

# POSITION DESCRIPTION



<b>Position Title</b>	Senior UX/UI Designer
<b>Career Level</b>	Level 4
<b>Location</b>	North Sydney
<b>Position Type</b>	Fixed Term – 24 months
<b>Business Unit</b>	Integrity Systems Company
<b>Reports To</b>	<b>Digital Product Manager / UX Lead</b>
<b>No. of Direct Reports</b>	0
<b>Date</b>	Feb 2024

## About MLA and the Integrity Systems Company

The Integrity Systems Company develops, delivers and administers meat and livestock integrity programs, including the development and delivery of information technology platforms, for the meat and livestock industry. The Integrity Systems Company is responsible for the integration, expansion and enhancement of the meat and livestock integrity programs to improve the quality, efficiency and performance of the programs for the benefit of the industry. The Integrity Systems Company is a fully-owned subsidiary of Meat and Livestock Australia that operates with its own board which is appointed by MLA.

MLA works in partnership with the red meat industry and the Australian Government to deliver marketing, research and development products and services to cattle, sheep and goat producers. Our core purpose is to deliver world leading outcomes that fuel global competitiveness, sustainability and producer profitability.

Our values:

- Integrity at heart - We are unwavering in our commitment to our stakeholders.
- Stronger together - We embrace diversity and collaborate to deliver impact.
- Future focused - We strive to continuously improve and push boundaries towards a better future.

## Position Purpose

ISC's Senior UX/UI Designer plays the essential role in conceptualising and designing user-friendly, engaging, enjoyable, and accessible digital experience for ISC products and services, leveraging human-centered design practices. The role is responsible to provide User Experience (UX) and User Interaction (UI) design service and expertise to support continuous improvement of existing and upcoming ISC digital products, incorporating best practice UX design principles to ensure consistent, frictionless, and accessible digital experience across all ISC digital products.

This position is part of ISC Agile delivery teams. This position will work closely with various stakeholders, both internal and external, to identify customer pain points, framing the problems, designing the solutions, and supporting solution implementation in ISC products, and measuring solution effectiveness and iteratively improving user experience for ISC products . This position will contribute to the end-to-end product delivery from planning and conducting user research, synthesizing user insights, assisting with ideation, design exploration, and crafting creative and on-brand visual solutions for ISC.

This position will work under the guidance and direction of the Digital Product/UX Lead and collaborate closely with cross-functional teams including business SMEs, product strategy managers, digital product owners, technical business analysts, technical specialist, software developers, Quality Assurance and other team members to ensure the delivery of exceptional user experiences that align with ISC goals, objectives and strategy.

## **Key Accountabilities**

### **User Research**

- Plan, design and conduct regular user research activities to gather feedback and understand user problem space.
- Evaluate user feedback and product analytics to incorporate design enhancements to iterate and improve ISC digital product continuously.
- Assist in conducting usability testing to explore, iterate and validate design solutions.

### **Design**

- Leverage user-centred design process and design thinking methodologies to define solutions based on a deep understanding of customer needs, pain points, and behaviours
- Sketch, design, and collaborate with your team and key stakeholders to explore innovative ideas and concepts.
- Create wireframes, prototypes, and visual designs that align with Human Centred Design principles
- Utilise UX best practices to create engaging, user friendly products and services that meet the needs of our user base.
- Design personas, user journeys, user flows, wireframes, visual designs that meet the needs of ISC product users.
- Maintain consistency in the product appearance, following style guidelines, and taking influence from best practices and first principles of design and user experience standards.
- Design intuitive and modern user interfaces for web, desktop and mobile applications ensuring our users can seamlessly complete complex tasks.
- Assist in the development and maintain a design system to ensure consistency across all digital assets.
- Create high-fidelity visual designs including icons, graphics and visual elements in alignment with organisation branding guidelines and best practice design principles.
- Work closely with development teams for UI hand over and implementation through the development process

### **Stakeholder Management**

- Work with key stakeholders and product owners to gather and evaluate user requirements.
- Present conceptual ideas and detailed design and rationale visually and verbally to get stakeholder buy in

- Work on multiple initiatives and multiple products across the product development lifecycle from concept to high-fidelity designs
- Collaborate and part of Agile product delivery team to design and build products, solving user problems and contributing to ISC overall business goals and strategic plans.

