

LONDON BOROUGH OF LEWISHAM

JOB DESCRIPTION

Designation:	Associate Product Designer	Grade:	PO2
Reports to (Designation):	Lead Product Designer	Grade:	PO8
Directorate:	Corporate Resources	Section:	IT & Digital Services

Main Purpose of the job:

The Associate Product Designer is responsible for creating new and improved experiences for our residents, from initial concept, discovery and user research, through to prototyping and usability testing, to delivering new solutions into production with our software development teams.

You have the ability to understand how a variety of technology systems work together, then make use of design skills to create simple and usable UI and prototypes that effectively communicate how we can bring this to life for our residents.

As Associate Product Designer, you will:

User Research

- Independently conduct user research and testing sessions for a variety of digital services and products.
- Conduct research sessions, drawing on user engagement and communications skills.
- Coordinate research for 1-2 product improvements, partnering with the Product Manager and Software Developers.
- Support the team and council in meeting accessibility standards, guidelines and best practice.

Research techniques

- Supports the Product and Service Designer with usability testing sessions using both in person and using remote tools for a variety of products – both for residents and staff.
- Supports the Product and Service Designer with independent ethnographic user research sessions, using a variety of techniques to plan and guide residents, and staff to understand why they take certain decisions when using our digital products.
- Coordinates research and testing schedules, ensuring residents and staff are involved and managing clear communication.

Analysis of results

- Synthesise large amounts of data (quantitative and qualitative)
- Create insight reports for a wide variety of audiences.
- Using online tools to synthesise user research sessions and manual user research script coding techniques if the situation requires it.
- Support the Product and Service Designer in creating realistic recommendations to present to the Software Developers.

Wireframing

- Experience working with wireframing and design tool such as Figma and Sketch.
- Designing 1-2 product improvements in parallel, carefully balancing the need for low and high-fidelity designs.
- Work with the Product Manager to ensure the design is prioritised in the product backlog and delivered to a high quality for the user.
- Present design ideas to variety of audiences and able to justify how specific research sessions have led to the requested design improvements.

Prototyping

- Some experience designing interactive prototypes using tools such as Figma and Sketch.
- Ability to demonstrate specific user journeys in a simple way, helping to clarify the user need and define the end-to-end technology journey to be developed.

Agile techniques and technical experience

- Work within a multidisciplinary technology team (or experience in wider industry)
- Support the Lead Product Designer to ensure the design roadmap is planned ahead of the development roadmap – ensuring requirements are ready to be built.
- Manage the handoff of designs to the Software Developers, ensuring the correct format of designs are added to the product backlog.
- Working in at least one development methodologies such as Agile (Scrum, Kanban) and Waterfall.

Service design

- Knowledge of service design and methodologies.
- Assist team is executing plans that are focused on enhancing the delivery of services, improving customer experiences, and aligning with organisational goals.
- Understanding of how to map service area business flows, to streamline process as well as understand their interconnection with the rest of the council.
- Knowledge of how to work with stakeholders to determine service opportunities, and specify effective business solutions.
- Collaborate to develop service patterns which encompass not just digital service delivery but all channels and methods of access; patterns must balance user need, business need, and technology constraint as well as balancing pragmatic design with ideals.

Additionally:

- Comply with our legal responsibilities under the General Data Protection Regulation (GDPR), Freedom of Information Act, Environmental Information Regulations and the Privacy and Electronic Regulations and Information Security Standards.
- Carry out the Council's environmental policy within the day to day activities of the post
- Deputise for the Product or Service Designer as required and undertake any other duties commensurate with the general level of responsibility of this post.

Internal contacts:

Members, Executive Directors, Directors, Service Group Managers and other staff across the Council as appropriate

External contacts:

3rd party suppliers currently working with Lewisham, other IT suppliers, Government departments, other Public Sector organisations

PERSON SPECIFICATION

JOB TITLE: Associate Product Designer
POST NO:

DIRECTORATE: Corporate Resources

GRADE: PO2

Note to Candidates

The Person Specification is a picture of the skills, knowledge and experience needed to carry out the job. It has been used to draw up the advert and will also be used in the shortlisting and interview process for this post.

