

## JOB DESCRIPTION

### JOB DETAILS

**Job Title:** User Experience Designer

**Job ID:** IS2424

**Classification:** Information Systems R24

**Classification Date:**  
(MM/DD/YYYY)

**Branch:** Digital Experience and Communication Services

**Unit:** BRD-Digital Exp & Comm Service

**Reports to:** Assistant Director, Digital Experience

**Security Screening:** Yes

**Union/Excluded:** BCGEU

### BRANCH DESCRIPTION

The Digital Experience and Communication Services Branch is responsible for developing and delivering communication services for the BC Pension Corporation, including transforming the member and employer experience from print to digital and providing strategic communications support to the pension plan boards of trustees and the corporate board. This includes strategic communication advice, planning, research, writing, editing, creative design, video/photography, and distribution functions for digital and print application.

The branch delivers confidence-inspiring and professional communication services across a variety of communication and service channels that increases member and employer engagement in a highly regulated and rules-based environment. This includes integrated member-centric communication products and services including: web and other online communications; print publications; media and public relations; and marketing.

### JOB SUMMARY

The User Experience Designer is responsible for designing and delivering the user experience and evolving the product vision. They work closely with business and agile product teams to understand the functionality and capabilities of BC Pension Corporation platforms, applications and interfaces. They guide the design process to produce functional products that work according to the user needs and thought processes, while supporting a consistent user experience throughout.

This position is responsible for developing workflows, interactions flows, information architecture, navigational flows, and mock-ups that will be used to build products and services, test with end users, and analyze user feedback into recommendations for the project team.

### JOB RESPONSIBILITIES

- Identifies design problems and makes strategic design- and user-experience related decisions related to new and core functions and features.
- Conceptualizes and translates user requirements through designing information structures, including navigation, work and dataflow, data categorization, labeling and searching best practices.
- Manages user experience design deliverables for projects involving agile product teams, maintaining the voice of the end user to ensure that user-centered design principles are incorporated into technology build strategies.
- Produces user interfaces and interaction models for digital products, including wireframes, low and high fidelity prototypes, user interface components, design patterns.
- Produces interfaces for various digital products, including graphic design, interaction design and data visualization.
- Determines and utilizes the best tools and methods to convey design concepts throughout the product lifecycle, including low and high fidelity prototypes.
- Collaborates with other members of the product development agile team to ensure that design elements are successfully translated to developed products.
- Produces rapid inputs actionable by the team at frequent stages in product development, from early business discovery through prototyping and releases.
- Plans and implements interaction specifications, navigation rules, organization of information, and site maps.
- Develops and deploys usability test plans, evaluates traffic patterns, studies user feedback to validate information delivery.
- Designs innovative transaction interfaces for existing and new products and services.
- Collaborates with UX Lead to conduct market and usability studies, runs test sessions and interprets results using mock-ups, prototypes, user flows, and detailed design specification documents to define and communicate interface concepts and requirements.
- Produces and presents research findings and recommendations to leadership.
- Models architectural schema, information structure and features, functionality, and user-interface design.
- Creates and publicizes an inventory of data stores and information components.
- Analyze existing web application designs to improve quality, mitigate issues, and improve performance and functionality.
- Evaluate business requirements to determine most appropriate design patterns.

- Develop wireframes, site maps, schematics, process maps, user-task analysis and visual specifications to describe the optimum user experience.
- Researches and analyzes user behaviour, preferences, objectives and working methods to determine how users consume content.

## EDUCATION

### Degree/Diploma Obtained

### Program of Study

- Degree, diploma or certificate in information architecture, user experience design, interaction design, computer science, human computer interaction or a related area.

## EXPERIENCE

### Years of Experience

### Type of Experience

- Minimum of 3 years of experience supporting product development and proven ability to translate business and user problems into solid solutions.
- Minimum of 3 years of experience working across the entire design process from user research, insights, ideation, gathering and translating requirements, user/interface design, prototyping and iteration, and bridging to implementation.
- Experience with standard mock-up and prototyping tools.
- Working knowledge of capabilities, best practices, and limitations of web technologies such as CSS, HTML and JavaScript.
- Experience conducting user experience and QA testing.

## KNOWLEDGE, SKILLS & ABILITIES

- Strong research and planning skills.
- Excellent communication, presentation, and interpersonal skills and building relationships.
- Ability to communicate usability and visual design principles to all levels of an organization.
- Ability to work effectively in a team setting, including synthesizing ideas into concrete design applications and clearly and effectively communicating design process, ideas and solution to teams and business.
- Organized self-starter who can prioritize tasks and support multiple projects effectively.

## CORE COMPETENCIES

### Navigating Change L2

Supporting self and others through change and transition and enabling successful transformation in work products and processes.

- Invites input and feedback on proposed changes.
- Supports others in generating new and innovative approaches.
- Builds support for new approaches and initiatives.
- Shares information on change in a timely manner.
- Identifies innovative approaches to deal with situations for which no known precedent exists.
- Eliminates unnecessary work activities.

### Embracing Learning L2

Contributing to a learning culture by developing self and supporting others to acquire skills and improve performance.

- Gathers feedback from various sources to identify own strengths and weaknesses.
- Pursues challenging experiences beyond current position to add value in own area.
- Helps others identify learning needs to meet current job requirements.
- Provides honest, timely, clear and specific feedback to others.
- Ensures people are provided appropriate training within available budget and resources.
- Encourages people to reach their full potential.

### Client Orientation L2

Making it easy for our external and internal clients - seeing things through their eyes.

- Anticipates clients' needs and concerns.
- Develops procedures and practices to ensure consistent service.
- Leads or participates in efforts to enhance service delivery systems and processes.
- Ensures consistency of service experience.

### Accountability L2

Holding self and others accountable to deliver on commitments and to achieve desired results.

- Sets challenging but realistic goals for own area of responsibility.
  - Helps people improve performance to maximize results.
  - Holds people accountable for meeting established expectations.
  - Evaluates progress against established goals and objectives.
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### **Inspiring Trust L2**

Inspiring confidence by demonstrating integrity and building credibility.

- Creates opportunities to build internal and external relationships.
  - Demonstrates confidence in own abilities, views or decisions when challenged.
  - Provides skill, knowledge and talents to resolve complex issues.
  - Fosters trust by communicating consistent, reliable and accurate information.
  - Builds on others' ideas to develop support.
  - Helps others build confidence in themselves.
  - Recognizes the contributions and successes of others.
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### **Decision Making L2**

Enabling progress by resolving issues and supporting others in taking calculated risks and making decisions.

- Involves the right people in the decision making process.
  - Makes decisions by weighing several factors, some of which are partially defined with missing pieces of information.
  - Uses sound business sense to make decisions.
  - Considers risks when identifying or recommending options.
  - Provides context and rationale for decisions.
  - Provides information to others to support decision making on complex issues.
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### **Organizational Focus L2**

Aligning work priorities, processes and practices to achieve the strategic direction.

- Optimizes processes or practices to support the achievement of organizational goals.
- Helps team members understand the broader vision and how their work is aligned.
- Identifies broader implications of proposed positions, options and approaches.
- Makes connections between situations and patterns to improve decision making.
- Recommends approaches to address issues with a longer term perspective.