

LONDON BOROUGH OF LEWISHAM

JOB DESCRIPTION

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| Designation: | Lead Product Designer | Grade: | PO8 |
| Reports to (Designation): | Head of Digital Product and Development | Grade: | SMG3 |
| Directorate: | Corporate Resources | Section: | IT & Digital Services |

Main Purpose of the job:

The Lead 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.

As Lead for User Research and UX/UI Design in the council, you'll be responsible for creating and managing a design roadmap of projects, both in partnership with the Product and Development teams, and across the council's wider services. You will mentor and train the Product Design team, ensuring they have the right skills and abilities to succeed, whilst also managing design projects individually.

You will build and maintain strong relationships with council stakeholders, effectively engaging through various mediums to promote design thinking and best practice. You own the improvements to current design methods, processes, and tools. Acting as Design lead, you know when to advocate for design best practices and when to compromise on design solutions.

As Lead Product Designer, you will:

User Research

- You define and lead the research roadmap for the digital team, covering up to a year, ensuring our digital products meet longer term user objectives across projects and programmes.
- Responsible for defining and establish Design Objectives and Key Results (OKRs) to measure performance of user research, research techniques and the resulting designs. Be responsible for independently conducting user research and testing sessions for a variety of digital services and products.
- Expert-level experience 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.
- Extremely organised and detailed, with the ability to coordinate the research roadmap for up to 5 different products at the strategic level.
- Guide the team and council in accessibility standards, guidelines and best practice, mentoring Product Designers and providing training when needed. You act as Digital Accessibility Lead for the council – ensuring all digital services meet standards set out by Government Digital Service.
- Apply industry (public sector) wide insights to projects to streamline ways of working and improve design processes.

Research techniques

- Accountable for setting the strategy, channels and techniques used for user research across the council, ensuring the Product Design team delivers this to a high standard.
- Expert level experienced in multiple research techniques, such as user research and usability testing. You continuously seek to understand what new techniques become available, using your network and industry knowledge.

- Guide the team in defining research processes and tools used for user research in the council, and work with Information Governance and the Software Development team to procure and embed these into the team ways of working.
- Leads independent usability testing using both in person and using remote tools for a variety of products – both for residents and staff. Ability to define a baseline quantity and quality of research.
- Leads 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.
- Experienced at creating user journey maps and personas to demonstrate the end-to-end user journey of a resident or member of staff.
- Identify potential risks in the impact of design solutions to internal and external users. For example, excluding demographics and misuse of the product causing unintended consequences. Mitigate these through team collaboration and ensure the correct implementation of design solutions.
- Consider the risks in research sessions and operational processes, including the safety of team members and participants and financial implication of design solutions.

Analysis of results

- Highly experienced at synthesising a large amount of both qualitative and quantitative data – such as analytics data and interview scripts.
- Expert level experience at creating insight reports for a wide variety of audiences – up to Executive Director level – which indicates how we can better meet the user need.
- Define the tools which are used for research analysis in the council, considering how the team can work more productively to manage a high volume of data, generating more insights. You continuously seek to understand what new tools become available, using your network and industry knowledge.
- Expert level experience at using a variety of online tools to synthesise user research sessions to deliver insight at pace, whilst also able to use manual user research script coding techniques if the situation requires it.
- Skilled at working with Product and Development Leads to ensure design research is embedded into the software development lifecycle.

Wireframing

- Expert level experienced at working with a variety of wireframing tools, such as Adobe XD, Figma and Sketch.
- Ability to independently design 2-3 design product improvements in parallel, carefully balancing the need for low and high-fidelity designs.
- Provide guidance to the Software Developers on how to build the front-end components, ensuring the style guide is closely followed for a joined up user experience.
- Highly confident in presenting design ideas to variety of audiences and able to justify how specific research sessions have led to the requested design improvements. You support and mentor the Design team with difficult and complex proposals.
- Ability to guide the team to build scalable, sustainable, future-proofed design solutions

Prototyping

- Expert level experience at creating interactive prototypes using tools such as Adobe XD, Figma and Sketch.
- Ability to demonstrate specific complex user journeys in a simple way, which helps to clarify the user need and define the end-to-end technology journey to be developed.
- As Lead for Design, you define when Prototyping is required for individual product improvements, ensuring the team works productively.

Agile techniques and technical experience

- Highly experienced working with an Agile Software Development team, partnering with Product Managers, Software Developers and Architects on digital and technology products.
- Expert-level experience with a focus on digital and technology products, with understanding how agile development techniques can also be used with non-technology and business change programmes.
- You create and lead the design roadmap, ensuring your design team partners effectively with Product and Software Development.
- Work closely with the Product and Development Leads to ensure that the design roadmap is planned ahead of the development roadmap – ensuring requirements are ready to be built.
- Ensure a smooth handoff of designs to the Software Developers, by running design reviews. Mentor the design team in how to run effectively design reviews.
- Highly experienced in working in an iterative way, to gradually develop a product over time, focusing on the most valuable parts of the product and the Minimum Viable Product (MVP).
- Experienced in working in a variety of development methodologies such as Scrum, Kanban and Waterfall. You know when each technique should be applied and used, depending on the technology.

