

Performance Profile: Designer

Role summary

Designers at TTS work across design contexts. They drive research activities, derive insights, generate concepts, communicate those concepts clearly, and work with cross functional teams to build and test them. They model best practices in user-centered design within TTS and across the federal government through advocacy and coaching.

Our designers have exposure to user research (generative, foundational and evaluative). In addition to research, we look for strong craft skills, confidence, and sophistication in *at least one* of the following areas: interaction design, product design, service design, content design and/or information architecture.

As a designer, you'll work in cross-functional teams made up of experts in design, product strategy, technical architecture, software engineering, data science, and procurement. In addition to building useful and usable digital services, you will be helping teams improve their user-centered design practice, and helping teams without those practices get started.

If you are committed to improving government services for all who need them, this is the position for you.

Key objectives

1. Demonstrate expertise in design, while grasping the core questions and responsibilities of at least one design discipline.

In addition to working in experience design, we expect demonstrated skill in *at least one* of the following disciplines:

- **Interaction design:** Define interface logic and behavior, always keeping human behaviors and needs in mind.
- **Information architecture:** Organize and structure complex information to help diverse audiences easily find what they need.
- **Service design:** Improve the relationship of the customer or user and the service provider across all of their interactions and communication channels.
- **Product design:** Develop clear and accessible visual systems, while advancing human-centered design practices.
- **Content strategy & design:** Deliver high-quality, user-centered content and lead projects from a content perspective.

Successful TTS Designers:

- Support collaborative decision-making by telling compelling stories drawn from research to build shared understanding
- Show persistent commitment to thoughtful, inclusive, ethical user research.
- Deliver whatever's needed to guide development — this could include wireframes, sitemaps, flowcharts, storyboards, user stories, or other innovative approaches.
- Create written materials and visual presentations that are accessible to non-experts as well as being legally and technically accurate.
- Incorporate UX into agile development sprints, coordinating with visual and content designers, developers, and product managers to achieve a strategic vision.
- Use modern interaction design patterns and best practices, understanding that there are exceptions to every rule.
- Commit to making what we build fully accessible to the people we serve.
- Create a work environment that fosters trust, respect, and collaboration.

2. Advance design practices

Successful TTS designers:

- Learn to communicate user-centered methods and their value to non-designers
- Collaborate with 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
- Show a commitment to growing their skills through professional development

3. Work effectively in the federal government

Successful TTS designers:

- Build inclusive, respectful partnerships with diverse groups of people
- Participate in design activities and work effectively with cross-disciplinary teammates
- Demonstrate genuine interest in the day-to-day activities that keep our government running