

**JOB DESCRIPTION**

**Job Title:** UX Digital Designer

**Grade:** E

**Service:** External Relations

**Campus:** Docklands

**Responsible to:** Product Owner/Channel Manager

**Liaison with:** Colleagues across the University, external agencies, other staff, students and external organisations as required

**Never Not Moving Forward**

Build your career, follow your passion, be inspired by our environment of success. #BeTheChange

The University of East London is one of the most diverse and vibrant universities in the global capital. Our pioneering and forward-thinking vision is making a positive and significant impact to the communities we serve, inspiring both our staff and students to reach their full potential.

Born in 1898 to serve the skills needs of the 2nd industrial revolution, the University of East London has commenced Year 3 of its transformational 10-year Vision 2028 strategic plan led by our Vice-Chancellor & President, Professor Amanda Broderick, to advance Industry 4.0 careers-1st education. We have a clear route-map to provide a springboard for the jobs and opportunities of the future; drive diversity in the 4.0 talent pipeline - working in partnership to promote talent wherever it is found; and to create an inclusive and sustainable, green future.

We are looking for forward-thinking, innovative, curious, high-energy, self-aware people who are passionate about making a positive difference and who will thrive in an inclusive and diverse University community who are never not moving forwards.

As one of the most socially inclusive and international Universities and comprising one of the most diverse staff populations in the UK (50% of our professoriate identify from black or minority ethnic backgrounds), we are hugely proud of our track record in reducing inequalities (ranked 1st in the UK & 2nd globally, Times Higher Education Global Impact Rankings, 2020) and our commitment to equality, diversity and inclusion is at the heart of Vision 2028.

We are building an environment of success where colleagues are supported to achieve, and our community can flourish and thrive. We are an accredited Investors in People Award Institution and have achieved the Investors in People Health and Wellbeing Award. With Athena Swan Awards and being one of a small number of Universities to have achieved the Race Equality Charter Award, we continue on our journey to address and reduce barriers to opportunity.

So, if you are looking to build your career in a dynamic, inclusive and performance-focused team and are inspired by our environment and drive for success, we want you to apply to join the University of East London. We are looking for inspirational individuals who have a passion to make a positive difference to people and planet, creating a more sustainable future for everyone.

**THE DEPARTMENT:**

We have built an external relations directorate that has brought together an integrated Communications & Engagement and Student Recruitment & Marketing service. The directorate is made up of a number of teams including Communications & Engagement, Marketing, Recruitment and Conversion, Outreach and Access, Design and Digital, Events and Advancement and the International Office. We are looking for team members who will be part of embedding an innovative practice to our external relations directorate and enjoy working in an agile environment as we work towards a culture of the ‘continuous new’.

**JOB PURPOSE:**

We are looking for a UI/UX Designer that is truly user-centred to turn our digital assets and software into easy-to-use products for our multiple audiences with a heavy emphasis on mobile technology and automation in the future

UI/UX Designer responsibilities will include gathering user requirements, designing graphic elements and building navigation components. In this role, you should be an analytical and creative designer who is able to grasp user needs and solve problems. To be successful in this role, you should have experience with design software and wireframe tools. If you also have a portfolio of professional design projects that includes work with web/mobile applications, we’d like to hear from you.

We are looking for a person that considers the Why, What and How of digital and product

use.

Why – motivations and values.

What – functionality and features.

How – Accessibility and aesthetics.

Ultimately, you’ll create both functional and appealing features in a more user friendly and intuitive way that address our audience needs and help us engage better with our audiences and stakeholders.

**MAIN DUTIES AND RESPONSIBILITIES:**

* Gather and evaluate user requirements in collaboration with product managers and engineers
* Illustrate design ideas using storyboards, process flows and sitemaps
* Design graphic user interface elements, like menus, tabs and widgets
* Build page navigation buttons and search fields
* Develop UI mock-ups and prototypes that clearly illustrate how sites function and look like
* Create original graphic designs (e.g. images, sketches menus, tabs, tables and widgets)
* Prepare and present rough drafts to internal teams and key stakeholders
* Identify and troubleshoot UX problems (e.g. responsiveness)
* Conduct layout adjustments based on user feedback
* Knowledge of wireframe tools (e.g. Wireframe.cc and In-Vision)
* Up-to-date knowledge of design software like Adobe Illustrator and Photoshop, Figma
* Knowledge of web platform accessibility principles and legal requirements
* Adhere to the University’s brand guidelines with particular reference to style standards on fonts, colours and images
* Performing other duties as appropriate to the role as defined by the Head of Design and Digital
* Work in accordance with UEL policies, including our Equality & Diversity policy

**PERSON SPECIFICATION**

**EDUCATION QUALIFICATIONS AND ACHIEVEMENTS:**

**Essential Criteria;**

* Educated to degree level or equivalent (A/I/C)
* Proven experience as a UX Designer, [UI Designer](https://resources.workable.com/ui-designer-job-description) or similar role (A/I)

**KNOWLEDGE AND EXPERIENCE:**

**Essential Criteria;**

* Background in working customer and/or product research (A/I)
* A basic understanding in HTML, CSS
* Excellent visual design skills with sensitivity to user-system interaction
* Knowledge of user research techniques, user goals, motivations, and work patterns (A/I)

# SKILLS AND ABILITIES:

**Essential Criteria;**

* Ability to present your designs and sell your solutions to various stakeholders. Ability to solve problems creatively and effectively. Up-to-date with the latest UI trends, techniques, and technologies. BS/MS in Human-Computer Interaction, Interaction Design, or related (A/I)
* Experience working in an Agile/Scrum development process (A/I)
* Excellent communications, written and oral and ability to communicate complex concepts (A/I)
* Ability to quickly build relationships and manage customer expectations effectively. Strong client interface and presentation skills. Self-starter who works well in a team (I)

# PLANNING & ORGANISING:

# Desirable Criteria;

* Knowledge of project management principles, methods and techniques such as PRINCE or Agile a plus (I)

# INITIATIVE AND PROBLEM SOLVING:

**Essential Criteria;**

* Experience of working on multiple projects concurrently; Demonstrable ability of handling ambiguous and sometimes conflicting information (and able to present a range of potential suitable options) (A/I)
* Good analytical and problem-solving skills (A)

# OTHER ESSENTIAL CRITERIA:

* Commitment to and understanding of equality and diversity issues within a diverse and multicultural university environment (A/I)

**Criteria tested by Key:**

A = Application form

C = Certification

I = Interview

P = Presentation

R = Research Papers

T = Test