

Role Description



Role Title	Principal Product Designer
Agency	Service NSW
Division	Product
Location	McKell
Grade/Band	Grade 11/12
Kind of Employment	Various
ANZSCO Code	261312
Role Number	Various
PCAT Code	1226492
Date of Approval	July 2018
Agency Website	www.service.nsw.gov.au

Agency Overview

At Service NSW we are a customer focused organisation, passionate about delivering a great customer experience, every day in every way.

Our culture is defined by shared values and behaviours that support the achievement of our Vision and Mission. Our success is based on living our shared values every day when we work with our customers and with each other.

Our vision is to be the leader in transactional services for the NSW community.

Our mission is to transform transactional services through excellent customer service and effective partnerships.

We'll do this by:

- putting our customers at the heart of everything we do;
- delivering more choice;
- making it easier to connect with us through a variety of easy to access channels; and,
- innovating, improving and simplifying how we do things.

Our values serve as a compass for our actions. These are the three core values that we live by:

Passion

A great customer experience is our highest priority.

Teamwork

We work together for positive customer outcomes.

Accountability

We work to create value and take ownership for the customer experience end-to-end.

Primary purpose of the role

The Principal Product Designer, as part of the Product and Digital team of Service NSW, will drive all aspects of product design to deliver user-centred products that deliver exceptional customer value and experience to the citizens of NSW. This role will lead end-to-end product design through discovery, framing and iterative development and collaborate closely with a team of Engineers, Product Manager and other subject matter experts. The role demands strong product instincts, excellent communication skills, technical fluency, customer empathy, humility and an appreciation for lean start-up, agile and user-centred design values, principles and practices. This role will suit an individual who is curious, flexible and has a learning mindset.

Key accountabilities

- Lead a user-centered approach in design perspective and practice and support end-to-end product design through discovery, framing and iterative development and delivery
- Collaborate to understand business requirements and work closely with team members to develop solutions that ensure alignment between customer needs and expectations and product capability
- Design and lead personal interaction experiences with customers to inform continual, iterative discovery within a user-centered design framework with a focus on test solutions to ensure continuous design optimisation
- Provide expert, specialist advice to the product team, customers and stakeholders on the application of best practice in product design and delivery of innovative and user-centred product applications, software and solutions
- Commit to exploring and finding the right solution for broad user base, NSW citizens
- Stay up-to-date on the current and best UI and visual design practices and trends
- Evangelize new interface guidelines and design patterns
- Guide and mentor less senior designers and offer leadership across all teams as a subject matter expert

Key challenges

- Balance competing demands to ensure deliverables are achieved
- Deliver right design for the uniquely broad user base – all citizens of NSW
- Understand relationships between components of processes and the impact of changes
- Maintaining currency on the current UX, UI and visual design practices and trends

Key relationships

Who	Why
Internal	
Product Owner	<ul style="list-style-type: none">● Escalate issues, receive instructions and provide feedback/updates
Work team	<ul style="list-style-type: none">● Share information and influence product direction● Work collaboratively to contribute to achieving the team's business outcomes● Maintain flat hierarchy and culture
Customers and Agencies	<ul style="list-style-type: none">● Resolve and provide solutions to issues● Develop and document solution requirements

Role dimensions

Decision making

- Working as part of a product team, the Principal Product Designer will advise and lead input to product design decisions
- This role will deliver the product design, and lead consultation and collaboration across the organisation, with partners and customers to ensure continuous improvements and customer centric product design and delivery

- Decision making is based on sound evidence, however when necessary the Principal Product Designer is required to make effective judgements under pressure, without complete information or a source of advice being available
- This role operates within an autonomous team and is accountable for the quality, integrity and accuracy of product design advice and delivery

Reporting line

The Principal Product Designer reports to the Product Manager.

Direct reports

This role does not have direct people management responsibility. However, the role has an element of coaching, mentoring, educating and support of colleagues within their team and across the broader product teams.

Budget/Expenditure

This role does not have direct budget management responsibility.

Essential and Desirable requirements

- A comprehensive portfolio of design work that demonstrates complexity and broad customer experience
- Experience with agile and lean philosophies
- Excellent communication, presentation, and organizational skills in order to communicate design decisions to multiple stakeholders
- Demonstrated ability to rapidly iterate on prototypes and ability to code prototypes viewed favourably
- Proficiency in Creative Suite and/or Sketch or some equivalent
- Proven experience of HTML / CSS / JS
- User research experience in technical domains
- Visual identity and branding experience
- Demonstrated illustration skills and experience with data visualisation
- Consistently lead user discovery research projects; service design, contextual inquiry, human-centred design, user-centred design, design thinking, usability testing, synthesizing patterns into insights.
- Experience in UI, visual design and UX and delivery of complex product solutions for customer service delivery environments
- Experience and examples of working in collaborative, cross functional teams including engineers and Product Managers. Examples of coaching and mentoring less experienced designers viewed positively
- **Empathy and passion for our customer, the citizens of NSW.**





Capabilities for the role


The NSW Public Sector Capability Framework applies to all NSW public sector employees. The Capability Framework is available at www.psc.nsw.gov.au/capabilityframework

This role also utilises an occupation specific capability set which contains information from the Skills Framework for the Information Age (SFIA). The capability set is available at www.psc.nsw.gov.au/capabilityframework/ICT

Capability summary

Below is the full list of capabilities and the level required for this role. The capabilities in bold are the focus capabilities for this role. Refer to the next section for further information about the focus capabilities.

