Position Description – Senior UX Designer / UX Design Lead

Updated 1 May 2024

POSITION DETAILS	
Portfolio	**Deputy Vice-Chancellor (Students)**
Organisational Unit	**Marketing and Student Recruitment**
Supervisor (Title)	**Digital Content Lead**
Classification	**Higher Education Officer Level 7**
Employment Type	**Fixed-term, full-time**

POSITION SUMMARY

Under broad direction, and as part of the Marketing and Student Recruitment Department, the Senior UX Designer will be instrumental in shaping the very essence of our digital presence, driving positive user experiences that ultimately contribute to the success and growth at Flinders University.

The Senior UX Designer/UX Design Lead will collaborate closely with cross-functional teams, including product/project managers, developers and stakeholders to define and implement innovative solutions that meet user needs and business objectives. The Senior UX Designer will lead user research initiatives to identify opportunities as-well-as problem solve possible solutions, will craft intuitive, user-centric designs that delight our customers. From conceptualisation to implementation, this position will leverage expertise in user research, interaction design and usability testing to ensure our digital experiences meet the highest standards of quality and effectiveness.

UNIVERSITY EXPECTATIONS AND VALUES

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:

- 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
- 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 Senior UX Designer is accountable for:

User Research & Insights

- Lead end-to-end user research, designing and conducting qualitative and quantitative studies (interviews, usability testing, surveys, journey mapping) to uncover key user needs, pain points, and behaviours.
- Analyse research findings and translate insights into actionable design to iterate on concepts and optimise the digital user experience across the end-to-end customer journey.
- Use user evidence and experience insights to drive data-backed decisions, guiding product prioritisation, usability improvements, and feature design.

Establish & Manage Research Operations

- Build & operationalise research by establishing governance frameworks, participant recruitment, research standards, and tooling to scale operations.
- Manage end-to-end design by overseeing research, testing, and strategic decision making for existing as-well-as new content / product features.
- Enable scalable knowledge sharing informed by industry trends and best practices through the creation of insight repositories, UX best practice adoption and advocating for user-centric design across the organisation

Interaction Design & Refinement

- Designing intuitive and engaging interactions that enhance the user experience, considering user feedback and usability testing results to refine interactions.
- Enhance web user experience through refined user journeys, intuitive flows and functions, as well as accessible content and information design hierarchy, ensuring seamless navigation and engaging interactions.
- Safeguard and oversee our accessibility (WCAG) standards ensuring our digital platforms are inclusive and compliant for all users.

Data-Driven Decision Making

- Partner with the CX team to define success metrics and synthesise qualitative research with quantitative behavioural and operational data. Ensure we tie design outcomes to quantitative metrics and guide strategic prioritisation using user-driven evidence.
- Develop insight frameworks, reporting mechanisms, and experimentation (and prototyping) to test hypotheses across the customer journey.

Cross-Functional Collaboration & Knowledge Sharing

- Foster close collaboration with UI Design ensuring cross-discipline partnership to translate research insights and design system standards into intention, well-considered, and engaging user experiences.
- Partner closely with PMs, UI Design, Technology, Analytics, and Marketing teams to foster knowledge sharing and promote evidence-based decision-making across stakeholder groups. Ensuring customer insights are embedded throughout planning, Agile delivery, and execution processes.
- Provide UX Design support and expertise to collaborate on marketing, campaigns and content updates year-round, working closely with the marketing team to ensure that user experience considerations are integrated seamlessly into promotional materials, landing pages and digital campaigns.

Governance & compliance

- Promote responsible and compliant user research practices and ensure all research activities comply with privacy, governance, ethical and regulatory requirements.

Other Duties

- Any other responsibilities in line with the level of the position as assigned by the supervisor and/or the University.

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KEY POSITION CAPABILITIES

1. Bachelor's or Master's degree in Human-Computer Interaction, Design, or related field with relevant experience, or an equivalent combination of experience and/or education and/or training.
2. Demonstrated experience in UX design, with a strong portfolio showcasing your design process and deliverables.
3. Proficiency in design tools such as Adobe XD, Sketch, Figma, or similar as-well-as research tools including Typeform, Maze. Hotjar & Dovetail
4. Strong understanding of interaction design principles and best practices.
5. Well-developed to high-level communication and collaboration skills, with the ability to effectively present and justify design decisions to stakeholders.
6. Demonstrated experience working in an Agile development environment is a plus.
7. Expertise in user-centred design principles and methodologies, with a deep understanding of UX research (including qualitative and quantitative research techniques), interaction design and usability testing.
8. Proven experience leading user discovery, problem validation, and product or service research initiatives, along with experience designing and evaluating experiments, prototypes, concepts, and product features.
9. Ability to uncover user needs, behaviours, pain points, and opportunities through structured research, and the ability to analyse and synthesise research, behavioural, and operational data into actionable insights
10. Experience conducting usability testing, user interviews, surveys, and journey mapping.
11. Well-developed problem-solving skills with the ability to translate business goals and user needs into innovative design solutions.
12. Familiarity with front-end technologies (e.g. HTML, CSS and JavaScript), experience designing for responsive web design and mobile platforms (i.e. iOS, Android) and understanding of content management systems (e.g. Adobe Experience Manager and WordPress) is preferred, but not essential.
13. Leverage AI tools to augment the UX workflow, streamlining synthesis and ideation while maintaining human-led strategic oversight and design ownership.

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