experience

Key challenges

- Managing and influencing complex and sensitive consultations and negotiations with diverse stakeholders, within agreed timelines, given their varying expectations, viewpoints and interests
- Achieving project objectives and meeting deadlines, given the need to identify dependencies while balancing competing demands and priorities

Key relationships

Who	Why
Internal	
Principal Product Owner	<ul style="list-style-type: none">• Escalate issues, keep informed, advise, receive guidance and instructions• Receive advice and report on progress towards business objectives and discuss future directions• Provide expert advice and contribute to decision making• Identify emerging issues/risks and their implications and propose solutions
Principal Service Designer	<ul style="list-style-type: none">• Receive guidance on site-wide design enhancements• Collaborate on inter-stream research initiatives
Work Team	<ul style="list-style-type: none">• Represent their streams perspective and share information• Contribute to discussions and decisions regarding implementation of innovation and best practice• Mentor team members and work collaboratively to contribute to achieving business outcomes
Customers/Stakeholders	<ul style="list-style-type: none">• Provide expert advice on a range of project related issues and strategies• Optimise engagement to achieve defined outcomes• Manage expectations and resolve issues
External	
Customers/Stakeholders	<ul style="list-style-type: none">• Engage in, consult and negotiate the development, delivery and evaluation of projects• Set expectations and resolve issues
Vendors/Service Providers and Consultants	<ul style="list-style-type: none">• Collaborate with other vendors, service providers and consultants working to deliver exceptional customer experiences

Role dimensions

This role has autonomy and makes decisions that are under their direct control as directed by their Manager. It refers to a Managers' decisions that require significant change to program outcomes or timeframes or are likely to escalate or require submission to a higher level of management. This role is fully accountable for the delivery of work assignments on time and to expectations in terms of quality, deliverables and outcomes. This role submits reports, business cases and other forms of written advice with minimal input from the manager.

Reporting line

Principal Product Owner, NSW Government Digital Channels

Direct reports

This role has no direct reports

Budget/Expenditure

As per the Customer Service Delegations

Key knowledge & experience

- Demonstrated experience in the use and application of Human Centred Design principles, approaches and methodologies
- Knowledge and experience working within agile environments, using relevant practices and principles

Essential requirements

- Satisfactory Criminal Record Check

Capabilities for the role


The [NSW public sector capability framework](#) describes the capabilities (knowledge, skills and abilities) needed to perform a role. There are four main groups of capabilities: personal attributes, relationships, results and business enablers, with a fifth people management group of capabilities for roles with managerial responsibilities. These groups, combined with capabilities drawn from occupation-specific capability sets where relevant, work together to provide an understanding of the capabilities needed for the role.

The capabilities are separated into **focus capabilities** and **complementary capabilities**.



Focus capabilities

Focus capabilities are the capabilities considered the most important for effective performance of the role. These capabilities will be assessed at recruitment.


The focus capabilities for this role are shown below with a brief explanation of what each capability covers and the indicators describing the types of behaviours expected at each level.

FOCUS CAPABILITIES			
Capability group/sets	Capability name	Behavioural indicators	Level
	Display Resilience and Courage Be open and honest, prepared to express your views, and willing to accept and commit to change	<ul style="list-style-type: none">• Be flexible, show initiative and respond quickly when situations change• Give frank and honest feedback and advice• Listen when ideas are challenged, seek to understand the nature of the comment and respond appropriately	Adept

		<ul style="list-style-type: none"> • Raise and work through challenging issues and seek alternatives • Remain composed and calm under pressure and in challenging situations 	
	Communicate Effectively Communicate clearly, actively listen to others, and respond with understanding and respect	<ul style="list-style-type: none"> • Tailor communication to diverse audiences • Clearly explain complex concepts and arguments to individuals and groups • Create opportunities for others to be heard, listen attentively and encourage them to express their views • Share information across teams and units to enable informed decision making • Write fluently in plain English and in a range of styles and formats • Use contemporary communication channels to share information, engage and interact with diverse audiences 	Adept
	Commit to Customer Service Provide customer-focused services in line with public sector and organisational objectives	<ul style="list-style-type: none"> • Promote a customer-focused culture in the organisation and consider new ways of working to improve customer experience • Ensure systems are in place to capture customer service insights to improve services • Initiate and develop partnerships with customers to define and evaluate service performance outcomes • Promote and manage alliances within the organisation and across the public, private and community sectors • Liaise with senior stakeholders on key issues and provide expert and influential advice • Identify and incorporate the interests and needs of customers in business process design and encourage new ideas and innovative approaches • Ensure that the organisation's systems, processes, policies and programs respond to customer needs 	Advanced
	Work Collaboratively Collaborate with others and value their contribution	<ul style="list-style-type: none"> • Encourage a culture that recognises the value of collaboration • Build cooperation and overcome barriers to information sharing and communication across teams and units • Share lessons learned across teams and units • Identify opportunities to leverage the strengths of others to solve issues and develop better processes and approaches to work • Actively use collaboration tools, including digital technologies, to engage diverse audiences in solving problems and improving services 	Adept

