

Role Profile

Role Title:	Senior Product Designer
Department:	Technology and Transformation
Role Purpose:	To design, develop, and deliver solutions that meet the needs of both our organisation and our customers.
Reporting to:	Lead Software Engineer
Responsible for:	NA
Checks:	Basic DBS and Social Media Check
Role Level:	Frontline Worker

Key Role Responsibilities	<ul style="list-style-type: none"> • Design and develop digital products that are informed by the customer/tenant journey. • Develop and maintain a Midland Heart design system for in-house digital products. • Lead conceptual web design tasks and product discovery on new features. • Ideate, create, and deliver design specs for implementation. • Research, explore, and experiment with new ideas. • Promote a user-centred design approach. • Test and validate ideas using prototypes with real users. • Work with our engineering team to co-develop apps and other software features. • Working collaboratively with the team, stake holders and the wider business. • Provide guidance and mentorship to team members in design principles, tools, and techniques. • Constantly seek and provide feedback to continuously improve our products and the team. • Think strategically about product development and help define new product features. • Ensure all designs comply with accessibility standards and advocate for inclusion to cater to a diverse user base. • A brand ambassador ensures that all design efforts support a cohesive brand narrative across all products and platforms.
----------------------------------	--

Education, Qualifications and Training	<ul style="list-style-type: none"> • A degree or formal qualification, ideally in a computer-related field or discipline, or equivalent experience. • Current portfolio of commercial UX/UI project work • Training or experience in the software development lifecycle, particularly Agile/SCRUM methodologies. • Relevant training or qualifications in web and mobile design, including but not limited to JavaScript, HTML5/CSS.
Knowledge and Experience	<ul style="list-style-type: none"> • Experience in UI/UX design for digital products/services. • Proficiency in Design Tools like Sketch and Figma. • User-centered Design experience. • Strong understanding of user experience (UX) principles. • Knowledge of interaction design principles. • Experience in creating prototypes and detailed wireframes. • Good working knowledge of WCAG accessibility standard with understanding. • Experience in designing solutions for a variety of platforms (web/mobile). • Understanding and designing for cross-cultural user bases. • Front-end web development skills in modern Web technologies JavaScript/Typescript, HTML5, and CSS. • Familiarity with 'low code' development platforms. • Experience with Agile methodologies, particularly the SCRUM framework. • Proven track record in designing business systems that deliver tangible business value. • Awareness and understanding of relevant governance standards, including GDPR. • Knowledge and commitment to best practices, design principles.
Role Specific Skills & Behaviours	<ul style="list-style-type: none"> • Should be people-focused, inclusive, and maintain a professional attitude in all interactions. • Must be authentic in their commitments, bold in their confidence and innovation, and highly collaborative, working seamlessly as part of a team to drive improvements. • Demonstrated ability to troubleshoot complex issues, identify root causes, and find solutions. • Excellent problem-solving and communication skills • A results-driven mindset with a practical approach to evaluating solutions.

- | | |
|--|--|
| | <ul style="list-style-type: none">• Ability to work well and deliver under pressure.• Ability to work collaboratively with cross-functional teams.• Excellent written and verbal communication and stakeholder management skills.• Good negotiating skills.• Ability to evaluate complex issues and innovate on existing approaches and solutions.• Confidence to constructively challenge established ideas and practices.• Demonstrable leadership, organisational and planning skills.• Ability to produce clear and concise documentation, management information and service improvement proposals.• Commitment to staying updated with the latest industry trends, technologies, and best practices. |
|--|--|