# UX Designer

**Location:**        Manchester

**Reports To:**    Head of Design & UX/Senior UX Designer

**Role Purpose**

The primary responsibility is to drive continuous improvement through leading and delivering design projects that have users at the heart of what we do as a company. This is a hands on design role, identifying user needs, prototyping solutions, testing ideas with UX researchers and refining designs with data and user feedback. Kaplan is a global company and is investing significantly in its online products and services, in order to make improvements to the user interface and the user experience of our customer journeys.

- Key member of the UX team driving digital projects to understand our business and customers needs, crafting intuitive digital experiences across our websites
- Work directly with a passionate UX team to build a culture of continuous improvement and work collaboratively with team members across all disciplines to create stunning and thoughtful digital solutions
- Lead digital projects delivering user-centered experiences across ecommerce and learning environments – delivering UX projects that will drive an improved and optimised user experience, measuring project success with defined measurables, data and insights.
- A satisfyingly challenging role, providing exposure to a wide range of B2C and B2B users types across our websites – driven by a wide range of products, services and brands
- Work closely with Head of Design & UX and Senior UX Designer to drive new design standards, visions and ideas across all sites, then work closely with developers and build processes to ensure all projects are delivered smoothly and to the highest standards

The successful candidate will play a key role in helping the business plan, build and launch sites and customer journeys with significant investment that will move Kaplan's web capability forward.

**This role will offer the opportunity to:**

- Grow, develop and work collaboratively with teams looking to lead in our industry and stay ahead of the competition
- Work with a team developing and managing their own Design System
- Ensure your knowledge and skills grow with training and support
- Work with strategy, development and content teams to collaboratively define projects
- Work in a relaxed environment in a state of the art new office
- Continually innovate and introduce new ideas, techniques and technologies.

**Design direction at Kaplan**

- We prioritise user needs – we try to understand the emotions, feelings and aspirations of our users, rather than making assumptions about what they want and like, or how they behave. We design to match our user's needs, not our organisational structure or other agenda. Every change we make to our digital products should add value and benefit our users.
- We design for everyone – We aim to remove as many barriers to using our digital products and services as possible. By making our designs accessible and inclusive to all users—regardless of circumstances, ability, location or device—everyone is included and no one is excluded.
- Culture of continuous improvement – Design is an on-going imperative, so we strive to continually improve our digital products and services, learning from what people do, not what they say they do. We make design decisions based on evidence and are aware that our solutions are assumptions unless they are validated with real users. We release early, test assumptions, learn and improve our ideas.

**Key skills and responsibilities**

- Lead digital projects keeping the focus on user based solutions and following UX processes from initial research through to final designs – backing decisions and direction using evidence, best practice and case studies to support
- Confident using both insights with quantitative or qualitative research to define initial project direction and focus in the discovery phase. Ability to understand usability testing to validate designs and decisions
- Clear and efficient communication to other teams and stakeholders with ideas, designs and solutions driven by insights and research
- Designing wireframes, user journeys as well as a good understanding of website information architecture to create a website
- Experience and skills understanding our business requirements and our customer needs – with user research, interviews and surveys, and translating them into sitemaps, user flows, customer journey maps, wireframes, mockups and high-fidelity prototypes.
- Strong working knowledge and passion for interaction and user-centered experience design, including comprehensive awareness of new platforms and technologies
- Drive consistent standards, best practices and approaches through all web projects
- Developing cross-browser and cross-platform compatible solutions, working towards the vision of responsive site solutions
- Ability to use initiative and work under pressure to achieve tight deadlines
- Able to manage UX projects using online workflow and project planning tools

**Relationships**

This is an excellent opportunity to develop in a collaborative and friendly environment across several internal and external teams. There is interaction across all areas of digital marketing and web development including UX, design, maintenance, usability, analytics and testing.

- Good communication skills are essential for liaising closely with stakeholders and colleagues at the design stage and throughout a project
- Working closely with UX researchers to ensure the user needs are met and we are able to rework ideas and direction with user insights
- Liaise with stakeholders to sign off projects, templates and pages to keep projects on track
- Collaboration with developers and development teams ensuring design and dev are working together when deciding direction, but also when sites/designs are built they stay as close to the signed off designs as possiible
- Collaboration and communication with product owners, researchers, developers, data analysts as well as other designers throughout the full UX Design process.
- Work closely with the Web Content team to ensure a seamless customer journey is achieved throughout communications & the campaigns are fully integrated across all channels
- Work with Senior UX Designer to establish clear and consistent Kaplan branding on our digital executions, providing a clear sense of direction and standards that other teams can follow
- Communicate clearly all estimated project time, project possible risks and updates to all key stakeholders in each project


**Person Specification & Competencies**

**Job Title:**     UX Designer
**Level:**          Team Member working with 3rd party designers and development

**Technical Experience & Capabilities:**
- Portfolio that reflects ability to lead projects and a strong understanding of digital design
- Strong digital creative solutions and ideas with interface and interaction design experience
- Firm knowledge of web standards, browser and device compatibility
- Demonstrable UX design skills but also understand the key fundamentals of UX processes
- Knowledge and exposure to A/B and multivariate testing
- Experience collaborating well with developers
- A strong knowledge of Adobe suite
- Skilled in Sketch, prototyping techniques and online tools like InVision or Marvel
- Good project management skills would be beneficial
- Proven experience of working in an agile development environment with User Experience teams, designers and developers to create new digital products and services
- Good knowledge of HTML/CSS/HTML5/CSS3, JavaScript
- Minimum of 5 years web design experience and UX

**Key attributes/behaviours:**
- Creative/Artistically minded with ability to apply this to functional user friendly experiences
- You are clear and passionate when it comes to articulating your design rationale to stakeholders. You know how to tell a great story.
- You're resolute in how you use insights, data and assumptions to drive design through thoughtful hypotheses.
- Hard working team player with ability to lead web solutions
- A passion for uses of information architecture/usability/accessibility.
- Analytical and inquisitive, with excellent attention to detail

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- Innovative and creative, with a concise, precise and effective approach to problem solving and the ability to develop, deliver and new creative ideas
- Personable and approachable, with an enthusiastic and motivational nature and an overall passion for excellence
- Reliable, flexible and resourceful
- Excellent communication skills

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