

UX Designer

Business Unit: Customer

Reporting to: Head of Digital Experience

Direct Reports: Nil

Date Created: November 2018

Purpose of Loyalty

What	<p>Purpose</p> <p>To delight New Zealanders, because true loyalty deserves thanks</p>
Why	<p>Vision</p> <p>To be the most loved, valued and successful loyalty experience</p>
How	<p>Our values</p> <p>Own it – We hold ourselves accountable to deliver on our commitments, both individually and collectively</p> <p>Keep it real – We act with integrity and honesty with each other, our clients and customers to generate authenticity and respect</p> <p>Daring – We choose to approach problems with an open and brave attitude. We strive to break new ground with innovative and smart solutions</p> <p>Have each other’s back – We work as a team, support each other and build trust through communication and collaboration</p>

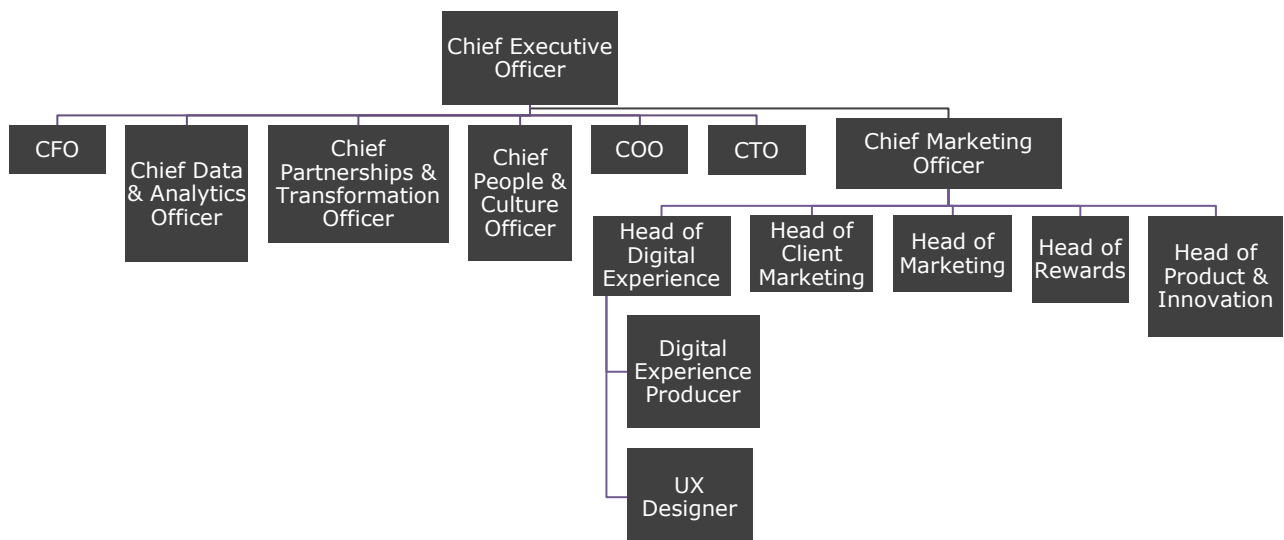
Purpose of the position

Fly Buys has over 2 million customers, and the experience they have with us can make or break our relationship. The UX Designer is key to improving customer satisfaction and loyalty by designing experiences that bring utility, ease of use, and a bit of fun to all customers interacting with Fly Buys, primarily through our digital channels.

The UX Designer will be able to understand our business requirements and any technical limitations, as well as be responsible for planning user research, interviews and surveys, and translating their findings and insights into UX artefacts such as sitemaps, user flows, customer journey maps, wireframes, designs and prototypes.

Organisational Position/Virtual Team/Collaboration

The role of UX Designer reports directly to the Head of Digital Experience and has a very strong working relationship with the other business units.



