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| **Role Title:** | User Experience Designer | **Responsible to:** | Member Excellence Lead |
| **Division:** | Operations | **Department:** | Transformation Management Office |
| **Direct reports:** | None | **Scope:** | MPS worldwide - to improve the effectiveness and usability of the MPS member and colleague experience |
| **Scale:** | N/A |
| **Regulated Function:** | No |
| **Evaluation Level:** | Implement 2 | **Role Family:** | Digital, Data and Change |

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| **Role Purpose** |
| Your role as a User Experience Designer at MPS is to research, ideate, prototype, test and support the implementation of digital, telephony and omnichannel experiences which form part of the end-to-end colleague, prospect and member journey.  Using the principles of Design Thinking, you will conduct and support user research of all kinds alongside our research team to gain a comprehensive understanding of user needs and pain points. You will work with personas, document as-is and to-be experiences, collaborate on key process inputs and outputs, and prototype new journeys using a variety of methods, including wireframes, journey maps, comic strips, videos and other media as agreed. Through engaging visualisations, you will drive a common understanding of as-is and to-be MPS services – from both an internal and external perspective.  You will ideate collaboratively to solve key experience issues, creating prototypes at a variety of levels of fidelity, ensuring user needs are met and business objectives are supported. You will work on experiences delivered both through large-scale service design and on smaller-scale optimisation.  You will create, test and iterate prototypes based on feedback and research and ensure that your work is brand-compliant at all times.  You will design digital user interface elements both broadly and more specifically as part of higher-fidelity wireframing. You will take responsibility for developing visual and informational hierarchies, and for developing and managing standardised, brand-supporting design elements and page components which can be used by delivery teams – in effect a ‘design system.’ You will also provide UX Writing support, in particular for microcopy.  You will work with MPS delivery teams to provide guidance on the implementation of the experiences you have designed, providing alternative options where needed to support timely progress.  You will be comfortable defining and using data and analytics to measure and improve your work, and creating and giving presentations to a variety of stakeholders at all levels of the organisation.  You will be accountable for your own planning and delivery, measuring key success metrics as agreed and thoroughly organising/documenting your work. |

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| **Accountabilities (RACI)** | **Measures of Success/KPI’s** |
| **Service Delivery/Leadership**   * Lead workshops to elicit user journey inputs, outputs, pain points and needs * Collate large amounts of user data into manageable inputs for service designs * Create service designs using any agreed method or tool and share/present these as needed * Understand product specifications and user psychology * Conduct concept and usability testing and gather feedback * Define the right interaction model and evaluate its success * Develop wireframes and prototypes centred on meeting user and business needs * Find creative ways to solve UX problems * Create brand-compliant UI designs * Communicate design ideas and prototypes to developers and others as needed * Keep abreast of competitor products and industry trends * Understand and utilise design thinking as a core working approach | * MPS Net promotor score Vs plan * Delivery of agreed CI measures and targets * MSAT improvements * Usage/KPI improvements |
| **Financial**   * Track and measure improvement activity against key metrics * Ensure service designs are practical and deliverable within agreed budgets | * MSAT or NPS improvements * Delivery of agreed CI measures and targets |
| **Member**   * Gain a rich understanding of member needs and work to meet these in user experience designs, while balancing the needs of colleagues and MPS as a whole * Identify and track key member metrics where they are impacted or targeted by your designs, to demonstrate improvements. * Document member service designs or flows that you deliver. * Make extensive use of member research and use our member panel and other forums to gain feedback on existing and new experiences | * MPS Net promotor score Vs plan * Complaint volumes * MSAT and KPI improvements |
| **People**   * Champion the cause of user experience design throughout MPS and externally where agreed, acting as an ambassador for its contribution to organisational success * Take accountability for own training, competence, performance and engagement of self and others. * Build key relationships with internal and external stakeholders as necessary, liaising on projects to enhance quality service and outcomes for members. * Take an active role in promoting a more inclusive environment, which aligns with our commitment to celebrate and promote diversity. | * Delivery of Personal Development Plan to plan * One to one / performance review meetings Vs Plan * Stakeholder feedback |
| **Risk**   * Ensure appropriate business processes and controls are in place to support UX Design activity within risk appetite; comply with policies and regulatory requirements (as applicable). * Identify and report risks and issues identified within the member journey and across MPS to enable resolution and mitigation of potential impact on MPS, members and colleagues. * Adhere to appropriate business policies, processes, and regulatory requirements (as applicable) to ensure activity within risk appetite. * Comply with applicable professional ethical guidance and all relevant internal policy and procedures, including those relating to health and safety, data protection, IT security and all those contained within the staff handbook | * Risk & Control Self- Assessments * Audit Actions * Quality monitoring outcomes / compliance to Training and Competence Scheme |

