

## JOB DESCRIPTION & ACCOUNTABILITIES

**NAME:** **REPORTING TO:** Web Development Manager  
**POSITION TITLE:** Senior UX Engineer **DIRECT REPORTS:** None  
**DEPARTMENT:** Marketing Services and Innovation **LOCATION:** Colombo, LK

### POSITION PURPOSE:

Our customers' experience is of the utmost importance to us. You will be part of a marketing team who are also passionate about UX and the role that UI plays in our ongoing digital transformation. The key responsibility of the role is delivering the best user interfaces ever on our digital platforms. The role will include developing wireframes, prototypes, user journeys, site maps, visual and UI designs & process flows of concepts for user testing, review & implementation – managing 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 industry in a UI/UX role.
- Proficient in Sketch and InVision.
- Strong knowledge of user-centred, usability and interaction design principles.
- A strong working knowledge of information architecture, wire-framing and rapid prototyping.
- 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.
- 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>USER INTERFACE DESIGN</b> <ul style="list-style-type: none"> <li>• Conceptualise, implement and champion the visual language of the Intrepid Group brands online.</li> <li>• Create and advance online style guides.</li> <li>• Storyboard and prototype user experiences.</li> <li>• Assist process improvement between design and development.</li> <li>• Assist user acceptance testing for all UI work with the relevant product owner.</li> </ul>	<ul style="list-style-type: none"> <li>• On-time delivery of UI in coordination with product owners and development team</li> <li>• Advance the online style guide for all brands</li> </ul>
<b>USER EXPERIENCE DESIGN</b> <ul style="list-style-type: none"> <li>• Develop, produce and iterate user journeys, site maps, wireframes, personas, process flows, information architecture</li> </ul>	<ul style="list-style-type: none"> <li>• Assist with interviews with website customers</li> </ul>
<b>RESEARCH</b> <ul style="list-style-type: none"> <li>• Translate user research into blueprints for the development team.</li> <li>• Assist A/B, multivariate testing and prototyping of user interfaces</li> <li>• Assist UX lead to plan and conduct quantitative and qualitative user research</li> </ul>	<ul style="list-style-type: none"> <li>• All UI decisions based on user research or testing by end 2018</li> </ul>

Operational Accountabilities of Role	Benchmark Measure
<b>GROWTH AND INNOVATION</b> <ul style="list-style-type: none"> <li>Assist in establishing, promoting and maintain UI design best practice and guidelines across the business with our UI designer/s</li> <li>Provide UI training to colleagues in studio/marketing.</li> </ul>	<ul style="list-style-type: none"> <li>3 UI training/sketching sessions with staff each year</li> <li>Assist with facilitating design sprints</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>Product own/manage a small/medium project each year</li> </ul>