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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. | |
| 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 |
| 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 |
| 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 |
| 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 |
| 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 |
| 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 |
| 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 |
| 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 |