Position Description

Position Title:	**Senior User Experience Designer**

Position No:	50142166
Organisation Unit:	Digital Marketing and Customer Engagement, Marketing Operations
Campus/Location:	Melbourne (Bundoora)
Classification:	Higher Education Officer Level 7 (HEO7)
Employment Type:	Fixed term Full-Time
Position Supervisor : Number:	Digital Innovation Advisor 50039514
Reports positions: level:	0 reports
Other Benefits:	http://www.latrobe.edu.au/jobs/working/benefits

Further information about:

La Trobe University - http://www.latrobe.edu.au/about

Jobs at La Trobe - http://www.latrobe.edu.au/jobs

Position Title: **Senior User Experience Designer**

Position Context / Purpose

The Marketing and Recruitment Division plays a key role in the development of customer growth and stakeholder engagement strategies across all available markets and channels including domestic, regional, international markets and online.

This role sits within the Digital Marketing and Customer Engagement and is part of the Marketing Operations unit. The team is responsible for planning, optimisation and management of digital marketing activities. With the customer at the heart of all decisions, an opportunity has now arisen for a user experience specialist to join the team. Working closely with teams from across M&R the successful applicant will play a critical role in building customer insights and amazing digital customer experiences: they will be the voice that advocates the user's digital experience to the wider business.

Reporting to the Digital Innovation Advisor, this position is responsible for

- Delivering elegant and intuitive design solutions that improve the digital experience for future students.
- The ongoing review and enhancement of La Trobe's owned channel digital marketing user interfaces including web and mobile.

The successful applicant will possess attributes including:

- a passion for user experience and user interface design
- sound knowledge of mobile app and responsive web design methodologies
- excellent creative, analytical and process-oriented skills: a creative mind, capable of devising innovative solutions
- excellent communication skills
- the ability to consult and liaise with key stakeholders at all levels
- the ability to work on multiple projects simultaneously within tight time frames

Key Areas of Accountability

1. Manage and lead in-house user research activities including interviews, contextual enquiries, surveys and data analysis.
   a. Translate high level business needs into user interface proposals that integrate the latest standards and trends in both interaction and visual design.
   b. Develop detailed experience designs from project inception, through to build and launch.
   c. Anticipate customer needs, identify opportunities and facilitate change management
   d. Plan and conduct usability studies of existing and proposed designs
   e. Conduct heuristic reviews of existing interfaces and document recommendations
   f. Educate and mentor other team members on user research methodology and techniques

2. Take a lead role in the creation of UX deliverables including personas, scenarios, task flows, wireframes, visual mock-ups, IA and interactive prototypes.

   Communicate and promote design concepts and solutions to stakeholders across the university.
3. Lead digital experience design projects and activities, involving:
   a. Managing stakeholders and facilitating workshops
   b. Negotiating solutions / delivering recommendations where a range of interests have to be accommodated, requiring working with contributors with different areas of expertise, and sharing accountability for the decisions taken.
   c. Providing consultancy advice to others from across the University, being recognised as an expert in digital experience design
4. Advocate for improvements in digital customer experience. Share insights and educate teams with regard to human centred design principles. Work across channels to drive a consistent customer experience.
5. Lead the design of digital interfaces that embody core user experience principles and design thinking processes.
6. Work to defined project scope and schedule, and produce reports on current work and the outcomes of implementing enhancements to digital experiences
7. Develop strong working relationships with key stakeholders
8. Identify existing gaps in user experience, champion opportunities for improvement with stakeholders.
9. Undertake project management duties in accordance with University processes and requirements and ensure project outcomes are aligned to strategic organisational goals.

Key Selection Criteria:

ESSENTIAL

1. Bachelor's degree in Design, Interaction Design, Web or related field or an equivalent alternate combination of relevant knowledge, training and/or experience.
2. High-level oral and written communication skills, and the ability to liaise in a consultative manner to create strong working relationships. Strong stakeholder management skills, and confidence with provision of advice regarding application of corporate web policies and procedures.
3. Demonstrated understanding of user research techniques, user centred design practices, core design principles, interaction design principles, and user testing approaches and a passion for improving digital customer experience
4. Proficiency with interaction design tools, for example Adobe Creative Cloud, Invision, Axure, OmniGraffel or other prototyping / wireframing tools.
5. Established portfolio of user experience deliverables (e.g. conceptual maps, information architecture maps, user flows, wireframes, prototypes, personas, UI style guides).
6. Familiarity with designing complex websites and multi-platform experiences plus a good working knowledge of mobile first and responsive mobile design principles.
   Understanding of HTML, CSS and JavaScript

7. Experience with making data-driven design recommendations based on data sources including Google Tag Manager, Google Analytics or other similar tools

8. Experience with the application of usability testing techniques, accessibility guidelines (WCAG 2.0), and an understanding of compliance with relevant state and federal legislation.

9. Demonstrated ability to set priorities and monitor workflows within areas of responsibility with an ability to manage several different projects concurrently.

10. Proven analytical and problem solving capability with an excellent attention to detail

11. Ability to express your ideas on what makes a great user experience, to innovate and take responsibility for achieving best practice outcomes.

DESIRABLE

1. Experience working in an Agile project environment

2. Experience in the higher education, or other large, complex organisations.

La Trobe Cultural Qualities

Our cultural qualities underpin everything we do. As we work towards realising the strategic goals of the University we strive to work in a way which is aligned to our four cultural qualities:

- We are Connected: We connect to the world outside — the students and communities we serve, both locally and globally.
- We are Innovative: We tackle the big issues of our time to transform the lives of our students and society.
- We are Accountable: We strive for excellence in everything we do. We hold each other and ourselves to account, and work to the highest standard.
- We Care: We care about what we do and why we do it. We believe in the power of education and research to transform lives and global society. We care about being the difference in the lives of our students and communities.