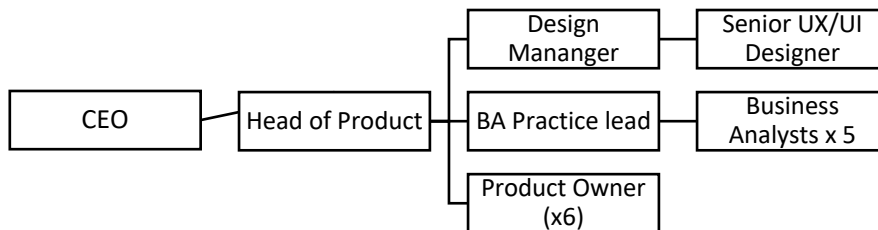| Position Description	
Job title:	Senior UX/UI Designer
Location:	Head office, Lower Hutt
Reporting to:	Design Manager
Date:	August 2023

Purpose

The Senior UI/UX Designer is responsible for designing simple and intuitive user experiences and creating user-friendly interfaces that enable customers and staff to understand how to use complex technical products.

The person in this role:
- Work as part of an agile product development team to identify opportunities, explore solutions, and ship user-focused design solutions.
- Will deeply understand our different customer groups - their needs, pain points, and behaviours - and ensure user insights and business needs inform designs.
- Support product discovery and use human-centred design principles to evolve and innovate our product set
- Design and produce high quality designs that adhere to design, usability and accessibility principles

Organisation structure

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 • Develop and iterate user personas and ensure the 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 product & design needs • 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 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 • Work with Product Owners, development teams and the wider business to understand business and user needs, strategy, technical constraints • Working with development & delivery teams to validate ideas and prototypes, and understand delivery requirements • 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

Result area	Activities	KPI's
Design customer experience and product 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 deliverable 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 specced/documented for development
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

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 other accountable to tasks and deadlines
• Self-motivated and proactive
• Initiative, drive and action oriented
• Flexibility