

Job Description

Job Title:	UX/UI Designer
Department:	Waterloo Undergraduate Students Association
Reports To:	Manager of Digital Experience (UI/UX)
Jobs Reporting:	None
Salary Grade:	USG 7
Effective Date:	July 2023

Primary Purpose

Reporting to the Manager of Digital Experience (UI/UX), the UX/UI Designer will be responsible for generating top-quality UX design solutions utilizing wireframes, visual and graphic designs, flow diagrams, storyboards, site maps, and prototypes for new and existing websites and web applications for the Waterloo Undergraduate Student Association (WUSA) and its subsidiaries.

The incumbent is responsible for developing, implementing and monitoring strategic web and digital marketing initiatives designed to drive student engagement and ensure the objectives and goals of the organization are achieved.

In collaboration with Digital Experience (UI/UX) Manager, the UX/UI Designer will help ensure accessibility, scalability, and functionality of web properties to deliver modern and robust user interface for the WUSA members. The UX/UI Designer must have the foresight to recommend progressive improvements and initiatives to ensure our web properties and product roadmaps align with student needs.

Key Accountabilities

- Lead and oversee the design and development of assigned web design projects on WUSA web initiatives.
- Create visually appealing and user-friendly website and web application designs for WUSA development team.
- Develops, maintains and provides training and web guidelines to be used in the creation of webpages and communications for marketing staff and designer reference.
- Develop wireframes, prototypes, and interactive mockups to effectively communicate design concepts.
- Conduct user research and gather feedback to inform design decisions and improvements.
- Collaborate with developers to ensure the implementation of designs aligns with the intended user experience.
- Optimize website and web application designs for accessibility, responsiveness, and cross-browser compatibility.
- Conduct usability testing and analyze user behavior to identify areas for improvement.
- Ensure consistent branding and design elements across WUSA web properties.
- Collaborate with cross-functional teams to ensure the timely delivery of web design projects.
- Provide ongoing maintenance and support for existing websites and web applications.
- Troubleshoot and resolve design-related issues and bugs on WUSA web platforms.
- Work closely with stakeholders to understand their requirements and goals for web design projects.

Ensure quality control on web materials ensuring consistency, accuracy and timeliness of updates of design and information

- Perform quality control checks on web materials to ensure consistency, accuracy, and timeliness of updates.
- Review and verify the design elements, content, and information on websites and web applications.
- Conduct thorough testing of web pages and features to identify and resolve any design or functionality issues.
- Collaborate with content creators and stakeholders to ensure the accuracy and relevance of information displayed on the website.
- Ensure that design elements, such as fonts, colors, images, and layouts, adhere to the established brand guidelines.
- Validate and maintain the integrity of links, buttons, forms, and other interactive elements on the website.
- Conduct regular audits of web materials to identify areas for improvement or updates.
- Provide feedback and recommendations to Manager of Digital Experience (UI/UX) to improve the overall quality and user experience of the web materials.
- Document and communicate quality control processes and guidelines to stakeholders.

Provide ongoing training, tools and support for staff and student users of web products

- Collaborate with the Digital Experience (UI/UX) Manager to develop training materials that align with the needs and skill levels of the target audience.
- Stay informed about the latest updates and enhancements to web products and communicate these changes to users.
- Collaborate with the Digital Experience (UI/UX) Manager to develop and maintain a knowledge base or support portal to provide self-help resources and FAQs for users.
- Keep track of user support requests and issues, and ensure timely and accurate resolution.
- Provide guidance and assistance to staff and student users in troubleshooting and resolving issues related to web products.

**All employees of the University are expected to follow University and departmental health and safety policy, procedures and work practices at all times. Employees are also responsible for the completion of all health and safety training, as assigned. Employees with staff supervision and/or management responsibilities will ensure that assigned staff abide by the above, and actively identify, assess and correct health and safety hazards, as required.*

Required Qualifications

Education

- A Bachelor's degree or related post-secondary diploma in a relevant field, or equivalent work experience.

Experience

- At least one or more years of experience in a Web Application/Designer role within a business setting.
- Demonstrated track record of achievement and success in previous roles.
- Possess competencies in troubleshooting, interpersonal skills, technical skills, organizational skills, and communication skills.

Knowledge/Skills/Abilities

- Proficiency with basic web technologies such as HTML, CSS, JavaScript Proven experience as a visual designer or UX/interaction designer in a consumer-facing web app environment
- Experience with Source Code Management technologies such as Git

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- Extensive knowledge of design tools such as Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver, Flash, Fireworks, Premiere Pro).
- Strong web layout skills, including expertise in typography, graphic design, and desktop publishing.
- Experience in administering and working with content management systems, specifically WordPress and Drupal, in a multi-contributor environment.
- Demonstrated understanding of best practices in navigation, user interface (UI) design, usability, accessibility standards, and testing
- Ability to design for cross-browser compatibility and effectively test and fix bugs across multiple browsers.

Nature and Scope

- **Contacts:** Internally, interacts with most employees and across all WUSA departments to develop and maintain web communications.
- **Level of Responsibility:** : The incumbent will possess an understanding of design, typography, layout, and color theory in digital environments. The position demonstrates an understanding of emerging design, e-commerce and digital products and services and is expected to bring new approaches. This position has access to financial information related to online orders and occasionally access sensitive and confidential information. **Decision-Making Authority:** Responsible for evaluating and implementing new technology within assigned projects
- **Physical and Sensory Demands:** : . Minimal demands typical of a position operating within an office environment; periods of extensive sitting and concentrated use of visual senses..
- **Working Environment:** : Minimal exposure to disagreeable conditions typical of a position exposed to stress and pressure associated with management level responsibilities. Work outside the normal operating hours of WUSA can be expected.