



## Job Title: User experience designer

**Job purpose:** The Law Society is transforming its digital services for members, staff and other stakeholders. Our approach to transformation will put user needs at the heart of decision making. The user experience designer will employ user-centred methods and evidence-based decision-making, to improve content, functionality and usability on our platforms, and provide clear direction and advice to improve audience engagement.

The user experience designer will have experience in using a variety of user research methodologies to reveal actionable customer insights, excellent analytical and problem-solving skills, and the ability to develop recommendations based on evidence. They will be confident in explaining user needs to senior stakeholders and digital novices, and acting as an advocate for those needs within the Law Society transformation programme.

### Key Accountabilities

#### Responsibilities

- Take a holistic view of digital platforms and business systems, providing guidance on how they best support our services and communication priorities.
- Embed a culture of user first for services – establish and promote user centred design principles and best practice across the organisation
- Enhance user satisfaction by improving the usability, accessibility, and experience of interaction with the Law Society's products and services
- Manage the usability and accessibility testing process, including developing briefs, recruiting participants, designing test tasks, preparing discussion guides, test moderation, analysis and presentation of results to support the design, development and continuous improvement of services.
- Conduct in-house research to test new product and concept developments (including user requirements gathering and early stage concept and prototype testing, guerrilla research, and other approaches to ensure the user need is fully understood in the service design)
- Work with colleagues on the design, execution and analysis of ad-hoc quantitative/quantitative research such as proposition development and customer experience mapping.
- Communicate findings, insight and recommendations for user experience improvements to relevant stakeholders and decision makers.
- Use data and analytics to create a rich picture of user behaviour to tell the story of how and why people use our systems.
- Work with Web analysts, technical colleagues and third party partners to develop an analytics strategy and demonstrate the power of data-driven insight.
- Collaborate with designers and developers to ensure user experience is translated into actionable requirements that influence product development.
- Apply knowledge in human factors and the user-design process to product and service design in an iterative development environment
- Act as the intelligent customer for procurement of specialist services to support development and improvement.



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# Supporting Solicitors

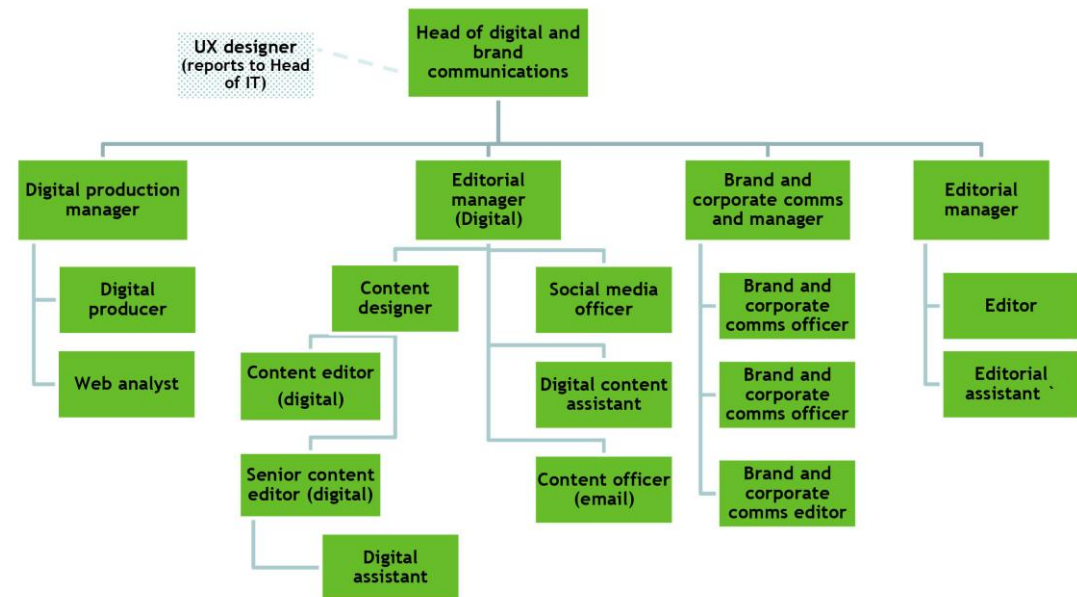


- Contribute to a content strategy in support of organisational objectives, ensuring an informed and insight driven, user centred design approach is followed.
- Provide support and undertake other tasks and duties as may be required, commensurate with the level of the post.

## Knowledge, Skills & Experience

- Skilled and experienced designer, up-to-date with the latest UX/UI trends, techniques, and technologies
- Demonstrable knowledge, experience in, and passion for user-centred design practices for web, service or software development.
- Proven experience of understanding user needs for web-based content, tools and transactional services, especially those with complex user journeys.
- Proven experience of working in an agile development environment with designers, developers and product managers to create new products and services.
- Proven experience of designing, facilitating and analysing contextual research studies.
- Proven experience of designing, facilitating and analysing usability and accessibility test sessions.
- Experience of audience modelling and developing data-driven personas
- A strategic thinker with ability to interact with stakeholders at a variety of levels and across functions, who can manage expectations to ensure objectives are met.
- Experience of using analytics packages to produce reports.
- Self-motivated, flexible and proactive.
- Strong organisational skills with the ability to multi-task and manage competing priorities.
- Good communication and interpersonal skills.

## Organisation chart





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### Desirable

- Experience using HTML and CSS
- Experience designing, managing and analysing quantitative user research studies.
- Qualification in HCI/Usability/Cognitive Psychology/Market Research or related field.
- Experience of working within professional / membership organisations.
- An understanding of the legal sector and the issues affecting Law Society members.

### Dimensions

- Job requires the ability to forward plan and organise own work
- Role sits within the IT directorate and supports functions across other departments, including Digital and Brand within the Communications directorate. The position requires flexibility, working within matrix based teams and integrating and aligning plans with internal departments as well as external consultants/suppliers

**Salary:** Grade F

**Contract type:** 24 Months Fixed Term