Key Relationships

Internal

- Head of Digital Experience
- Digital Experience Producer
- The broader customer team (rewards, brand marketing, client marketing)
- The greater Project management, Operations, Analytics, Technology teams & Information Security
- LNZN functions, teams, and staff members

External

- External Contractors & Suppliers engaged from time to time

Key Outcomes

1. Design and embed customer centric design and best practice;
 - Be able to connect the dots between Business needs, innovation, and good design principles.
 - Facilitate the business owner's product vision by researching, conceiving, sketching, prototyping and user-testing experiences for digital products.
 - Translate concepts into user flows, wireframes, mock-ups and prototypes that lead to intuitive user experiences.
 - Manage consistency of design and patterns.
 - Take a user-centered design approach and rapidly test and iterate your designs.
 - Identify design problems and devise elegant solutions.
2. Manage and interpret User experience research
 - Devise and conduct independent research, interviews and surveys to understand how users engage with digital products and provide insights on what will make their experience even better.
 - Be able to pull together disparate bodies of insight to gather meaningful and accurate insights, to inform UX design, and perform competitive analysis and research for projects.
 - Research and analyse industry UX/UI trends and competitor sites and strategies.
3. Delivery of experiences to meet business goals;
 - Pro-actively use customer feedback, insights and analytics to define the user experience and help shape product specifications
 - Understand Product and Business requirements and any technical limitations.
 - Translating this information into useable journey maps, sitemaps, user flows, wireframes, mock-ups, and prototypes, user stories etc, that lead to intuitive user experiences.
 - Optimise the design to work through a range of devices and interfaces.

- Collaborate with other team members (BAs, developers, testers and architects) and business stakeholders.
- Work closely with developers work closely with developers using agile methodologies, writing user stories where/when required and supplying designs and assets that pertain to them where necessary.
- Direct ongoing usability testing and assessment to add to the roadmap and wider digital experience vision.
- Ensure project documents are complete and stored/archived appropriately.
- Participate in acceptance testing of deliverables.
- Ask smart questions, take risks and champion new ideas.

Note: These duties may change from time to time to meet operational or other requirements

Health & Safety

All of our people have a responsibility for their own and others safety and wellbeing. This includes following all safety and wellbeing procedures and instructions, including reporting hazards, incidents and accidents and participating in safety and wellbeing initiatives and programmes as required.

Working environment

1. Open plan layout and moderate amount of noise that goes with it
2. Very little if no travel required
3. Standard office equipment

Delegations of Authority

Capital Expenditure:	N/A
Operational Expenditure:	\$0
Authorisation to Hire:	N/A
Authorisation to sign Contracts:	N/A

Responsible for

Number of Staff:	0
Budget:	\$0
Revenue:	\$0

Appraisal and Performance Criteria

Formal appraisal will occur at least annually or more frequently when performance plans are re-negotiated. Performance will be measured against the performance plan negotiated at the beginning of the reporting period and against the other responsibilities identified above.

This job is being carried out successfully when all responsibilities are being met.

Person specifications

Qualifications

Essential: • A Bachelor's degree or equivalent in design, human-computer interaction, information science or equivalent practical experience.

Preferred: • Relevant Qualifications in UX or UI Design

Experience & Knowledge

Essential:

- 5+ years of UX Design experience.
- Experience working across the Business and with Clients to understand detailed requirements and detailed requirements, design and specify user experience design elements that meet our needs and vision.
- Pro-actively use customer feedback, insights and analytics to define the user experience and help shape product specifications
- Experience in facilitating workshops and creating Customer journey maps.
- Experience in standard UX software to create journey maps, wireframes and designs, that can be shared and encourage collaboration with business stakeholders
- Extensive experience in UX design best practices to design solutions, and a deep understanding of mobile-first and responsive design.
- A strong understanding of user-centric design (UCD), planning and conducting user research, user testing, A/B testing, rapid prototyping, heuristic analysis, usability and accessibility concerns
- Ability to clearly and effectively communicate design processes, ideas, and solutions to teams and clients

Preferred:

- Ecommerce experience
- Google Analytics experience

The ideal candidate will have:

- Ability to work effectively in a team.
- Strong collaboration and communication.
- Comfortable speaking with both technical and non-Technical audiences, and able to adjust language to suit
- Comfortable moving between strategy and detail, and persistent to follow through.
- Can seek clarity and bring structure to a problem.
- Ability to balance multiple projects, often with simultaneous and competing deadlines
- A results-oriented person who is passionate about working in high calibre performing teams and committed to high standards

- An open, flexible and adaptable mindset to cope with a rapidly changing set of tasks in an area of emerging and new technologies.
- Enthusiasm, a thirst for learning and self-development.
- Open to receiving feedback and constructive criticism