

## Position Description - *Senior Digital Experience Designer*

Updated 21/01/2025

POSITION DETAILS	
Portfolio	Corporate Services
Organisational Unit	Information and Digital Services (IDS)
Supervisor (Title)	Senior Digital Experience Lead
Classification	Higher Education Officer Level 9
Employment Type	Fixed-term, full-time

POSITION SUMMARY
<p>Under broad to generally unguided direction, this role will be instrumental in shaping the digital experiences and services for the university, encompassing both IDS and non-IDS related processes. The Senior Digital Experience Designer will be responsible for creating intuitive, user-centric designs that meet and exceed customers' needs. From conceptualisation to implementation, this position will leverage expertise in user research, interaction design, service design and visual design to ensure our digital experiences are of the highest quality and effectiveness.</p> <p>The role will work closely with cross-functional teams, including project managers, developers, and stakeholders, to define and implement innovative solutions that align with user needs and business objectives.</p> <p>Additionally, the Senior Digital Experience Designer will support and align with the relevant IDS capability hub, ensuring that all IDS Digital Experience resources have either a full or dotted reporting line into the hub.</p>

UNIVERSITY EXPECTATIONS AND VALUES
<p>All staff at Flinders are responsible for understanding their obligations and responsibilities as set out in the University's code of conduct and are expected to:</p> <ul style="list-style-type: none"> <li>• demonstrate commitment to the University's values of Integrity, Courage, Innovation, Excellence, and the underlying ethos of being Student Centred;</li> <li>• contribute to the efficient and effective functioning of the team or work unit in order to meet the University's objectives. This includes demonstrating appropriate and professional workplace behaviours, providing assistance to team members if required and undertaking other key responsibilities or activities as directed by one's supervisor;</li> <li>• promote and support an inclusive workplace culture which values diversity and embraces the principles of equal opportunity;</li> <li>• perform their responsibilities in a manner which reflects and responds to continuous improvement; and</li> <li>• familiarise themselves and comply with the University's <i>Work Health and Safety, Injury Management and Equal Opportunity</i> policies.</li> </ul> <p><i>A National Police Certificate which is satisfactory to the University will be required by Flinders University before the successful applicant can commence in this position.</i></p> <p><i>Staff working in a health care setting are <u>strongly recommended</u> to be fully vaccinated against COVID-19 in line with the SA Health policy.</i></p>

### KEY POSITION RESPONSIBILITIES

The Senior Digital Experience Designer is accountable for:

#### Collaboration and Leadership:

1. Collaborating closely with project managers, developers, and other stakeholders to ensure that design aligns with business goals and technical feasibility.
2. Providing design thinking guidance and support in UX best practices and methodologies to team members, leading by example, and advocating for user-centred design principles throughout the organisation.
3. Providing mentorship and guidance to junior staff members to ensure the development of consistent user experiences across platforms.
4. Contributing to the development of the University's Digital Experience (DX) strategy and the establishment and growth of a capability hub for IDS.

#### Technical Knowledge & Excellence

5. Conducting user research to understand our customers' needs, behaviours, and motivations, and turning those insights into practical design solutions.
6. Creating wireframes, prototypes, journey maps, and service blueprints to clearly communicate design and product requirements and refining them based on feedback and user testing.
7. Transforming wireframes and prototypes into visually appealing, intuitive and accessible user interfaces across different platforms, while maintaining consistency in design language and brand guidelines.
8. Overseeing the entire design process, including research, testing, and strategic decision-making for both core and new features, and promoting a culture of collaboration and innovation within the team.
9. Keeping up to date with emerging technologies, industry trends, and best practices.

#### Risk, Governance & Ways of Working

10. Managing day-to-day vendor interactions and relationships using sound commercial judgement in accordance with university procurement policies.
11. Leading and maintaining an agile based way of working to manage, refine, and prioritise the activity backlog based on relevant customer and IDS priorities. Balancing the need to support day to day operations in a stable and reliable manner, with the need to undertake functional enhancements and new features for customers.
12. Identifying, managing and mitigating risks related to the activities being undertaken by the role in line with IDS and Flinders University policies and procedures.
13. Ensuring compliance with all relevant IDS and Flinders University policies and procedures.

#### Other Responsibilities

14. Any other responsibilities in line with the level of the role as assigned by the Supervisor and/or the University.

### KEY POSITION CAPABILITIES

- Postgraduate qualifications in Human-Computer Interaction, Design or a related field with relevant experience, or an equivalent combination of experience and/or education and/or training.
- Demonstrated extensive experience in Digital Experience design, with a strong portfolio showcasing your visual, UX and UI skills, design processes and deliverables.
- Demonstrated expertise in user-centred design principles and methodologies, with a deep understanding of UX research, interaction design, accessible design, prototyping and usability testing.
- High level strategic thinking, ability to contribute to the development and implementation of digital and user experience strategies to continuously improve design process and frameworks to enhance overall user experience.

- Demonstrated proficiency in design tools such as Adobe XD, Sketch, Figma or similar.
- High level to advanced facilitation and problem-solving skills with the ability to translate business goals and user needs into innovative design solutions.
- High level communication and collaboration skills, with the ability to present information concisely to influence others, to negotiate, persuade and sell ideas whilst maintaining trust and confidence.
- Demonstrated experience working in Agile development environments and multi-disciplined teams.
- Proven experience in coaching and mentoring more junior members of staff.
- High level organisational skills, with particular emphasis on assessing priorities when dealing with heavy workloads and tight deadlines.
- Proven growth mindset, continuously learning and evolving to stay ahead in the field of design.
- Higher education experience advantageous.

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