

Position Description – Digital Experience Designer

Updated 10/04/2026

POSITION DETAILS	
College/Portfolio	Corporate Services
Organisational Unit	Information and Digital Services (IDS)
Supervisor (Title)	Digital Experience Designer
Classification	Higher Education Officer Level 8
Employment Type	Continuing , Full Time

POSITION SUMMARY
<p>Under broad direction, this role is responsible for designing high-quality, user-centred digital experiences for the university, across both IDS and non-IDS services and processes. The Digital Experience Designer contributes across the full design lifecycle, from early discovery and research through to interaction design, visual design, service design, and implementation, ensuring solutions are effective, usable, and aligned to user and business needs.</p> <p>The role works closely with cross-functional teams, including project managers, BAs, developers, and stakeholders, to translate user insights and strategic intent into practical, deliverable experience solutions.</p> <p>In addition to delivery responsibilities, the role contributes to the development and ongoing evolution of shared enterprise personas, lifecycles, and journey artefacts by feeding insights and learnings from project work back into the broader Digital Experience practice.</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"> • demonstrate commitment to the University's values of Integrity, Courage, Innovation and Excellence • demonstrate consistent alignment with the University's strategic priorities through daily decisions, teamwork and behaviours that reinforce the strategic intent. • contribute to the efficient and effective functioning of the team or work unit 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; • promote and support an inclusive workplace culture which values diversity and embraces the principles of equal opportunity; • perform their responsibilities in a manner which reflects and responds to continuous improvement; and

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- familiarise themselves and comply with the University's Work Health and Safety, Injury Management and Equal Opportunity policies.

Flinders University is committed to providing a safe, respectful and inclusive environment, free from gender based violence. Appointment to this role is conditional on the completion of required pre employment checks and declarations, each of which must be satisfactory to the University. This includes a Gender Based Violence declaration, in accordance with the National Higher Education Code to Prevent and Respond to Gender Based Violence (2025), and a Nationally Coordinated Criminal History Check.

KEY POSITION RESPONSIBILITIES

The Digital Experience Designer is accountable for:

1. Make an active contribution to user research activities, to understand user needs, behaviours and motivations, and translate insights into practical design solutions.
2. Contribute to the design and communication of experience solutions through artefacts such as wireframes, prototypes, journey maps and service blueprints, iterating based on feedback and testing.
3. Delivering end-to-end experience design across research, interaction design, visual design, and service design to ensure high-quality, usable, and effective digital experiences.
4. Applying enterprise personas, lifecycles, and experience principles within project delivery to ensure consistency across products, services, and initiatives.
5. Contributing insights and learnings from delivery work back into shared Digital Experience artefacts, including personas, lifecycle journeys, and standards.
6. Supporting lifecycle and journey stewardship activities to continuously improve the university-wide understanding of user needs and experiences.
7. Collaborating with cross-functional teams, including project managers, developers and stakeholders, to ensure designs align with user needs, business objectives, and technical feasibility.
8. Embedding usability, accessibility, and inclusive design considerations into experience solutions, and advocating for user-centred design practices across the organisation.
9. Providing guidance and support on UX methodologies and best practices to team members, contributing to a collaborative and learning-oriented design culture.
10. Contributing to the evolution of Digital Experience practice and capability, translating delivery insights into improvements in frameworks, standards, and ways of working.
11. Maintaining professional and organisational standards, including compliance with relevant policies, procedures, and procurement requirements, and undertaking other responsibilities appropriate to the level of the role.

KEY POSITION CAPABILITIES

- A Bachelor's or Master's degree in Human-Computer Interaction, Design, or a related field, with relevant experience, or an equivalent combination of experience, education, and/or training.
- Demonstrated experience in Digital Experience design, with a strong portfolio showcasing UX, UI, and service design skills, design processes, and deliverables.
- Broad knowledge of user-centred design principles and methodologies, including user research, interaction design, accessible and inclusive design, prototyping, and usability testing.

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- Demonstrated ability to contribute to Digital Experience strategy and practice through delivery, applying strategic thinking to improve design approaches, frameworks, and outcomes.
- Experience applying and contributing to shared design artefacts (e.g. personas, lifecycle journeys, experience standards), and using them consistently across multiple initiatives or products.
- Proficiency in contemporary design and prototyping tools such as Figma, Adobe XD, Sketch, or similar.
- High level facilitation and problem-solving skills, with the ability to translate user needs and business goals into practical and effective design solutions.
- High level communication and collaboration skills, including the ability to present ideas clearly, influence stakeholders, and work effectively within multidisciplinary teams.
- Demonstrated experience working in Agile, iterative delivery environments.
- Excellent organisational skills, including the ability to manage competing priorities and meet deadlines in a complex delivery context.
- A growth mindset, with a commitment to continuous learning and professional development in Digital Experience practice.
- Experience working in a higher education environment or similarly complex organisation is desirable.



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