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| **Responsibilities (RACI)** |
| * Document and catalogue all work * Work to become an expert in MPS user journeys, internal and external, on all channels * Challenge the current understanding of a given problem, seeking and driving clarity before action * Create as needed the key inputs to your work – current journeys, pain points, research, user needs, inputs and outputs, user goals, key KPIs. * Create to-be journeys and prototypes, testing and iterating these based on user feedback * Create wireframes, clickable journey flows, videos or other suitable media to illustrate your work, driving a common understanding * Collaborate closely with process teams to ensure all work illustrates Lean principles and aligns with process goals * Support the use and maintenance of a Design System, creating or modifying key components where needed * Promote UX Design and its features, frameworks and principles across the organisation * Define key KPIs and success measures for your work * Collaborate closely with related teams to develop solutions and track benefits * Conduct workshops as needed to gather design inputs or other UX data * Challenge complex journeys and evidence alternative ways of working * Collaborate with colleagues across MPS in an open, engaging, thoughtful and resilient fashion * Demonstrate flexibility and self-awareness when dealing with feedback or input * Support and facilitate the prioritisation of improvements that give us the best value. * Create reports and presentations to communicate findings and recommendations. * Work with 3rd parties as needed on service design, UX design and UI design, recommending partners where you have had positive previous experiences |

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| **Key Governance Responsibilities** | |
| Ensuring accurate and timely support for governance meetings | |
| **Leadership Framework Competencies** | **Level** |
| Fresh Thinking | Leading Organisation |
| Building Capability in Self and Others | Leading Self |
| Influencing Others | Leading Others |
| Collaborating for Results | Leading Others |
| Leading Self and Others | Leading Self |
| Commercial and Risk Thinking | Leading Others |

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|  | **Knowledge and Qualifications** | **Skills** | **Experience** |
| **Essential** | * Degree-level qualification in a relevant discipline or equivalent practical experience | * Ability to run workshops and manage/synthesise outputs * A creative approach to problem-solving * User research and prototype testing * Proven analytical and problem-solving abilities. * Ability to effectively prioritise and execute tasks in a high-pressure environment. * Strong interpersonal and oral communication skills. * Use of Design Thinking and standard UX Design frameworks * UI design work, in particular for consumer-facing digital services * Skilled at working within a team-oriented, collaborative environment. * Ability to present compelling ideas and solutions in business-friendly and user-friendly language. * Good technical understanding of relevant technologies * Highly self-motivated and self-directed. * Keen attention to detail. | * A minimum of 2-3 years’ experience as a UX Designer in a commercial environment using a wide range of UX tools and resources * Hands-on user research and testing experience * Significant UX/UI work as part of major digital service design and delivery (e.g. CIAM or online shopping ecosystems), and/or the continuous improvement of existing services * Experience of identifying and addressing root cause issues and exploring activities and processes in detail * Experience of usage analytics using services such as Google Analytics * Strong web portal and omnichannel service design experience |
| **Desirable** | * Post-secondary education in Interface Design, Human Factors, psychology, web development, etc. | * A solid technical and practical understanding of front-end development, HTML, JavaScript, etc. and the ability to work with these in partnership with development teams | * Experience as a key UX Designer within a business-wide digital transformation * Experience using Design Systems * Design System setup and management * Experience of service migrations and upgrades |