

Information Technology – UX/UI Designer Required Competencies

Required Competencies
<p>User Centered Process <i>Demonstrates empathy, sensitivity and understanding for the user to iteratively build products that enhance the user experience. This involves seeing the world through the eyes of others and understanding the context through which the user interacts with the product/solution.</i></p>
<p>Identifying Problems <i>Reviews diverse and sometimes conflicting user experiences/data to develop and evaluate options and implement solutions that support business goals.</i></p>
<p>Defining Solutions <i>Collaborates with stakeholders to decide which solutions would be most appropriate for the defined problem with consideration for the constraints of the project.</i></p>
<p>Cross Functional Collaboration <i>Leverages high-level knowledge of design systems, HTML/CSS, and relationships with development/engineering to ensure designs are feasible.</i></p>
Strongly Recommended Competencies - UX/UI Designer
<p>UX/UI Tools <i>Uses a digital design tool like Sketch, InVision, Figma, or Axure for designing and prototyping. Demonstrates a high level of skill in at least one of these tools.</i></p>
<p>Research Activities <i>Participates in research planning, execution, data collection, distilling data, analysis, and summarizing findings. Reports out findings to stakeholders and helps guide the team to the best solution.</i></p>
<p>Design Iteration and Handoff <i>Incorporates feedback discovered in user testing to make changes and produce high-fidelity designs that communicate the final product design to stakeholders.</i></p>
<p>User Interaction for Research <i>Gathers input from users with basic feedback and observation activities. This also involves building rapport with the user in order to make them feel comfortable with giving feedback.</i></p>
<p>User Testing <i>Conducts evaluative research and tests design solutions for usability.</i></p>
<p>Elements and Principles of Digital Design <i>Demonstrates knowledge of commonly accepted visual design principles, including color theory, typography, page layout, information hierarchy, and responsive and mobile design. Applies those principles to designs within constraints of the brand.</i></p>
Additional Optional Competencies - UX/UI Designer

Design Communication

Effectively presents visual and functional ideas to internal or external stakeholders and provides rationale on the why behind the digital design. Conveys UX/UI concepts in a simple manner in a way the business can understand and effectively communicates the benefits to the business.

User Interface Engineering

Leverages user experience and responsive design, web mobility, communication tools (such as AJAX), web services (including REST), a web framework, version control, and a development life cycle methodology (such as Agile).

Information Architecture

Discipline that focuses on the organization of information within digital products. This is the supportive backbone to the design system and wireframe, the structure the UX/UI Designer pulls from at a company to make sure the site functions the same from page to page, such as with the display of dates across the site.

Data and Analytics

Develops and implements a set of techniques or analytics applications to transform raw/gathered data into meaningful information.

Arbitration

Listens to diverse and sometimes conflicting user experiences and uses that data to make sound choices that support business goals.

Data Literacy

Analyzes and synthesizes data from user research to develop recommendations and communicate findings.