

## Job description

Job Title: UX Designer

Reporting to: Creative Director

Responsible for: Understanding user requirements and client business needs and applying best practice UX principles to deliver exceptional UX outcomes for both existing and prospective Zesty clients.

### Main Duties:

- To apply a user-centred, data-driven mobile-first design approach to producing and validating best-in-class UX design work using the most effective and up-to-date methodologies, tools and techniques.
- To carry out the research, analysis and production of UX assets, for example stakeholder and user research, persona development, competitive/comparative analysis, user journey development, Information Architecture design, wireframe prototyping and user testing.
- To research and develop new UX thinking across all primary digital platforms for the agency.
- To understand different UX methodologies and apply a well-considered UX toolkit for each client engagement.
- To champion the user's experience throughout a project's development, from client brief to proposed design presentation to go-live.
- To lead workshops, contribute to pitches, presentations and produce UX documentation for existing and prospective clients both local and international.
- To receive, interpret, analyse and evaluate the client brief, and action its progress.
- To deliver progressive, innovative solutions within the practicalities of project constraints.
- To continue personal development in the field of user-centred design in order to maintain and strengthen the agency's UX USP.
- To perform other duties as directed.

## Background to the role

### UX Designer

Are you an experienced and innovative UX designer who wants to progress their career? Do you have a data-driven, user-centred approach to your work? Do you want to work for a vibrant, innovative, award-winning agency with an impressive client portfolio? If so, the UX designer role at Zesty might be the position for you.

As the successful applicant, you will have experience designing for the web, specialising in UX design, in a commercial, digital agency or a client-side product environment. You will work well in a team and will feel comfortable sharing and presenting your ideas.

You will have a full understanding of the value of UX design and its core tenants of user research, data analysis, structure, layout and interaction design including the production and validation of UX design assets. As such, you will have actively participated in face to face user interviews and stakeholder workshops, developed personas, task models and user journeys and delivered wireframe prototypes using tools like Invision and participated in user testing during the life-cycle of a project.

You will have a high level of expertise in design tools like Adobe XD, PhotoShop, Sketch, Figma, Invision etc. as well as the ability to provide a written rationale for the approach of your design work. You will be able to demonstrate this level of expertise in your portfolio.

You will have led client workshops during the requirements gathering phase of projects and will feel comfortable contributing to UX exercises during these workshops. Additionally, you will also have been involved in user research workshops and you will have a good understanding of what is required during the testing phase and will be to make recommendations based on the testing data and observations.

Reporting to the Creative Director, you will work alongside the insights, design, development and client delivery teams to help develop proposals, produce client project work and contribute to the development of the agencies UX offering.

Our UX process is at the foundation of every decision Zesty makes for its clients. We have a bold vision for our UX offering in the coming years and we continue to develop the team to deliver that vision for the agency. You will contribute to that vision by producing robust data-driven UX design work and promoting the importance of UX design in the agency, for our clients and the in wider media group.

## Personnel Specification

<b>Job Title:</b>	Senior UX Designer
<b>Education:</b>	3rd level education in relevant discipline essential
<b>Experience:</b>	<p>Experience in a web design environment, specialising in UX design.</p> <p>Demonstrable capability as an experienced UX designer including user and stakeholder workshops, persona building, IA development, user journey modelling, wireframe prototype development and interface and interaction design.</p> <p>Proven experience of close collaboration with client services, insights, design and development teams during project build phase.</p>
<b>Knowledge:</b>	<p>Full appreciation of a data-driven, mobile-first, user-centred, design process and its value and application in a commercial environment.</p> <p>Understanding of usability heuristics and accessibility standards.</p> <p>Understanding of the principles of conversion-centred design.</p> <p>Appreciation of universal design principles.</p>
<b>Skills:</b>	<p>Proven ability to accurately interpret a project brief, conduct requirements workshops, analyse data and transform to effective UX design solutions across multiple platforms.</p> <p>Ability to efficiently produce low fidelity outputs (wireframes prototypes etc.) to quickly communicate concepts.</p> <p>Excellent interpersonal and communication skills.</p>
<b>Required technical skills:</b>	High level of skill in graphics packages like Adobe XD, Illustrator, Photoshop, Sketch, Figma etc.)
<b>Attributes:</b>	<p>Ability to perform well under pressure and deliver to deadlines.</p> <p>Willingness to travel within the UK, Ireland and Europe to attend client workshops, presentations and pitches.</p> <p>Good time management.</p> <p>Ability to exhibit personal leadership.</p> <p>Occasional flexibility to meet business needs &amp; operational requirements.</p>