Service Design

- Support the Product Design team in developing strategic thinking to develop and execute long-term strategies and plans, that are focused on enhancing the delivery of services, improving customer experiences, and aligning with organisational goals.
- Highly experienced in working with service areas to map their business flows, inspiring service ambition and helping to streamline process as well as understand their interconnection with the rest of the council.
- Work with senior leaders across the council to determine service opportunities, and specify effective business solutions, including improvements in information systems, data management, practices, organisation and equipment. Act as an ambassador for Service Design.
- Accountable for the development of service patterns across the organisation 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.

Design Manager

- Lead and mentor the Product Design team on the best tools and techniques to use
- Ensure the Product Design team works closely and is aligned to the wider Digital team priorities and Service Plan.
- Work closely with the Lead Product Manager and Software Development Manager to align strategic priorities and cross-team processes.
- Set effective objectives for the Product Design team, with a balance of design techniques and tools, agile software development techniques, and personal skills and abilities such as communication and influencing.
- Build a collaborative relationship with the Service Design team in the Data Science function to facilitate any handoff of digital services design.
- Collaborate with the Graphic Design and Content Design team in the Communications function to ensure any brand and style guidelines are adhered to, and content dependencies are mapped to the design roadmap.
- Experienced with leading design operations - process design, communications strategy, building culture and creating progression frameworks

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 Head of Digital Product and Development 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

Number of fully managed staff: 2

Title: Product Designer

Grade: PO5

No of posts: 1

Title: Associate Product Designer

Grade: PO2

No of posts: 1

Number of partially managed staff: 2

PERSON SPECIFICATION

JOB TITLE: Lead Product Designer
POST NO:

DIRECTORATE: Corporate Resources

GRADE: PO8

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' |
|---|--|
| <u>Equal Opportunities</u> To demonstrate commitment to the principles of equality and diversity in employment and service delivery. | S |
| <u>Knowledge and Experience</u> Significant experience at managing a team of Product Designers against a strategic design roadmap. Significant experience in a variety of design and research tools and techniques, acting as a mentor for the Product Design team, improving their skills. Expert level experienced designing and shipping end-to-end experiences across native app and responsive web that are used by a wide range of end users. Expert level conducting both qualitative and quantitative research and interpreting results – for example user research, usability testing and focus groups. Significant experience of conducting research both in person, and remotely, including use of online user research and testing tools. | S S S S S |

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| Capable of creating interactive prototypes of new journeys, with both high and low fidelity designs, and testing these with residents. | S |
| Crafting site structures and navigation for experiences that flow seamlessly. | S |
| Define the interaction design for an experience that takes into consideration the business goals, resident needs, and technical feasibility, for the best outcome. | |
| Visual design for interfaces and interactions across platforms, with good understanding of how colour, iconography, typography, movement and space all come together to build a brand feel and experience that is accessible, compelling and supports residents. | S |
| | S |
| Excellent persuasive skills, ability to present clearly your design journey, from research, through prototype and into production. | S |
| Expertise designing and prototyping with tools such as Adobe XD, Figma and Sketch. | S |
| Working with software development team to ensure designs are delivered to a high standard, including quality checking designs in test environments | |
| Designing in a data-led way, by founding all new design in resident needs, derived from qualitative or quantitative research. | S |
| Ability to guide design decisions in complex service areas, helping stakeholder see opportunities and leading process change and plotting a path forward. | S |
| Deep understanding of service design principles, practices and methods | |
| <u>Qualifications</u> | |
| Bachelor's degree in Human-Computer Interaction, Product Design, User Experience Design, or a related field | |
| Skills and Abilities | |
| Significant experience working with multi-disciplinary digital technology teams | |
| Significant experience acting as Design Lead in an organization – partnering with other Product and Engineering Leads | |
| Ability to communicate and generate understanding on technical issues for non-technical stakeholders | |

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| <p>Significant ability to influence up to Executive Director level, ensuring design and research techniques are embedded across the council.</p> <p>Highly experienced in planning and act strategically and develop creative and innovative solutions to complex issues.</p> <p>Able to establish positive relationships with senior managers that generate mutual confidence and respect.</p> <p>Ability to develop influential relationships with internal and external residents and partners at a senior level</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>Experience in crafting 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>A strong and motivated leader with energy and credibility who commands the confidence of Senior managers, employees, partners and stakeholders.</p> <p>Able to motivate teams to deliver consistent results, meet objectives and deliver new ways of working.</p> <p>Assertive and leads by example, achieve successful outcomes and able to act firmly and decisively.</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> | S |
| <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> | |

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