

UX Team Lead – Role Profile

Reports to

User Experience Design Director.

Role purpose

An experienced senior UX practitioner with strong team leadership skills. The Team Lead is responsible for managing a team of UX designers in order to oversee and ensure the quality of user experience design across multiple projects from start to finish. You must be equally comfortable giving direction to digital designers within the team and leading by example on your own projects.

The Team Lead is a champion for User experience both within the agency and externally to clients. Whilst candidates for this role should come from a user experience background they must be comfortable directing and communicating visual design work. The role is roughly 50% hands-on, 50% team leadership and direction.

Main responsibilities

UX Design Delivery

- Ensure that the UX design team is involved across the project lifecycle.
- Build business partner relationships with clients to understand their needs, ensure that they understand the user-centered design process and to ensure that briefs and requirements are effectively captured from clients.
- Ensure project delivery by delegating work effectively amongst the UX Design team, and by directing, overseeing and providing critique to UX Designers across a wide range of projects.
- Produce own high quality work from brief through to detailed Information architecture, including: Current state and competitor analysis, Personas, User scenarios, Wireframes (annotated), Concept sketches, Site maps.
- Champion the end user in all projects, ensuring usability and accessibility and user research based evidence to back up your decisions.
- Ensure that the UX Design team works effectively in partnership with the wider agency team, specifically including client service, strategy and front end development.
- Ensure design work is technically implementable and the development team are kept regularly updated about UX design progress and any changes that occur throughout the project process
- Present UX team work (research findings, IA or visual design) and rationale - to clients and internal teams
- Address and resolve issues as they occur, escalating to the UX Director as necessary.
- Ensure a consistent UX process is implemented across projects and develop appropriate documentation for projects e.g. annotated wireframes, writing up agreed actions from meetings

Leadership and Management

- Lead and inspire the UX Design team to ensure that the work they produce is of the highest standard.
 - Champion a user centred design approach to clients and the wider agency.
 - Train team members and the wider agency in the UX process and skills.
 - Ensure that everyone on your team has regular appraisals, clear objectives and a career plan to work towards.
 - Ensure that your team has the skills required to meet business objectives.
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Innovative Thinking

- Consistently challenge the UX Design work produced to ensure that all options have been explored and the best solution has been found
- Ensure expert, up to date knowledge of industry developments and trends in digital platforms and UX.
- Demonstrate thought leadership in all your interactions with the team, the wider agency and clients.
- Work with the UX Design Director and Creative Director to shape the design direction for the agency.

Skills required

- 2+ years in a supervisory or management role
- 7+ years as a practitioner
- Experience directing a range of UX designers – from IAs to visual designers
- Ability to delegate work appropriately
- Ability to work across multiple projects and understand priorities between them
- Substantial portfolio of your own projects that demonstrate
 - your understanding of user centred design processes and practice
 - your ability to solve complex UX problems
 - your ability to gather and analyse user insight through various techniques
 - flexibility of style and approach to suit different audiences
- Expert knowledge of Information architecture and design packages including Adobe CS suite: Fireworks, Illustrator, Axure or similar
- Great communication and organizational skills
- Ability to understand and balance business and user needs for projects
- Strong client management skills
- Thorough understanding of modern front end development capabilities
- Practical understanding of use of typography and colour
- Self-starting and positive attitude
- Able to demonstrate a real understanding and interest in our range of clients
- Usability set up and facilitation (desirable)
- Visual design experience (desirable)
- Leading team training (desirable)

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