

Salary: £45,000.00 - £50,000.00

Location: London

Contract Type: TfL

Overview of project/role

Experience Designers play a key role in our growing team. They join a highly collaborative and creative area of TfL which is responsible for designing world-class digital products and services. The role holder is accountable for the end-to-end delivery of their assigned work packages on time, to budget and to the agreed level of quality. The role requires:

1. Service design expertise. Experience Designers help to deliver key service design projects under the direction of Experience Design Leads and the Experience Design Manager. They work alongside Product Managers and other key stakeholders to:

- identify challenges and opportunities for the end-to-end experience of a digital service
- deliver research, design activities and artefacts
- contribute to a shared future vision for the experience of a service
- work alongside multi-disciplinary project teams throughout the design process, from discovery to delivery

2. Hands-on expertise in one or several of the following areas:

- visual design
- interaction design
- design research

Key Accountabilities

- Accountable for the end-to-end delivery of specified work packages working in collaboration with stakeholders and teams across TfL (and 3rd party suppliers) to ensure key customer projects are delivered on time, to budget and to agreed standards of quality. Depending on the role holder's area of expertise (see definitions on additional sheet) these will include:
 - Visual Design (sketching, creating visual design mock-ups, developing standards & guidelines, delivering design assets)
 - Interaction Design (mapping experiences and creating wire frames, user journeys and prototypes at different levels of fidelity and interactivity)
 - Design Research (reviewing existing research, planning and conducting primary research and user testing activities)
- Contribute directly to the development of TfL's experience design centre of excellent through the application of advance design methodologies in order to develop informed experience designs strategies and principles that align and compliment T&D strategies.
- Consult & provide expert guidance to TfL's stakeholders throughout projects from helping them shape visions, providing narrative to proposed design and including them during testing/acceptance to maximise customer satisfaction.
- Propose, develop and own key continuous improvement activities which contribute to the maturity of the design team and deliver new ways of working to ensure the team delivers world-class user design experiences as a CoE for TfL
- Manage & assure works of 3rd parties incl. suppliers and NPL's when required ensuring TfL achieve maximum value from commercial engagements & to ensure customer briefs are delivered to on time, to budget & within quality parameters.

- Provide design subject matter expertise and insight to product managers to ensure roadmaps are optimally informed and that user needs and behaviours are sufficiently provisioned for during roadmap development and product change initiatives (represent user needs which may not be explicitly defined by the users directly - e.g. behavioural traits).
- Contribute to the maturity of the design team through optimally managing knowledge incl. carrying out industry analysis and horizon scanning, delivering key insights and proposing of new ways of working to the experience design team management.
- Exhibit the value of world class design to TfL stakeholders (incl. senior managers) through innovative demonstrations (e.g. Beta testing or prototyping) in order achieve advocacy and investment from key stakeholder groups.

Skills, Knowledge & Experience

Skills

- Proactive individual able to work independently to deliver key design activities and artefacts to strict deadlines
- Time management skills, able to plan works and prioritise when necessary to met objectives
- Collaborative individual able to work with different disciplines to achieve common goals
- Able to structure and produce clear and well-researched design solutions for digital services and products.
- Impactful storytelling and presentation skills, able to deliver compelling messages to stakeholders
- In-depth knowledge in ONE or several of these areas: • Visual Design, • Interaction Design • Design Research (see definitions on additional sheet)
- Computer literate able to use basic MS Office applications and systems
- Innovative and proactive, able to look at challenges from a different perspective and work towards developing new and effective ways of doing things

Knowledge

- Ideally educated to a bachelor degree level or has the equivalent knowledge gained from professional experience.
- Service design – a strong understanding of the full, end-to-end service design process and how different activities and deliverables inform each other, e.g. how research findings and strategy inform concept development and detailed design. Being adept at a wide range of human-centred research and design methodologies, e.g. understanding why and how methodologies are used in a given context. In-depth knowledge in ONE or several of these areas: • Visual Design, • Interaction Design • Design Research (see definitions on additional sheet)
- A good level of knowledge of project delivery methods, particularly Agile
- Awareness of key business terminology and processes
- Knowledge of primary and secondary research approaches (e.g. basic surveys and desk research)

Experience

- Experience in delivering complex service design projects within multidisciplinary teams
- Significant hands-on experience in one or more of the following areas: visual design, interaction design or design research

- Experience in contributing to a growing team, by sharing knowledge, defining shared methodology, producing reusable tools and pro-actively supporting colleagues
- Experience delivering design work packages within a technology focused organisation (desirable)

Equality and Diversity

We are an equal opportunity employer and value diversity. We do not discriminate on the basis of race, religion, ethnicity, gender, sexual orientation, age or disability status.

On this recruitment campaign, as part of TfL's continuing commitment to be an inclusive and equal opportunity employer we will be removing personal identifiable information from CVs and covering letters that could cause discrimination.

Application Process

Please apply using your CV, a two-page covering letter and a portfolio

Think carefully about the skills, knowledge and experience in the advert and cover this in your CV and cover letter.

The closing date for applications is 28th September 2022 @ 23:59

Benefits

In return for your commitment and expertise, you will enjoy excellent benefits and scope to grow. Rewards vary according to the business area but mostly include:

- Final salary pension scheme
- Free travel for you on the TfL network
- A 75% discount on National Rail Season Ticket and interest free loan
- 29/30 days annual leave plus public and bank holidays
- Private healthcare discounted scheme (optional)
- Tax-efficient cycle-to-work programme
- Retail, health, leisure and travel offers
- Discounted Eurostar travel