

# Performance Profile: Product Designer

10x, the federal government's very own venture studio, is seeking a versatile and talented individual to join our team as a Product Designer. In this role, you will have the unique opportunity to work on a diverse range of projects combining your skills in user experience research and front-end design to create exceptional digital experiences. You will be responsible for conducting user research, gathering insights, and translating them into intuitive and visually appealing user interfaces. Your work will play a crucial role in shaping the overall user experience and drive the success of our ventures.

Check out [10x website](#), [process](#), and our [public project board](#) to see the types of projects we work on. If you are committed to improving government services for all who need them, and to helping the civil servants who deliver those services, this is the position for you.

## Position Summary

You will work with a talented and diverse group of dedicated colleagues and agency partners at each step in the process, from product strategy to user experience, content and visual design to engineering. You will have the opportunity to research and develop new technologies and make meaningful contributions to the open source community. We're building a new practice within the government from the ground up. This is an opportunity to inform and shape the way that government web sites are designed and developed for years to come.

## Key Objectives

**Objective #1: Represent product design on multi-disciplinary teams, and work together with your colleagues to deliver great products.**

- Conduct user research through interviews, surveys, and usability testing to understand user needs, behaviors, and pain points.
- Analyze research findings and translate them into actionable design recommendations to improve the user experience.
- Collaborate with stakeholders and delivery team members to define project goals and requirements.
- Create wireframes, prototypes, and interactive mockups to visualize and communicate design concepts.
- Develop responsive and interactive web pages using HTML, CSS, and JavaScript, ensuring seamless integration of design and functionality.
- Optimize websites and applications for maximum speed, accessibility, and usability.
- Conduct testing and gather user feedback to iterate and improve designs

**Objective #2: Help 10x and agency partners improve by embodying and advocating for product design best practices and resources**

- Stay up-to-date with the latest design trends, tools, and best practices.
- Attend occasional in-person and remote events with 10x and U.S. Digital Coalition peers.
- Pair programs with peers and teammates to help teach, learn, and maintain product design code standards.

- Attend and contribute to design critiques to both hone your own design sense and improve team-wide work.
- Contribute to the 10x Communities of Practice through code contributions, attending meetings, and providing your meaningful perspective on the direction of 10x product design.
- Provide feedback during code and design reviews and be open to criticism and feedback on your work.
- Use the tools and resources adopted or created by 10x, evangelize them, and make improvements when necessary.

### Objective #3: Be a contributing and active member in the open source community.

- Develop and design 10x's open source projects to support the growth and development of 10x's [open source policy](#).
- Work with the 10x design team on what it means to "design in the open."
- Contribute to and help maintain 10x's [design standards](#).

## What's the difference between a traditional Product Designer and a 10x Product Designer?

10x is seeking someone who takes a more holistic approach, incorporating user experience research and insights into their design process to create exceptional user experiences. In addition, this person must be able to operate within a startup ecosystem, collaborate with Idea Authors and stakeholders to develop and launch products, work on multiple projects simultaneously, adapt to changing priorities, and have a greater focus on the business impact of their work.

Traditional Product Designer	10x Product Designer
<p>A Product Designer primarily focuses on the visual and interactive aspects of a website or application. Their main responsibilities include:</p> <ul style="list-style-type: none"> <li>• Translating design concepts into responsive and visually appealing web pages using HTML, CSS, and JavaScript.</li> <li>• Work closely with the design team to ensure the user interface is aesthetically pleasing and user-friendly.</li> <li>• Consider usability and user experience to some extent, their main focus is on the product development and design aspects</li> </ul>	<p>At 10x our Product Designers, combine the skills of both a UX Researcher and a Product Designer. They have a broader scope of responsibilities that encompass both user experience research and product design. In addition to creating visually appealing and user-friendly interfaces, they also:</p> <ul style="list-style-type: none"> <li>• Conduct user research, gather insights, and analyze data to inform design decisions.</li> <li>• Focus on creating intuitive and engaging user experiences by considering user needs, behaviors, and pain points.</li> <li>• Collaborate with stakeholders, designers, and developers to define project goals, conduct usability testing, and iterate on designs based on user feedback.</li> </ul>
<p>A Product Designers at a traditional company or agency are responsible for designing and developing the Front-End of websites or applications, focusing</p>	<p>A 10x Product Designer operates within a unique entrepreneurial environment. In this context, a Product</p>

<p>on creating visually appealing and user-friendly interfaces.</p> <p>Their work may involve:</p> <ul style="list-style-type: none"> <li>• collaborating with a design team to translate design concepts into code, ensuring cross-browser compatibility and responsiveness.</li> <li>• Work on a single project or for multiple clients, depending on the organization they are employed with.</li> </ul>	<p>Designer at 10x will have additional responsibilities and considerations, including:</p> <p><b>a. Startup Ecosystem:</b> Work closely with Idea Authors and other stakeholders to develop and launch new products or services. They may be involved in multiple projects simultaneously, each with its own unique requirements and timelines.</p> <p><b>b. Agile and Lean Methodologies:</b> Work in an agile and lean startup environment, where rapid iteration and quick product development cycles are essential. Will need to adapt to changing priorities and be comfortable with ambiguity.</p> <p><b>c. Collaboration and Adaptability:</b> Collaborate closely with cross-functional teams, including designers, developers, product managers, and stakeholders. They need to be adaptable, flexible, and able to work collaboratively in a fast-paced and dynamic environment.</p>
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## What's the difference between a 10x Product Designer and 10x Front-End Developer?

At 10x the difference between our Product Designers and Front-End Developers lies in their primary focus and skill set, however both disciplines are expected to have a broad scope that includes user experience considerations.

10x Product Designer	10x Front-End Developer
<p><b>10x Product Designers</b> combine the skills of both a UX researcher and a Front End Designer. They have a broader focus that encompasses both user experience and front end design. Their main responsibilities include:</p> <p><b>a. User Experience:</b> Conducting user research, gathering insights, and analyzing data to <b>inform design strategy</b>. They focus on creating intuitive and engaging user experiences by considering user needs, behaviors, and pain points. They create wireframes, prototypes, and conduct usability testing to <b>validate design assumptions</b>.</p> <p><b>b. Visual and Interactive Design:</b> Designing the visual and interactive aspects of the user interface, including layout, typography, color schemes, and overall aesthetics in accordance with USWDS. They work closely with the team to ensure the user interface is</p>	<p>10x Front- End Developers focus on the technical implementation of the user interface. Their main responsibilities include:</p> <p><b>a. User Experience:</b> Conducting user research, gathering insights, and analyzing data to <b>inform technical strategy</b>. They focus on creating intuitive and engaging user experiences by considering user needs, behaviors, and pain points. They create wireframes, prototypes, and conduct usability testing to validate <b>technical feasibility</b>.</p> <p><b>b. Coding and Development:</b> Writing clean, efficient, and maintainable code to bring the design to life. They are responsible for coding the HTML structure, styling it with CSS, and adding interactivity and functionality using JavaScript. They ensure cross-browser compatibility, responsiveness, and optimization for performance.</p>

visually appealing and aligns with the overall user experience goals.

**c. Front End Development:** Translating design concepts into code using HTML, CSS, and familiarity with JavaScript. They ensure the front end implementation accurately reflects the design and is optimized for performance and responsiveness.

**c. Technical Expertise:** Staying up to date with the latest front end technologies, frameworks, libraries, and best practices. They have a deep understanding working with APIs, coding languages and tools required for front end development.