University of Nottingham
UK | CHINA | MALAYSIA

Job title	Senior UX/UI Designer	Job family and level	Administrative, Professional and Managerial Level 5
School/ Department	External Relations	Location	Jubilee Campus (Hybrid Working)

Purpose of role

The Senior User Experience/User Interface (UX/UI) Designer plays an important role in enhancing and validating the diverse customer experiences across our digital services, contributing significantly to the university's reputation, research, and student recruitment goals.

This role will report to the Head of Digital Web and has line management responsibilities for a small team of subject matter experts. Collaborating extensively with other members of the Web team and various university services, you will lead user research initiatives, providing actionable recommendations and refining interfaces based on user insights. Your skilled communication and ownership of the design system will champion user-centred design, driving its evolution and effective use across our digital portfolio.

In this role, your forward-thinking and collaborative approach will contribute to the exploration of new agile methodologies, the integration of technologies with legacy systems, and leveraging data for improved user solutions. By championing user insights, you will support key stakeholders in making informed design decisions, influencing our working methodologies, and enhancing overall digital experiences.

	Main responsibilities (Primary accountabilities and responsibilities expected to fulfil the role)	% time per year
1	**Coach and develop members of the UX/UI team under the guidance and support of the Head of Digital Web. Model leadership behaviours for a high-performing team:** • Line manage a small team of UX/UI and analytics experts, fostering a safe and collaborative environment in line with the university • Implement industry-best practices and evidence-based approaches for continuous improvement. • Promote teamwork and effective collaboration within the Web team and across university boundaries. • Transparently share resources and provide growth opportunities for direct reports. • Contribute actively to the UX and Service Design community of practice. • Provide constructive feedback to encourage reflective thinking among team members.	10%

2	**Lead UX/UI Design:** • Advocate user-centred design methodology and data-driven approaches. • Collaborate with stakeholders, conduct diverse UX research methods on and offsite, analysing user behaviour. • Lead product vision by thoroughly understanding problems and ideating solutions. • Take ownership of the University of Nottingham design system, ensuring adherence and keeping it up to date. • Design graphic user interfaces adhering to accessibility standards and illustrate design concepts using storyboards, process flows, sitemaps, mock-ups, and prototypes. • Utilise data and insights to inform design decisions, sharing rationale at key stages for collaboration and to drive continuous improvement in tools and processes. • Iterate and prototype designs using UX tools to meet project objectives and user needs. • Present user insights to key stakeholders and the broader business. • Collaborate with users, stakeholders, and Agile teams to balance user needs, business goals, and technical capabilities for a superior digital experience.	40%
3	**Strategic Design and Project Support** • Collaborate in a multi-disciplined team to design user-focused digital experiences and contribute to the ongoing development of digital services aligned with the strategic roadmap. • Offer insights on the impact of change on user experience in project proposals and align projects to enhance staff and student experiences with roadmaps, ensuring clear business cases are presented. • Collaborate with analysts to define and implement a UX approach to requirements gathering. • Ensure faithful implementation of designs by working closely with development teams. • Represent the university at inbound and outbound events such as open days, HE Fairs and graduation. This may involve occasional weekend working for which you will have time off in lieu.	25%
4	**Design Standards** • Deliver designs that comply with WCAG AA/AAA accessibility standards, ensuring that key elements are built in from the outset • Take a user-centred approach to design and evaluate digital services against recognised standard • Design and deliver wireframes, user stories, user journeys, and mock-ups optimised for a wide range of devices and user interfaces • Present research and designs to the teams. Clearly explain design work and advocate for users' needs.	20%
5	**Develop own skills and professional capabilities in line with the** **needs of the UX team** • Research and propose new web products and technology, applications and protocols • Stay up to date with new technology, web and mobile design trends, sharing best practice and innovation within the teams • Champion product improvement and innovation across the department and wider university for assigned product sets.	5%

Person specification

	Essential	Desirable
Skills	• Define evaluative research goals, conduct usability studies, and generate actionable insights for product development. • Interpret brand guidelines with a keen eye for detail in design elements. • Translate business problems into technical solutions and contribute from design to development. • Innovate and creatively solve problems, identifying new opportunities for change. • Manage multiple projects, deadlines, and demonstrate a process-oriented approach. • Provide outstanding customer service with effective communication for both technical and non-technical audiences. • Demonstrate high motivation, drive, and adaptability in independent or cross-functional team settings. • Identify and promote change opportunities while influencing decision-making. • Adapt quickly to new situations and changing priorities, fostering flexibility. • Exhibit excellent leadership in guiding others through complex problem-solving challenges. • Collaborate effectively with various stakeholders, demonstrating strong team spirit.	• Leadership and management skills • Strong analytical reporting skills.
Knowledge and experience	• Apply UX design best practices for creating user interfaces and experiences. • Develop and maintain a design system aligned with master brand guidelines. • Demonstrate knowledge and experience with Atomic Design and Components. • Utilize design software such as Figma and the Adobe suite. • Lead user research sessions and contribute to agile projects with front/back-end developers. • Work collaboratively with clients to design user experiences meeting their needs and vision. • Engage with external suppliers and have relevant commercial experience with Lean UX and agile delivery. • Possess a deep understanding of HTML5/CSS/JS and a wide variety of technologies. • Exhibit an excellent grasp of user-centered design principles. • Show a strong understanding of Web accessibility standards, CMA compliance, and GDPR.	• Work within an architecture process to find optimal solutions for business problems. • Have experience in mobile app development and utilizing Atomic Design and Components, especially in React. • Proficient in SVGs/Vector images and UI Designer software. • Possess strong knowledge of HTML5/CSS3/JS, Illustrator, Photoshop, and InDesign. • Demonstrate experience in Agile project management and working within an agile team. • Have familiarity with a Higher Education (HE) environment.

Qualifications, certification and training (relevant to role)	• Educated to degree level OR significant experience detailed above	• Certification in Google, Apple and Microsoft technologies • Agile qualification • UX or UI qualification.
Statutory, legal or special requirements	• Strong understanding of Web accessibility standards, CMA compliance and GDPR.	

Expectations and behaviours

The University has developed a clear set of core expectations and behaviours that our people should be demonstrating in their work, and as ambassadors of the University's strategy, vision and values. The following are essential to the role:

Valuing people   Is always equitable and fair and works with integrity. Proactively looks for ways to develop the team and is comfortable providing clarity by explaining the rationale behind decisions.

Taking ownership   Is highly self-aware, looking for ways to improve, both taking on board and offering constructive feedback. Inspires others to take accountability for their own areas.

Forward thinking   Driven to question the status quo and explore new ideas, supporting the team to "lead the way" in terms of know-how and learning.

Professional pride   Sets the bar high with quality systems and control measures in place. Demands high standards of others identifying and addressing any gaps to enhance the overall performance.

Always inclusive

Ensures accessibility to the wider community, actively encouraging inclusion and seeking to involve others. Ensures others always consider the wider context when sharing information making full use of networks and connections.

Key relationships with others

Line manager — **Head of Digital Web**

Role holder — **Senior UXUI Designer**

Key stakeholder relationships:
- **Direct reports**
- **Web, Marketing and Content teams**
- **Key stakeholders across the University**