



## POSITION DESCRIPTION

# User Experience (UX) / Product Designer

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TEAM:	Commercial team
REPORTING TO:	Product Development Manager
DIRECT REPORTS:	None
LOCATIONS:	Wellington
DATE CREATED:	20/08/2020

## InternetNZ overview

InternetNZ is a non-profit organisation and the home and guardian of .nz – providing the infrastructure, security and support to keep it humming.

We use the funding from the sale of .nz domain names and our wider portfolio of products to influence government policy and invest in New Zealand's Internet through community grants, research and events.

Our purpose is to help New Zealanders harness the power of the Internet. And we have a clear vision of keeping the Internet open, secure and for all New Zealanders.

## Purpose

In this role you will be part of a product development team seeking to know our users problems deeply and take a hypothesis driven approach to improving existing products and launching new products that solve a real user need.

Understanding our users then exploring and designing flows and journeys for them through our product offerings will be a key part of this role. You'll also be collaborating with our developers and product management to advocate for the user, providing a better defined problem to solve and improving usability and accessibility for more inclusive products.

## Relationships

### **Internal:**

Commercial Director, Product Development Manager, Chief Scientist, IT Operations Director, other members of the Commercial team and the rest of the InternetNZ team.

### **External:**

InternetNZ members, Customers and Users of InternetNZ's products and services.

## Accountabilities

The position will be responsible for the following:

### **Understanding our users and their needs**

- Partner with Product Management to build up an understanding of our customers and audiences through research, testing and evidence to help improve the design of products and services for these users.
- Use data and analytics to surface customer findings and insights to drive product improvements.
- Plan and run facilitated workshops and codesign sessions in order to encourage inclusive and diverse points of view from users and their needs from our products.
- Develop hypotheses and run validation experiments to learn and inform Product Management of new product areas and features to prioritise.

### **Design, prototype and test new product ideas**

- Design user flows and journey maps of user experiences to highlight pain points and opportunities for improvements to our products.
- Ensure we are designing for usability, inclusion and accessibility in our public facing product portfolio.
- Wireframe and prototype solutions to test with users to help inform product strategy and more tactical value decisions alongside Product Management.

### **Continuous improvement**

- Actively contribute to the continuous improvement of InternetNZ services and products, internal processes.
- Promote changes so that commitment is gained, behaviours positively influenced and implemented smoothly.
- Iterate our products alongside developers, product management and others from across the organisation.

## **Building relationships**

- Build and maintain relationships with all InternetNZ staff and external stakeholders.
- Ensure these relationships reflect well on InternetNZ and support the delivery of projects well into the future.

## **Teamwork**

- Work autonomously within a multidisciplinary team, supporting other members and contributing to team goals and spirit.
- Assist others, as needed, to ensure that overall service objectives and targets of the team are achieved.
- Be a role model, across and outside of InternetNZ, always representing the company in positive terms.
- Contribute usefully and positively to InternetNZ' success.

## **Champion and live the team charter**

We build trust, in order to grow as one InternetNZ group:

- We will respect each other.
- We are here to do the best we can.
- We will be better than we were yesterday.

## **Health and safety**

- Take care to ensure the health and safety and wellbeing of not only yourself but also of others during the course of InternetNZ business.
- Follow InternetNZ health and safety guidelines including recording and reporting all hazards and potential risks and following reasonable instructions given by the business.

## **Skills and experience**

- Experience in previous UX, Product, or Service Design roles or similar.
- Demonstrable portfolio of successful UX research and design projects or products you have contributed to.
- Experience in conducting customer interviews, research and workshops to gain user insights.
- A practical knowledge of designing for accessibility and applying WCAG standards to digital products is desirable.
- Working knowledge of digital prototyping tools such as InVision, Sketch etc.
- Understanding of web development technologies is a plus.
- Business savvy and pragmatic in your approach to defining and solving problems.
- Effective communication and collaboration.

### **User research and testing**

- Understands various user research methods, when to use those methods and how to apply them effectively.
- Experienced in techniques for analysis of user research data and can provide clear findings to help colleagues can understand and build the right things.
- Able to generate multiple solutions to a problem, tests them with users and iterates towards the most valuable one for users.

### **Wireframing and prototyping**

- Knows a variety of methods of prototyping and chooses the most appropriate ones for the job at hand (e.g. lo-fi/paper through to digital/clickable prototypes).
- Views prototyping as a collaborative activity and actively experiments and tests with a wide range of stakeholders.
- Has an understanding of frontend web development technologies and approaches (HTML/CSS, pattern libraries/design systems etc).

## **Competencies**

### **Problem solving**

- Understands the scope of digital product design and able to research and design interactions, process and services through products to meet user needs.
- Keeps up to date with industry techniques and good practice for UX design and adapting approaches accordingly.
- Shares experience of tools, techniques and practices to get the best results for the user while balancing the business needs of products.
- Uses initiative, innovative thinking and pragmatism to solve users problems.

### **User-centric**

- Experienced in meeting the needs of users across products at different stages of the product lifecycle.
- Understand the usability and accessibility needs of users to ensure inclusive product design.
- Able to advocate for user needs to ensure these are appropriately prioritised in product backlogs.
- Curious to understand the real user problem and can align user research and design activities to inform the right product development at the right time.

### **Communication**

- Communicates information politely, clearly and accurately. Actively listens, understands and responds to questions and opposing views in a way that acknowledges the other person's position.
- Presents their own views assertively and considerately.
- Understands how to communicate publicly and facilitate workshops. Presents competently, and convincingly.

### **Self-Management**

- Accepts responsibility for actions and results.
- Effectively manages their time and priorities to meet deadlines.
- Shows initiative and acts without waiting for direction.
- Responds calmly to disruptions and changes.
- Adjusts own behaviour or approach to result in the best outcome.

### **Ethical Responsibility**

- Make decisions consistent with the safety, privacy and well-being of InternetNZ and their staff, communicating promptly factors that may pose unexamined risks or dangers.
- Maintain high ethical standards in the performance of duties.