UCAS

User Experience Designer

Basic information

Band: E
Job family: Marketing Communications
Terms: Permanent
Location: Cheltenham

Reports to: Lead UX Architect
Team: Marketing
Business unit: Customer Experience & Marketing

Additional conditions: Some travel and off-site working may be required

Role purpose:

As part of a user-centered design (UCD) process, the User Experience Designer will undertake all necessary research and evaluation, provide analysis and recommendations, and see these through to implementation – all supporting the development and delivery of an easy to use and fulfilling user experience, for all customers on ucas.com.
The candidate should have a background or strong understanding of overseas users as well as those in the UK, and be able to demonstrate this by creation of relevant personas and user journeys.

Key duties and responsibilities:

- Establish requirements for new developments working with key stakeholders.
- Translate requirements into the development of personas, user journeys, site maps, prototypes and wireframes.
- Brief development teams and liaise with them throughout the build, to ensure delivery of the project on time to budget.
- Provide advice and coaching to colleagues on the best way to delivery successful outcomes, with the customer/user lens.
- Establish qualitative and quantitative success measures for developments.
- Ensure sites are optimised to meet search, accessibility and legal standards.

- Manage all project documentation to track the online customer experience, and ensure team members and key stakeholders are kept informed.
- Work with external organisations as required, to scope and deliver projects.
- Provide quality assurance and supervision of outputs.

Accountabilities:

Financial authorities:

- To contribute towards collective financial revenue/savings targets.

Non-financial authorities:

- Authority to develop project plans.
- Authority to scope user testing, recruit users, and carry out user testing projects.
- Authority to make improvements to the website based on analytics and user feedback.
- Authority to make changes to service in development, based on user feedback.
- Authority to manage all stages within a project to achieve the overall project objectives.
- Authority to produce project documentation.
- Authority to make decisions to implement projects according to project plans.
- Authority to make decisions to improve project delivery, and make changes to projects according to customer feedback.
- Authority to manage external suppliers and staff.
- Authority to present projects to third parties and internal staff.
- Authority to represent UCAS at internal meetings and external events.

Person specification:

- Excellent knowledge of UX principles, minimum five years' experience.
- Strong user testing experience.
- Experience of working with international users and the education system, or similar.
- Proficient in software tools such as Axure and Morae.
- Excellent knowledge of all aspects of UX, quantitative and qualitative testing methodologies.
- Experience of designing test methods, lab testing and report/recommendation writing.
- Excellent communication, presentation, interpersonal and organisational skills.
- Excellent negotiating skills.
- Ability to work on own initiative.
- High attention to detail.

- Strong team player.
- 'Can-do' attitude.
- Creativity.

This role profile sets out the scope and main duties of the post at the date when it was drawn up. Such details may vary from time to time without changing the general character of the post or the level of responsibility entailed. Such variations are a common occurrence and cannot of themselves justify a reconsideration of the level of the post. All UCAS employees are expected to be flexible in undertaking the duties and responsibilities attached to their role and may be asked to perform other duties, which reasonably correspond to the general character of their role and their level of responsibility.

Our values in action

Customer – We always look through the customer lens. The logic of the customer is the logic of UCAS.

Commitment – When we commit, we deliver on time, quality, and budget, or we negotiate changed commitments for good reason. We never leave commitments uncovered.

Team – We work collaboratively. When we commit, we commit as an individual and as a team. We strive for and support team success as well as individual success.

Outcomes – We plan and do things to achieve outcomes. We define them, aspire to them, and deliver them.

Agility – We know we need to be agile when we look through the customer lens, when we make commitments, when we work in teams, and strive for the right outcomes.

Extraordinary – We are ambitious for our customers, for UCAS, and for our teams. We want more than ordinary outcomes – we strive to achieve extraordinary outcomes, extraordinary customer focus, and an extraordinary culture of high performance and quality of focus.