

Performance Profile: Service Designer

Role summary

Service designers at TTS are instrumental in forging user-centric service strategies and bringing them to life through robust prototyping disciplines. They delve deep into user research to unearth insights, which are then transformed into actionable service design strategies and prototypes. With a strong grounding in both service design and strategic thinking, these designers are adept at visual communication and collaborate closely with developers, product managers, and strategists to test and refine service solutions.

As innovators, Service Designers & Strategists synthesize research, insights and trends into actionable service frameworks and roadmaps. Their goal is to create accessible, efficient, and equitable service systems, taking a strategic approach that aligns all aspects of the service experience.

In this role, you will be part of a dynamic cross-functional team, ensuring the delivery of digital services that are both useful and usable. You will also play a pivotal role in elevating the practice of user-centered design within TTS and the wider government, mentoring teams and advocating for best practices.

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.

Key objectives

1. Champion Service Design and Strategy

- Design Research: Demonstrate top-tier design research capabilities, coupled with a strategic approach to identifying core service questions and challenges.
- Prototyping Discipline: Expertly employ prototyping techniques to explore and test service strategies, delivering tangible service improvements.
- Strategic Influence: Possess the acumen to develop overarching service strategies, translating high-level objectives into actionable project plans.

2. Advance Service Design Practice

Successful TTS service designers:

- Balance strategic vision with pragmatic delivery, crafting high-level service strategies and detailed execution plans.
- Utilize storytelling to translate research findings into compelling narratives that inform decision-making.
- Commit to rigorous, ethical, and inclusive user research, shaping services that are accessible and equitable.
- Deliver detailed service blueprints, journey maps & other prototypes, guiding the development process and ensuring alignment with strategic objectives.
- Integrate service design seamlessly into agile workflows, collaborating with cross-disciplinary teams to realize a cohesive vision.

- Advocate for modern design practices and accessibility standards, ensuring our services are inclusive and user-friendly.
- Mentor and coach colleagues and partners who are taking on new tasks and roles within design and research
- Share knowledge, techniques, tools, patterns, and expert advice with colleagues, partners, and the public
- Promote empathy not just for members of the public, but also for our partners across the government and our co-workers
- Contribute to team-wide resources and training materials, including methods, tutorials, guides, presentations, and design toolkits

3. Work effectively in the federal government

Successful TTS service designers:

- Skillfully navigate complex organizational relationships to deepen understanding
- Cooperatively negotiate disagreements and mediate compromises
- Build inclusive, respectful partnerships with diverse groups of people
- Conduct design activities remotely and in person, depending on contextual factors
- Demonstrate genuine interest in the day-to-day activities that keep our government running