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POSITION DESCRIPTION

UX Designer

Faculty/Division

Education and Student Experience

Position Number

Division of Soc Imp, Eq & Eng

Position Level

ADMIN ONLY

Original document creation

6

August 2024

Position Summary

The Marketing & Digital Experience portfolio has been established to enhance UNSW's global brand reputation, create sharper brand distinctiveness, amplify UNSW's globally renowned expertise across societal impact framework themes, and support the university to realise the ambition of its new 'Progress for All' strategic plan.

Striving to be at the forefront of marketing and digital experience leading practice, the team instils audience centricity and leverages UNSW's Adobe and Sales CRM investment to deliver deeper personalized relationships through sophisticated marketing, content, data, digital experience and student recruitment functions, to support UNSW's commercial and societal impact outcomes.

The Marketing & Digital Experience portfolio has four pillars: Marketing & Content, Digital Experience, Strategy & Performance, and Future Student Recruitment, with offshore China and India operations also reporting into the portfolio.

The UX Designer is responsible for creating intuitive and engaging user experiences for digital products and services for Future Student audiences. The position plays a key role in creating user-centered design to create more personalised and tailored digital experiences, working closely with cross-functional teams to ensure alignment with the Future Student's strategy.

The UX Designer reports to the UX Lead and has no direct reports.

Accountabilities

Specific accountabilities for this role include:

- Create user-centred designs for 'Future Student' projects with multi-faceted user experiences, from conceptualization to launch to optimise the management of prospective student experiences

- Collaborate with cross functional teams to leverage student data captured to design personalised and tailored digital experiences.
- Work closely with the cohort teams to identify opportunities for better data capture through the website.
- Contribute to leading user-centered design collaborating with product managers, developers, and other UNSW stakeholders to ensure design solutions are aligned with business goals and cohort user needs, and aligned with UNSW Brand requirements.
- Conduct user research and usability testing to inform design decisions and validate design complex concepts.
- Create high-fidelity wireframes, prototypes, and visual designs that effectively communicate design solutions to stakeholders.
- Ensure effective communication with key stakeholders and guaranteeing that designs are accessible, inclusive, and meet industry standards for usability and user-centered design.
- Stay up-to-date with emerging design trends and user centred design leading practice.
- Support the maintenance and enhancement of the Global Experience Framework library to ensure knowledge transfer is accessible
- Align with and actively demonstrate the [Code of Conduct and Values](#)
- Cooperate with all health and safety policies and procedures of the university and take all reasonable care to ensure that your actions or omissions do not impact on the psychosocial or physical health and safety of yourself or others.

Skills and Experience

- Relevant tertiary qualification with subsequent relevant experience or equivalent competence gained through any combination of education, training and experience.
- At least 3-4 years of experience as a UX Designer, with a proven track record of delivering high-quality user-centered design solutions.
- Strong portfolio demonstrating a solid understanding of user-centered design principles, and showcasing a range of design projects and processes.
- Proficiency in design tools such as Sketch, Figma, and Adobe Creative Suite.
- Good communication, collaboration, and self-leadership skills, with the ability to effectively communicate design solutions to cross-functional teams and stakeholders.
- Passion for user-centered design and a commitment to staying up-to-date with emerging design trends and techniques.
- Self-initiative and ability to work effectively with minimal supervision.
- An understanding of and commitment to UNSW's aims, objectives and values in action, together with relevant policies and guidelines.

- Knowledge of health and safety responsibilities and commitment to attending relevant health and safety training.

About this document

This Position Description outlines the objectives, desired outcomes, key responsibilities, accountabilities, required skills, experience and desired behaviours required to successfully perform the role.

This template is not intended to limit the scope or accountabilities of the position. Characteristics of the position may be altered in accordance with the changing requirements of the role.