

# Role Description

## Senior Designer



Cluster	Department of Customer Service
Agency	Service NSW
Division/Branch/Unit	Digital and Middle Office
Location	McKell Building, Sydney
Classification/Grade/Band	Service NSW Award Grade 9/10
Role Number	Various
ANZSCO Code	261312
PCAT Code	1226492
Date of Approval	November 2019
Agency Website	<a href="http://www.service.nsw.gov.au">www.service.nsw.gov.au</a>

### Agency overview

Service NSW is making it easier for people and businesses across NSW to access government services.

Since launch in July 2013, we have successfully transformed and streamlined NSW Government service delivery with cutting edge digital solutions and an award-winning culture of passion and teamwork.

Our customer-centric solution offers simpler and faster access to government transactions through our digital channels, a 24/7 phone service and an expanding network of service centres.

We currently partner with over 50 agencies to offer over 1,000 NSW Government transactions including drivers' licences, vehicle registration renewals, applications for birth certificates, Seniors Cards, Housing NSW payments, fines, contractor licences and many more.

### Primary purpose of the role

This role will participate in 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 share in end-to-end product design through discovery, framing and iterative development, collaborating closely with a team of Designers, Engineers, Product Manager and other subject matter experts.

### Key accountabilities

- Maintain a user-centered approach in design perspective and practice and support end-to-end product design through discovery, framing and iterative development and delivery
- Partner with clients and stakeholders to understand business requirements, populated user-centred design requirements design solutions that ensure alignment between customer expectations and product capability

- Implement design initiatives from definition through to implementation, including overcoming technical challenges and applying best practice methodologies to ensure projects are delivered on time.
- Maintain knowledge and awareness of relevant practices, insights, challenges, industry trends opportunities in order to identify, pursue, recommend and deliver innovative solutions that optimise business outcomes and contribute to a best practice business function in line with business requirements.
- Champion new interface guidelines and design patterns

## Key challenges

- Balance competing demands to ensure deliverables are achieved while delivering the right design for the uniquely broad user base – all citizens of NSW
- Understand relationships between components of processes and the impact of changes while maintaining currency on the current design practices and trends

## Key relationships

Who	Why
<b>Internal</b>	
Manager	<ul style="list-style-type: none"> <li>• Escalate issues, keep informed, advise and receive instructions</li> <li>• Inform on agreed engineering approach</li> <li>• Identify risks, opportunities and emerging and contentious issues to facilitate informed decision making</li> <li>• Conduct/participate in meetings to represent work group perspective and share information</li> </ul>
Work Teams	<ul style="list-style-type: none"> <li>• Provide clear and consistent communication to product teams to ensure consistent execution of architectural strategy.</li> <li>• Support team members to work collaboratively to achieve business outcomes including executing strategy</li> </ul>
Internal Customers/Stakeholders	<ul style="list-style-type: none"> <li>• Provide a customer-focused approach to platform delivery</li> <li>• Communicate with business stakeholders on technology subjects in a business context</li> <li>• Manage the flow of information, seek clarification and provide customer focused advice and responses to ensure prompt resolution of issues</li> <li>• Address/respond to queries to provide advice where possible or redirect to relevant party for review and resolution</li> </ul>
<b>External</b>	
Stakeholders	<ul style="list-style-type: none"> <li>• Develop and maintain effective working relationships with external stakeholders</li> </ul>

## **Role dimensions**

### **Decision making**

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

### **Reporting line**

This role reports to the Product Manager.

### **Direct reports**

Nil

### **Budget/Expenditure**

Nil

## **Essential requirements**





Tertiary qualifications within a relevant business discipline, or demonstrated relevant working experience in a similar role.

## **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](http://www.psc.nsw.gov.au/capabilityframework)

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

### Occupation / profession specific capabilities

Capability Set	Category, Sub-category and Skill	Level and Code
	<b>Development &amp; Implementation, User Experience, User Experience Design</b>	<b>Level 5 – HCEV</b>
	<b>Development &amp; Implementation, Systems Development, Programming/software Development</b>	<b>Level 5 – PROG</b>
	<b>Strategy &amp; Architecture, Business Strategy &amp; Planning, Innovation</b>	<b>Level 5 - INOV</b>

### 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.

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

Category, Sub-category	Level and Code	Skill and Level Description
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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	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.