

## JOB DESCRIPTION & ACCOUNTABILITIES

<b>NAME:</b>		<b>REPORTING TO:</b>	<b>UX Manager</b>
<b>POSITION TITLE:</b>	<b>Visual Designer - Part time</b>	<b>DIRECT REPORTS:</b>	<b>None</b>
<b>DEPARTMENT:</b>	<b>Marketing Services &amp; Innovation</b>	<b>LOCATION:</b>	<b>Melbourne, AU</b>

### POSITION PURPOSE:

The consistency of our brands and their visual language is key to building their strength. As the part time Visual Designer, you'll be responsible for implementing on brand design solutions using consistent and clear visual language across our websites and emails.

Our customers' experience is of the utmost importance to us. Reporting to the UX Manager you will be part of a marketing team who are also passionate about UX and design and the role that design plays in our ongoing digital transformation. The key responsibility of the role is delivering the best visual interfaces ever on our digital platforms (websites & eDM being main focuses) and ensuring a seamless experience between offline and online design. The role will involve working alongside the UX/UI Designers, taking wireframes, prototypes, user journeys, UI designs & applying visual treatments that are on brand and best in class. This role will be key to building a strong collaboration between the Studio brand designers and the UX team, leading the design tasks of innovative projects from conception through to delivery with our development team.

### QUALIFICATIONS AND EXPERIENCE

- Tertiary qualification in graphic design, web design, human computer interaction or similar.
- 3+ years in a similar digital design role
- Proficient in Sketch, AdobeCC suite and InVision.
- Strong knowledge of user-centred, usability and interaction design principles.
- A working knowledge of information architecture, wire-framing and rapid prototyping.
- Basic understanding of web and mobile languages, HTML and CSS.
- Experience working on responsive, adaptive and inclusive devices from desktop to multi touch.
- Experience working in a lean Agile/Scrum development environment and with JIRA a bonus.
- Google Analytics, A/B and usability testing experience a bonus.

### OTHER SKILLS AND ATTRIBUTES

- Strong attention to detail.
- Understanding & alignment with the company's core values.
- Ability to work with precision & independently.
- Able to take a collaborative approach in engaging with different parts of the business.

OPERATIONAL ACCOUNTABILITIES OF ROLE	BENCHMARK MEASURE
<b>VISUAL DESIGN</b> <ul style="list-style-type: none"> <li>• Conceptualise, implement and champion the visual language of the Intrepid Group brands online so that it achieves both brand and user goals</li> <li>• Create and advance online style guides.</li> <li>• Assist in managing brand consistency in visual design across both online and offline material</li> <li>• Design elements for online use and reuse in concert with UI designers</li> </ul>	<ul style="list-style-type: none"> <li>• Advance the online style guide for all brands</li> </ul>

OPERATIONAL ACCOUNTABILITIES OF ROLE	BENCHMARK MEASURE
<ul style="list-style-type: none"> <li>Champions use of common visual assets and consistent imagery across sites</li> </ul>	
<b>USER EXPERIENCE DESIGN</b> <ul style="list-style-type: none"> <li>Implement user journeys, site maps, wireframes, personas, process flows, information architecture as it relates to visual design</li> </ul>	<ul style="list-style-type: none"> <li>All visual design decisions are made based on customer research</li> </ul>
<b>RESEARCH</b> <ul style="list-style-type: none"> <li>Assist in A/B or multivariate testing of design elements</li> <li>Assist in usability research with customers and proxy users</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing program of design element testing agreed with insights team</li> <li>Attend usability research note taking sessions to witness and document customers visual design feedback</li> </ul>
<b>GROWTH AND INNOVATION</b> <ul style="list-style-type: none"> <li>Assist in establishing, promoting and maintain visual design best practice and guidelines across the business</li> </ul>	<ul style="list-style-type: none"> <li>Assist UI designers with planning &amp; facilitating design workshops</li> </ul>
<b>AGILE RESPONSIBILITIES</b> <ul style="list-style-type: none"> <li>Participate in Scrum stand ups, sprint refinement, sprint planning meetings and conduct user acceptance testing</li> </ul>	<ul style="list-style-type: none"> <li>Attend relevant sprint meetings when visual design work is required</li> </ul>