NSW Public Sector Capability Framework		
Capability Group	Capability Name	Level
 Personal Attributes	Display Resilience and Courage	Advanced
	Act with Integrity	Adept
	Manage Self	Advanced
	Value Diversity	Adept
 Relationships	Communicate Effectively	Advanced
	Commit to Customer Service	Advanced
	Work Collaboratively	Advanced
	Influence and Negotiate	Adept
 Results	Deliver Results	Advanced
	Plan and Prioritise	Advanced
	Think and Solve Problems	Advanced
	Demonstrate Accountability	Advanced
 Business Enablers	Finance	Adept
	Technology	Advanced
	Procurement and Contract Management	Intermediate
	Project Management	Adept

Occupation / profession specific capabilities		
Capability Set	Category and Sub-category	Level and Code
	Development & Implementation, User Experience, User Experience Design	Level 5 – HCEV
	Development & Implementation, Systems Development, Programming/software Development	Level 5 – PROG
	Strategy & Architecture, Business Strategy & Planning, Innovation	Level 5 - INOV

Focus capabilities

The focus capabilities for the role are the capabilities in which occupants must demonstrate immediate competence. The behavioural indicators provide examples of the types of behaviours that would be expected at that level and should be reviewed in conjunction with the role's key accountabilities.

NSW Public Sector Capability Framework		
Group and Capability	Level	Behavioural Indicators
Personal Attributes Display Resilience and Courage	Advanced	<ul style="list-style-type: none"> ● Stay calm and act constructively in highly pressured and unpredictable environments ● Give frank, honest advice in the face of strong, contrary views ● Accept criticism of own ideas and respond in a thoughtful and considered way ● Welcome new challenges and persist in raising and working through novel and difficult issues ● Develop effective strategies and show decisiveness in dealing with emotionally charged situations, difficult and controversial issues
Personal Attributes Manage Self	Advanced	<ul style="list-style-type: none"> ● Act as a professional role model for colleagues, set high personal goals and take pride in their achievement ● Actively seek, reflect and act on feedback on own performance ● Translate negative feedback into an opportunity to improve ● Maintain a high level of personal motivation ● Take the initiative and act in a decisive way
Relationships Communicate Effectively	Advanced	<ul style="list-style-type: none"> ● Present with credibility, engage varied audiences and test levels of understanding ● Translate technical and complex information concisely for diverse audiences ● Create opportunities for others to contribute to discussion and debate ● Actively listen and encourage others to contribute inputs ● Adjust style and approach to optimise outcomes ● Write fluently and persuasively in a range of styles and formats
Relationships Commit to Customer Service	Advanced	<ul style="list-style-type: none"> ● Promote a culture of quality customer service in the organisation ● 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 ● Ensure that the organisation's systems, processes, policies and programs respond to customer needs
Relationships Work Collaboratively	Advanced	<ul style="list-style-type: none"> ● Build a culture of respect and understanding across the organisation ● Recognise outcomes which resulted from effective collaboration between teams ● Build co-operation and overcome barriers to information sharing, communication and collaboration across the organisation and cross-government ● Facilitate opportunities to engage and collaborate with external

		<ul style="list-style-type: none"> ● stakeholders to develop joint solutions
Results Deliver Results	Advanced	<ul style="list-style-type: none"> ● Drive a culture of achievement and acknowledge input of others ● Investigate and create opportunities to enhance the achievement of organisational objectives ● Make sure others understand that on-time and on-budget results are required and how overall success is defined ● Control output of business unit to ensure government outcomes are achieved within budget ● Progress organisational priorities and ensure effective acquisition and use of resources ● Seek and apply the expertise of key individuals to achieve organisational outcomes
Results Think and Solve Problems	Advanced	<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 ● Take account of the wider business context when considering options to resolve issues ● Explore a range of possibilities and creative alternatives to contribute to systems, process and business improvements ● Implement systems and processes that underpin high quality research and analysis
Business Enablers Technology	Advanced	<ul style="list-style-type: none"> ● Show commitment to the use of existing and deployment of appropriate new technologies in the workplace ● Implement appropriate controls to ensure compliance with information and communications security and use policies ● Maintain a level of currency regarding emerging technologies and how they might be applied to support business outcomes ● Seek advice from appropriate technical experts to leverage information, communication and other technologies to achieve business outcomes ● Implement and monitor appropriate records, information and knowledge management systems protocols, and policies

Occupation specific capability set (Skills Framework for the Information Age – SFIA)

Category and Sub-Category	Level and Code	Level Descriptions
Development & Implementation User Experience	Level 5 HCEV	User Experience Design (HCEV) - Develops visual user experiences across digital assets by guiding project teams to evolve key elements of a digital proposition. Combines understanding of customers and market conditions, with knowledge of digital trends, to create concepts that are both user-centred and competitively differentiating. Facilitates the generation of new concepts and ideas and illustrates concepts with impact. Manages client expectations, explaining the costs and benefits of user experience activities, and advising on risks resulting from poor user experience.
Development & Implementation Systems Development	Level 5 DESN	Programming/software Development (PROG) - Sets local or team-based standards for programming tools and techniques, including security guidelines, and the selection of appropriate development methods. Advises on application of standards and methods and

		ensures compliance. Takes technical responsibility for all stages and/or iterations in a software development project, providing method specific technical advice and guidance to project stakeholders. Assigns work packages, monitors performance and manages change control dynamically, to optimise productivity. Provides advice, guidance and assistance to less experienced colleagues as required.
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