UI/UX DESIGNER

DEFINITION

Designs, develops, and implements various user interfaces and user experience designs (UI/UX) for use in print, webpages, applications, and mobile devices with a focus on maximizing usability and user experience.

TYPICAL DUTIES

Gathers business needs and product requirements in order to create user-focused and intuitive products, device interfaces, and platforms for mobile applications, desktops, and websites/web enabled applications.

Updates and maintains UI/UX standards to be used across all IT projects and platforms.

Participates in the development and/or review of content, such as electronic and print, to be widely consumed by District customers by applying UI/UX expertise.

Develops web page designs and layouts to meet UI/UX guidelines, best practices, and standards.

Collects and analyzes user behaviors and needs data through various types of user research, such as focused group observation, project team input, and surveys.

Generates and evaluates data usage and web analytics to establish a baseline of user experience and engagement to modify designs accordingly.

Designs a consistent UI/UX brand image across ITD projects and platforms.

Performs thorough quality checks of layout consistency and usability.

Utilizes web and database technologies, such as application design and development across multiple platforms to create prototypes or wireframes for web applications, dashboards and/or workflows.

Designs product mock-ups, graphical storyboards, and original artwork, and tests them against real user feedback.

Analyzes qualitative and quantitative data to translate customer needs.

Collaborates with programmers, subject matter experts, consultants, and other District employees in all phases of the development life cycle for software applications and various projects to provide input to solution modifications and enhancements.

Performs related duties as assigned

DISTINGUISHING CHARACTERISTICS AMONG RELATED CLASSES

A User Interface/User Experience (UI/UX) Designer designs user interfaces with the focus on maximizing usability and user experience.

A Multimedia Designer analyzes designs, develops, implements, and evaluates multimedia knowledge sharing solutions.

A Web Architect directs and manages global architecture activities, analyzes existing business practices, and develops workflow improvements and conducts feasibility studies for the development and maintenance of web applications.

SUPERVISION

General supervision is received from an IT administrator or designee. Functional supervision may be exercised over the development and implementation activities by project teams.

CLASS QUALIFICATIONS

Knowledge of:

UI/UX best practices
Design principles such as layout, visual hierarchy, typography and color
Branding and design standards
Design, wireframe and web production tools
Website design and navigation
Information Architecture (IA) practices
Interaction Design (IxD) practices
Designing, planning, and conducting user experience research
Section 504/508 compliance
Software and hardware fundamentals
Microsoft, Apple, and mobile device operating system concepts
Various user testing methods

Ability to:

Collaborate with stakeholders to understand business needs and product requirements
Facilitate the design process and present solutions
Research, understand requirements, processes, and problems to ensure that designs and layouts meet guidelines, best practices, and standards
Convey research findings and/or design approaches to diverse audiences in both written and oral format
Analyze qualitative and quantitative data
Conduct information gathering meetings
Collaborate and design projects from conception to delivery
Participate in multiple concurrent projects
Work independently with minimum supervision
Adjust and adapt to changing departmental and business unit needs
Create consistent and intuitive design systems across multiple platforms
Work under pressure and deadlines, effectively prioritizing assignments

ENTRANCE QUALIFICATIONS

Education:

Graduation from a recognized college or university with a bachelor's degree, preferably in Human Computer Interaction (HCI), Art, Web Design, Interaction Design, Computer Science, Graphic Design, or related field. Additional qualifying experience may be substituted for the required education on a year-for-year basis provided that graduation from high school or evidence of equivalent educational proficiency is met.

Experience:

Two years of experience in one or more of the following design areas: UI/UX; graphic/visual design or interaction design; information architecture (IA) and workflow; or creating prototypes and wireframes. One year of experience developing, creating, and/or producing web-based multimedia programs and other knowledge sharing solutions is preferrable.

This class description is not a complete statement of essential functions, responsibilities, or requirements. Entrance requirements are representative of the minimum level of knowledge, skill, and/or abilities. To the extent permitted by law, management retains the discretion to add or change typical duties of a position at any time, as long as such addition or change is reasonably related to existing duties.

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JAP