Job Title: UX Designer

Department: Digital

Based: Hartlebury

Reporting to: UX Manger

PURPOSE

As a member of our UX & Design team, you will be responsible for helping our award-winning Digital team delivery high quality, user-centric experiences to our extensive and ever-growing list of clients (including high-profile names such as Lloyds Banking Group, BT, EE, Sainsbury's and Jaguar Land Rover, to name just a few). This is a highly varied role in an exciting, fast-paced multi-service communications agency, and is crucial in ensuring that we continually deliver the right products and solutions for both our clients and their audiences.

In addition to designing the look and feel of digital platforms (including websites, apps, AR experiences and games), this role provides the opportunity to get involved in projects from day one and shape the direction of the final product. The UX Designer sets out the plan for features and functionality of the system, to ensure that it fulfils the project objectives in a way that is logical and easy to use for the end user. Therefore, strong leadership and decision making skills are a must.

Research and planning are at the heart of our digital projects, and this role will command strong communication and people skills to extract the necessary information from project stakeholders and, occasionally, end-users to understand their needs and wants. These insights are then used to define the project's requirements and ultimately determine what we will build.

Outside of project work, this person will form a core part of our UX team, supporting the team with both ongoing work as well as future innovation. This will involve taking an active, senior position within the team to ensure that standards are upheld, be this through reviewing work completed by others or optimising our processes and procedures to ensure efficient and effective delivery. In addition to this, there will also be a strong element of collaboration to mentor and coach more junior members of the team and develop their skills.

PRINCIPLE DUTIES

- Delivery of project research, planning and design, including:

    - Planning and running user studies, such as focus groups and user testing
    - Conducting expert reviews and recommendation reporting for existing platforms
    - Wireframe and wireflow creation

- o Defining and developing user journeys, making decisions on the optimum experience
- o Requirements documentation including information architecture and user stories
- o Design system and pattern library creation (and maintenance), with particular attention to Atomic design principles where needed

- Supporting the wider UX & Design team through active collaboration to peer review work and share new ideas
- Facilitation of stakeholder meetings and workshops to gather requirements and present work
- Creation and presentation of engaging, user-friendly website and app interfaces
- Supporting the project management team with estimating timelines and delivery of work
- Presentation of planning work to the wider project team (project managers, front and back end developers, and testers)
- Active participation in project reviews and quality control gateways to ensure delivery is consistent with planning documents and designs

This list is not exhaustive and you will be expected to work flexibly and undertake other such duties as the management may from time to time reasonably require.

EXPERIENCE

- Experience taking the design lead on a small project team
- Experience in coaching and mentoring more junior team members, including critiquing work and providing constructive feedback
- Experience collaborating with multiple designers and developers on one project
- Experience in mapping out project requirements and driving forward the project planning and design to deliver the best solution for the end user

SKILLS

Proficient in the use of the following software and systems:

- Sketch (our primary design tool)
- Adobe Photoshop
- Adobe Illustrator
- Axure RP (our primary wireframing and mapping tool)

- InVision
- Macs and macOS (many of our core tools are not available on Windows)

Knowledge of the following software is desirable:

- Principle
- Adobe After Effect with Bodymovin' and Lottie libraries
- Lookback.io
- Morae

In addition:

- A strong technical grasp and ability to think logically and methodically will be required to assist with project planning (including, user journey mapping, information architecture and requirement documentation)
- Solid understanding of Mobile First principles and designing responsively for the web
- Experience designing native-type apps and experiences for both iOS and Android platforms
- Experience planning and facilitating user research studies, including focus groups, survey planning & analysis and usability testing
- Understanding of core principles of digital accessibility, such as key elements of W3C's WCAG specification
- An understanding of designing and creating micro-interactions and animations will be beneficial
- An understanding of basic front-end development principles is beneficial to ensure practical solutions are created and effective collaboration with our development teams
- Excellent leadership skills to develop the UX & Design team alongside the UX Manager

CHARACTERISTICS

- A passion for all things UX and Design, with a passion to innovate and drive forward new ideas, in-line with our rapidly evolving industry
- A friendly and approachable personality with excellent customer service skills, particularly with non-technical clients and individuals
- A methodical, level-headed approach to conflicting views and opinions
- A positive attitude to challenging and complex user experience problems

- A desire to support our UX team and help its members develop and flourish
- A determination to do what is right for our users, balanced with the ability to compromise when situations require

DATA SECURITY

At all times you must work within the guidelines set out in the **DRPG** Information Security Policy and your Employee Confidentiality Agreement. Failure to do so may be treated as gross misconduct.

FURTHER NOTES

The role will be based primarily in our Worcestershire Office and will require regular travel to other office locations. You will be expected to work flexibly and undertake other related commercial duties both in the UK and overseas as the company may from time to time reasonably require.

HEALTH AND SAFETY

At all times you must work within the guidelines set out in **DRPG's** Health & Safety Policy and Employee Manual.

The **DRP Group** is an equal opportunities employer.