 <p>Results</p>	<p>Think and Solve Problems</p> <p>Think, analyse and consider the broader context to develop practical solutions</p>	<ul style="list-style-type: none"> • Undertake objective, critical analysis to draw accurate conclusions that recognise and manage contextual issues • Work through issues, weigh up alternatives and identify the most effective solutions in collaboration with others • Take account of the wider business context when considering options to resolve issues • Explore a range of possibilities and creative alternatives to contribute to system, process and business improvements • Implement systems and processes that are underpinned by high-quality research and analysis • Look for opportunities to design innovative solutions to meet user needs and service demands • Evaluate the performance and effectiveness of services, policies and programs against clear criteria 	<p>Advanced</p>
 <p>Business Enablers</p>	<p>Technology</p> <p>Understand and use available technologies to maximise efficiencies and effectiveness</p>	<ul style="list-style-type: none"> • Identify opportunities to use a broad range of technologies to collaborate • Monitor compliance with cyber security and the use of technology policies • Identify ways to maximise the value of available technology to achieve business strategies and outcomes • Monitor compliance with the organisation's records, information and knowledge management requirements 	<p>Adept</p>

Occupation specific capability set

	<p>Development & Implementation, User Experience, User Experience Design</p> <p>The process of iterative design to enhance user satisfaction by improving the usability and accessibility provided when interacting with a system, product or service. The design of users' digital and offline tasks, interactions and interfaces to meet usability and accessibility requirements. The refinement of designs in response to user-centred evaluation and feedback and communication of the design to those responsible for design, development and implementation.</p>	<ul style="list-style-type: none"> • Collaborates with colleagues from other disciplines to define technology objectives, assess solution options and devise architectural solutions that both achieve strategic business goals and meet operational requirements. • Creates design briefs for new web and digital projects or refreshes of existing projects. • Develops visual user experiences across digital assets, working with project teams to present propositions and strategies. • Rapidly translates digital concepts into hi-fidelity visual outputs and interactive prototypes. • Captures multi-disciplinary requirements, and translates those requirements into user experiences, prototypes and final assets. • Plans and costs UX activities, building in time for iteration, user feedback and design changes, 	<p>Level 4, HCEV</p>
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	and articulating the costs and benefits of different design approaches.	
Development & Implementation, User Experience, User Experience Analysis The identification, analysis, clarification and communication of the context of use in which applications will operate, and of the goals of products, systems or services. Analysis and prioritisation of stakeholders' user experience needs and definition of required system, product or service attributes, behaviour and performance. The definition and management of user experience and user accessibility requirements for all potential users.	<ul style="list-style-type: none"> Identifies and describes the user objectives for systems, products and services. Identifies the roles of affected stakeholder groups. Defines the required behaviour and performance of the system, product or service in terms of the total user experience, resolving potential conflicts between differing user requirements. Specifies measurable criteria for the required usability and accessibility of the system, products and services. 	Level 4, UNAN
Development & Implementation, User Experience, User Experience Evaluation Validation of systems, products or services, to assure that the stakeholder and organisational requirements have been met, required practice has been followed, and systems in use continue to meet organisational and user needs. Iterative assessment (from early prototypes to final live implementation) of effectiveness, efficiency, user satisfaction, health and safety, and accessibility to measure or improve the usability of new or existing processes, with the intention of achieving optimum levels of product or service usability.	<ul style="list-style-type: none"> Plans and performs all types of evaluation, in order to check that stakeholder and organisational requirements have been met, choosing between formative and summative usability tests. Selects and administers moderated or unmoderated usability tests. Tests developing systems to ensure compatibility with user requirements, tasks and environment, as defined in agreed specifications. Checks systems in use for changes in organisational, user, other stakeholder, and usability needs and to ensure that these needs continue to be met. Assesses the stability of requirements against changes in context of use. Interprets and presents results of evaluations to design team(s), prioritising usability issues. 	Level 4, USEV

Complementary capabilities

Complementary capabilities are also identified from the Capability Framework and relevant occupation-specific capability sets. They are important to identifying performance required for the role and development opportunities.

Note: capabilities listed as 'not essential' for this role are not relevant for recruitment purposes however may be relevant for future career development.

COMPLEMENTARY CAPABILITIES

Capability group/sets	Capability name	Description	Level
 Personal Attributes	Act with Integrity	Be ethical and professional, and uphold and promote the public sector values	Intermediate
	Manage Self	Show drive and motivation, an ability to self-reflect and a commitment to learning	Adept
	Value Diversity and Inclusion	Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives	Adept
 Relationships	Work Collaboratively	Collaborate with others and value their contribution	Adept
	Influence and Negotiate	Gain consensus and commitment from others, and resolve issues and conflicts	Intermediate
 Results	Deliver Results	Achieve results through the efficient use of resources and a commitment to quality outcomes	Adept
	Plan and Prioritise	Plan to achieve priority outcomes and respond flexibly to changing circumstances	Adept
	Demonstrate Accountability	Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines	Intermediate
 Business Enablers	Finance	Understand and apply financial processes to achieve value for money and minimise financial risk	Intermediate
	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Intermediate
	Project Management	Understand and apply effective planning, coordination and control methods	Adept