Those categories marked 'S' will be used especially for the purpose of shortlisting.

If you are a disabled person, but are unable to meet some of the job requirements specifically because of your disability, please address this in your application. If you meet all the other criteria you will be shortlisted and we will explore jointly with you if there are ways in which the job can be changed to enable you to meet the requirements.

NOTICE FOR THE MANAGER

You do not have to use all of the categories; they are included to provide guidance to you. However, it should be noted that under normal circumstances. It is usually only knowledge, experience and an awareness of Equal Opportunities issues which can be measured from the Application Form.

CATEGORY	ESSENTIAL REQUIREMENTS 'S'
<p><u>Equal Opportunities</u></p> <p>To demonstrate commitment to the principles of equality and diversity in employment and service delivery.</p>	S
<p><u>Knowledge and Experience</u></p> <p>Experienced designing and shipping end-to-end experiences across native app and responsive web that are used by a wide range of end users.</p> <p>Some experienced conducting both qualitative and quantitative research and interpreting results – for example user research, usability testing and focus groups.</p> <p>Experience of conducting research both in person, and remotely, including use of online user research and testing tools.</p> <p>Crafting site structures and navigation for experiences that flow seamlessly.</p> <p>Define the interaction design for an experience that takes into consideration the business goals, resident needs, and technical feasibility, for the best outcome.</p> <p>Visual design for interfaces and interactions across platforms, with good understanding of how colour, iconography,</p>	S S S S S

<p>typography, movement and space all come together to build a brand feel and experience that is accessible, compelling and supports residents.</p> <p>Excellent persuasive skills, ability to present clearly your design journey, from research, through prototype and into production.</p> <p>Expertise in designing and prototyping with at least one tool such as Adobe XD, Figma and Sketch.</p> <p>Experienced in user engagement and communication, and able to sensitively adapt research sessions to be inclusive for a variety of people, including those with disabilities and accessibility needs.</p> <p>Working with software development team to ensure designs are delivered to a high standard, including quality checking designs in test environments</p> <p>Designing in a data-led way, by founding all new design in resident needs, derived from qualitative or quantitative research.</p> <p>Support the Lead Product Designer in scheduling testing and research sessions, ensuring users and venues are organized in advance of sessions.</p> <p>Support the Lead Product Designer in hand off of designs to the development team, ensuring the right quality and style is added to the product backlog.</p> <p>Some knowledge of how to guide design decisions in complex service areas, helping stakeholder see opportunities and leading process change and plotting a path forward.</p> <p>Some knowledge of service design principles, practices and methods</p>	<p>S</p> <p>S</p> <p>S</p> <p>S</p> <p>S</p> <p>S</p> <p>S</p>
<p><u>Qualifications</u></p> <p>Educated to degree level or equivalent practical experience, with evidence of continuous professional or managerial development</p>	
<p>Skills and Abilities</p> <p>Ability to work with multi-disciplinary teams</p> <p>Ability to communicate and generate understanding on technical issues for non-technical stakeholders</p> <p>Able to think, plan and act strategically and develop creative and innovative solutions to complex issues.</p> <p>Able to assess and evaluate risk</p> <p>Highly developed and effective communication skills – oral, written and presentational.</p>	

<p>Able to analyse data, identify recurring problems and implement change that delivers service improvements</p> <p>Knowledge of how to craft some elements of service details, including roles and skills, product and technology, process and ways of working, incentives and measurement, governance and finance</p>	
<p>Personal Qualities</p> <p>Resilient and positive attitude</p> <p>Customer focused</p> <p>Able to act corporately and collaboratively.</p> <p>Inclusive and supportive team player.</p> <p>A strong commitment to probity, honesty and openness, treating people consistently, fairly and with respect.</p>	<p>S</p>
<p><u>Circumstances</u></p> <p>Able to attend meetings in the evening and, on occasions, work outside and beyond the normal office hours to ensure deadlines and business objectives are achieved</p>	
<p><u>Physical</u> If you are a disabled person, but are unable to meet some of the job requirements specifically because of your disability, please address this in your application. If you meet all the other criteria you will be shortlisted and we will explore jointly with you if there are ways in which the job can be changed to enable you to meet requirements.</p>	