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| Job Title: | Digital Product Designer |
| CFBU/Function: | Sales and Marketing |
| Dimensions of the Job: | Responsible for product and service design |
| Reports to: | Digital Product Manager |
| Location: | Runcorn |

Job Summary: Reporting directly to the Digital Product Manager and working closely with the development team and other product team members the holder will be responsible design elements for the digital product portfolio . This will include the service, user experience and user interface design element.

The Digital Product designer will set the design system for the product team, focusing on the design of the service and linking this to the customer experience. They will also design the look and feel of the product, so in the end it is simple to use and visually appealing . It is also expected that the Digital Product Designer will have a strong customer mind-set, representing the end user in product decisions.

Responsibilities:

Digital

- Gather and evaluate user requirements in collaboration with product managers and engineers .
 - Run design workshops, ideation session and/or discovery sessions.
 - Illustrate design ideas using storyboards, process flows and sitemaps.
 - Create prototypes, wireframes, and mock-ups to demonstrate the functioning and layout of the product.
 - Implement the latest design innovations to ensure that the product is in accordance with the cutting-edge technology.
 - Collaborating with the marketing team, and internal and external designers to ensure the creation and delivery of tailored experiences for the digital user.
 - Collaborating with operations, retail, sales and marketing to design services that will provide end users with the experience they expect.
 - Develop UI mockups and prototypes that clearly illustrate how sites function and what they are intended to look like.
 - Conduct user research, create user personas and conduct customer and competitor analysis.
 - Create original graphic designs (e.g. images, sketches and tables) .
 - Prepare and present rough drafts to internal teams and key stakeholders.
 - Identify and troubleshoot UX problems (e.g. responsiveness) .
 - Optimises UI designs and tests for intuitiveness and user-centeredness.
 - Create a cohesive style guide to ensure consistent design language is followed across the product.
 - Conduct usability testing to identify gaps in design .
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**Key Experience,
Knowledge, Skills &
Qualifications:**

Key Experience

- Experience working with service design and bringing organisational element together to create market leading customer experience.
- Proven work experience as a UI/UX Designer or similar role.
- Experience of the full software development lifecycle including traditional and agile techniques.
- Experience working with senior staff within an organisation and interfacing with key internal and external stakeholders.
- Experience of working with agile software development techniques and teams.

Knowledge and Skills

- A team player but can work independently too.
- Excellent written and verbal communication skills.
- Multi-tasking and time-management skills, with the ability to prioritize tasks.
- Motivated to continuously improve and achieve excellence.
- Promotes diversity, team spirit and a sense of mutual responsibility to deliver customer excellence.
- Ability to influence and collaborate within an organisation.

Qualifications

- A bachelor's degree in computer science, design or relevant field and minimum of 2 years UI/UX design experience for digital products or services.
- A portfolio of professional UI/UX design work for both web and mobile platforms.

Key Interfaces:

External – Members, Digital suppliers, end users
Internal – IT, Retail, Sales, Marketing, Member proposition

Drive Business Performance & Value Creation

Creates value through economic action and establishes meaningful changes

- has a profound and comprehensive knowledge of the target market and the business
- continuously develops the business and his/her performance
- realizes goals while considering costs, benefits and risks (goal and result orientation)
- shows commitment in achieving goals, even under difficulties
- searches for permanent solutions and takes responsibility for the results (solution orientation)
- has the ability and flexibility to recognize and promote business opportunities and need for change (Change Management)
- thinks and plans ahead in order to achieve long-term results-oriented growth of the PHOENIX group
- maximises efficiency and effectiveness
- realizes set objectives at due date, quickly delivers results

Business

Dedicate Yourself to Customer Needs

Bases his/her behaviour on internal/external customer benefit and thus supports business success

- focuses on customer excellence, puts him-/herself in the position of the customer
- thinks the process back from the perspective of the customer
- gives priority to customer needs
- reacts quickly and appropriately to customer needs
- incorporates feedback in his/her decision-making processes
- aims at exceeding customer expectations
- actively contributes to build long-term and mutually beneficial customer relationships
- creates mutual trust by being reliable and fulfilling expectations
- meets the customer with respect and fairness
- anticipates customer needs and proactively develops solutions
 - encourages innovation and improvement

Customer

Strive for Quality Excellence

Acts quality-conscious and continuously improves work Results

- has profound knowledge of his/ her own area of responsibility
- acts responsibly and ensures his/her own quality of work
- demands a high standard of quality of him-/herself and others
- supports a quality which prevents rework and waste (cost awareness)
- works accurately and in compliance with guidelines and best practices (high level of detail)
- learns from mistakes and avoids them in the future
- aims to continuously improve workflow, procedures and products (process improvement)
- continuously improves the performance levels of her/his organization, corrects insufficient work results
- openly addresses problems and develops (in dialogue with colleagues/ supervisor) appropriate solutions
- is strong in implementation and assertive

Quality

People

Lead and Engage

Achieves high performance levels through clear and open communication and an inspirational and appreciative interaction with others

- motivates him-/herself and others to excellence and continuous improvement
- communicates in a timely and precise way and encourages two way communication
- creates an appropriate framework where employees develop their full capability
- promotes team spirit and creates a sense of responsibility for mutual goals
- determines the direction of the team and ensures that goals and responsibilities within the team are clearly defined and monitored regularly
- actively promotes an organisation of diversity and cooperation (employee involvement)
- identifies and discusses emerging conflicts and supports to solve them
- acts in his/her function as a role model and conducts him-/herself with integrity and credibility
- makes quick and clear decisions, is decisive
- is honest, loyal and behaves in a responsible and respectful way (sense of responsibility)
- suits his/her actions to his/her words (walk the talk)
- embodies the values of the PHOENIX mission statement

*PHOENIX Medical Supplies will be recognised as a provider of
top class business relevant solutions to the UK healthcare industry,
operating with honesty and integrity to show leadership in partnership*