**MLA Specific Accountabilities**

- Ensure retention of Intellectual Property associated with Software Assets under the development of third parties or in-house. This includes documentation, meeting ISC development standards, training, and skill retention.
- Comply with MLA’s policies and procedures in workplace health and safety as applicable to self, other workers, and all activities within area of responsibility and control.
- Comply with the requirements of the company quality management system (all relevant procedures and work instructions) including contributing to process management and improvement of documentation.
- Ensure activities comply with all legal, corporate, and ethical standards and all ISC policies and procedures.
- Comply with MLA’s policies and procedures in workplace health and safety as applicable to self, other Workers and all activities within area of responsibility and control

**Key KPIs**

- User Research and synthesize insights from research and user feedback
- User-friendly, seamless, engaging, accessible UX and UI Design
- Promote Continuous Improvement

**Major Challenges and Complexities**

- Balance user needs, with what creates a significant business outcome and then how best to apply design principles to deliver optimal user experience with ISC products and services.
- Ability to work collaboratively across ISC’s technology and business functions to foster strong working relationships with peers and understand the challenges and capabilities within each domain, including in an environment where significant knowledge and capability is vested across many areas of the business as well as in third parties.

**Key Relationships**

<b>Internal</b>	ISC Senior Leadership Group Solution Delivery Team Digital & Data Team IT Operations Business Operations, Customer, Communications & Adoption Teams Collaboration across MLA IT and other business units
<b>External</b>	Vendors engaged to build or support ISC products and systems Contractors providing services to ISC Commercial software developers and providers integrating with ISC platforms Consumers of ISC products and services

### **Other (i.e. travel required, on call)**

There will be occasions when, due to the nature of some project work, you will be required to perform your duties outside of the core working hours (e.g. during scheduled outages and project go-live activities).

### **Authority**

#### **What does the person have the authority to do?**

This role is empowered to make timely and effective decisions pertaining to the execution of tasks and responsibilities within their purview.

#### **What does the person need to seek approval for?**

This role is not required to make budgetary or finances decisions. This role should seek approval from direct manager in accordance with company policy and procedures.

### **Essential Qualifications / Skills / Experience / Competencies**

- Possess a relevant tertiary qualification with a minimum of 5 years' experience in a similar role.
- Possess experience with qualitative and quantitative research methods and when to use them.
- Possess in-depth knowledge of design principles such as accessibility, inclusive, colour sciences, modern interaction design principles, etc.
- Strong and demonstratable experience creating low and high-fidelity design prototypes and can use common design tools such as Adobe Creative, Sketch, InVision, Figma, etc.
- Strong workshop facilitation skills and the ability to present designs accurately to various levels of stakeholders across different platforms with the ability to clearly speak to design rationale and justifications.
- Strong problem-solving skills and the ability to tackle big challenges using a collaborative workflow, with the client front of mind.
- Proven experience in building, maintaining, or scaling design systems.
- Ability to quickly understand complex user and business requirements, and design appropriate solutions to meet those requirements.
- Experience creating visually exciting UX/UI designs for mobile, desktop and web platforms and displaying solid knowledge of web and mobile user interface components and design principles.
- Experience designing for native mobile apps and good understanding of iOS and Android requirement.
- Experience in building and testing accessible web experiences to WCAG 2.1 AA level.
- End-to-end experience of managing design activities across the user-centred design process including design research skills, iterative design and prototyping and facilitation of experimentation and usability testing.
- Knowledge and experience in Human Centred Design/ Design thinking methodologies.
- Prior experience working in an Agile environment, utilising best practice methodologies, tools, and processes.
- Committed to personal development with a professional attitude and customer-service orientation.
- Self-motivated, ability to multitask and prioritise and a great team player.

