Role Description

Role Title	Product Designer
Agency	Service NSW
Division	Product
Location	McKell
Grade/Band	Grade 7/8
Kind of Employment	Various
ANZSCO Code	261312
Role Number	Various
PCAT Code	1226492
Date of Approval	November 2017
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 Product Designer supports all aspects of product design to deliver user-centred product applications, software and solutions which support Service NSW to deliver customer value. Working in a lean, agile, and client focused environment, the Product Designer will lead and support across the design process, and collaborate with key internal and external stakeholders to ensure product designs supports an excellent end-to-end customer experience.

Key accountabilities

- Support end to end product design through discovery, framing, and iterative development and delivery
- Undertake research to understand user experience and test solutions for continuous design optimisation
- Review, interpret and respond to detailed business specifications to ensure alignment between customer expectations and product capability
- Collaborate across Service NSW, with partner agencies, and with customers to understand business requirements, and work closely with team members to design solutions
- Contribute to development of product design artefacts including customer journey maps, services design blueprints and solution prototypes

Key challenges

- Balance competing demands to ensure deliverables are achieved
- Understand relationships between components of processes and the impact of changes
- Managing stakeholder and team expectations and outcomes
- Maintaining currency on the current UX, UI and visual design practices and trends

Key relationships

Who	Why
Internal	
Product Owner	- Inform Product Owner about agreed product design - Escalate issues, keep informed, advise and receive instructions
Work team	- Work collaboratively to contribute to achieving multiple team's business outcomes - Contribute to meetings to obtain the work group perspective and share information
Clients/customers	- Resolve and provide solutions to issues - Develop and document solution requirements
External	
Vendors / Suppliers	- Evaluate options for solutions and services - Incorporate external requirements and features in solution designs

Role dimensions

Decision making

- Working as part of a Product Team, the Product Designer will support and provide input to product design decisions
- This role will deliver the product design, and support consultation and collaboration across the organisation, with partner agencies, and with customers to ensure continuous improvement and customer centric product design and delivery
- This role is accountable for the quality, integrity and accuracy of product design advice and delivery

Reporting line

The Product Designer reports to the Product Owner.

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Direct reports

This role does not have direct people management responsibility.

Budget/Expenditure

This role does not have direct budget management responsibility.

Essential requirements

- Broad experience in UX design and delivery of complex product solutions for customer service delivery environments
- Wide experience with data visualisation, branding, visual identity and testing designs with users
- Proficiency in Creative Suite, Sketch or equivalent
- Proficiency in HTML / CSS / JS
- Experience managing projects, product design and / or software development within an Agile / DevOps environment will be an advantage

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**	**Adept**
	Act with Integrity	Adept
	Manage Self	**Adept**
	Value Diversity	Intermediate
Relationships	**Communicate Effectively**	**Intermediate**
	Commit to Customer Service	**Adept**
	Work Collaboratively	**Adept**
	Influence and Negotiate	Adept
Results	**Deliver Results**	**Intermediate**
	Plan and Prioritise	Adept
	Think and Solve Problems	**Intermediate**
	Demonstrate Accountability	Advanced
Business Enablers	Finance	Intermediate
	Technology	**Advanced**
	Procurement and Contract Management	Intermediate
	Project Management	Adept

Occupation / profession specific capabilities

Capability Set	Category and Sub-category	Level and Code
SFIA	**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.

Group and Capability	Level	Behavioural Indicators
NSW Public Sector Capability Framework		
Personal Attributes Display Resilience and Courage	Adept	• Be flexible, show initiative and respond quickly when situations change • Give frank and honest feedback/advice • Listen when ideas are challenged, seek to understand the nature of the criticism and respond constructively • Raise and work through challenging issues and seek alternatives • Keep control of own emotions and stay calm under pressure and in challenging situations
Personal Attributes Manage Self	Adept	• Look for and take advantage of opportunities to learn new skills and develop strengths • Show commitment to achieving challenging goals • Examine and reflect on own performance • Seek and respond positively to constructive feedback and guidance • Demonstrate a high level of personal motivation
Relationships Communicate Effectively	Intermediate	• Focus on key points and speak in 'Plain English' • Clearly explain and present ideas and arguments • Listen to others when they are speaking and ask appropriate, respectful questions • Monitor own and others' non-verbal cues and adapt where necessary • Prepare written material that is well structured and easy to follow by the intended audience • Communicate routine technical information clearly

NSW Public Sector Capability Framework		
Group and Capability	**Level**	**Behavioural Indicators**
Relationships Commit to Customer Service	Adept	• Take responsibility for delivering high quality customer-focused services • Understand customer perspectives and ensure responsiveness to their needs • Identify customer service needs and implement solutions • Find opportunities to co-operate with internal and external parties to improve outcomes for customers • Maintain relationships with key customers in area of expertise • Connect and collaborate with relevant stakeholders within the community
Relationships Work Collaboratively	Adept	• Encourage a culture of recognising the value of collaboration • Build co-operation and overcome barriers to information sharing and communication across teams/units • Share lessons learned across teams/units • Identify opportunities to work collaboratively with other teams/units to solve issues and develop better processes and approaches to work
Results Deliver Results	Intermediate	• Complete work tasks to agreed budgets, timeframes and standards • Take the initiative to progress and deliver own and team/unit work • Contribute to allocation of responsibilities and resources to ensure achievement of team/unit goals • Seek and apply specialist advice when required
Results Think and Solve Problems	Intermediate	• Research and analyse information and make recommendations based on relevant evidence • Identify issues that may hinder completion of tasks and find appropriate solutions • Be willing to seek out input from others and share own ideas to achieve best outcomes • Identify ways to improve systems or processes which are used by the team/unit
Business Enablers Technology	Advanced	• 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.