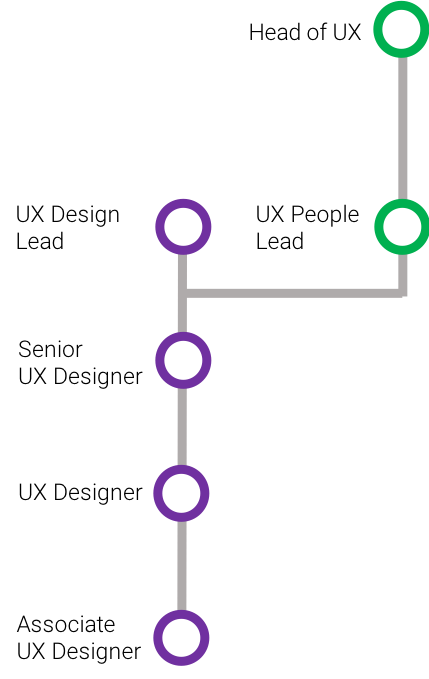
SEEK UX Designer skills matrix Q1 2019

This matrix describes the skills expected for each level of SEEK UX Designers on our Individual Contributor pathway. We’ll use this information to have open and detailed conversations about professional development needs of the UX team, to discuss promotions, and when hiring new staff.



In a nutshell - UX levels at SEEK

Associate UX Designer:

A relatively inexperienced designer who is honing their craft and working to understand users, design, and organisational context. Working on Professionalism, craft, focused effort.

Learning to be part of an agile team. Learning about design tools, techniques, and process. Gain an understanding, appreciation of, and empathy for the users of one side of our marketplace. Able to run with small pieces of work but require supervision and guidance. Deliver on key features / experience elements in a timely manner with the delivery team.

Relatively new to UX, quality portfolio/UCD process, but little to no shipped work.

UX Designer:

An established performer with strong communication skills who proactively builds relationships. Working on Communication, craft, broadening own vision and influence.

A key part of an agile team, responsible for the user experience of a part of our hirer or candidate journey. Use a user centred design process to design delightful solutions that meet business needs. Plan and conduct design and research activities to meet team goals. Needs some guidance and advice on best practice and craft. Deliver on key experiences in a timely manner which enable the delivery team to ship value while also educating the delivery team on UX.

Contributed to a couple of shipped products, maintaining team’s user focus.

Senior UX Designer:

A high-level performer who confidently balances user and business needs, and demonstrates ability to lead ambiguous and strategically important projects. Working on Expertise, process, explain rationale, cross-functional, solving increasingly ambiguous problems.

A key leader in an agile team. Establishes the design vision and principles for a product or part of the user journey. Share knowledge with other team members, the wider organisation and design community to build the skills of the team and the profile of design at SEEK. Use influencing skills to impact the product roadmap for your stream. Understands and designs for dual-sided marketplace impact.

Contributed to multiple shipped products ensuring great UX, plays increasing role in discovery as well as delivery work, having dual-sided marketplace impact (and/or ability to demonstrate this trait).

UX Design Lead

A leading performer who thinks holistically about experiences (both sides of marketplace), and prefers to manage projects, programs/portfolios, and processes over managing people. Working on Depth, expertise, innovation, persuasion, strategic, confidence; mix of programs/portfolios and projects, high ambiguity

Define vision, values, standards, templates, and principles that guide the design of SEEK's products. Champion cross-functional understanding of user needs. Work through the business to help shape the way the organisation can deliver world class UX. Advocate and build passion for design throughout SEEK. Share knowledge with and promote SEEK to the design community.

Leads the delivery of shipped products; Delivered successful work at the scope of ‘programs/portfolios, focus has shifted to incorporate discovery as well as delivery <multi-platform, multi-customers/users, and/or deep domain expertise>.

UX People Lead

A leading performer who thinks holistically about experiences (both sides of marketplace), and prefers to manage people rather than projects, programs/portfolios, and processes. The UX Lead is responsible for defining the user experience vision for a specific Product Portfolio, championing the user needs at all times, supporting the broader Product & Delivery team in delivering on the experience vision, whilst providing UX thought leadership and strategy and leading the other UX/Design resources within the UX team.

Head of UX

A strong multi-disciplinary collaborator with an established record of leading UX and design teams, the Head of UX comes from one of the core disciplines – UXA, GD, Interaction design – but has successfully supplemented their portfolio with skills to demonstrate proven project leadership, team management and effective UX processes.

The Head of UX provides a world class user experience team to the SEEK products. They provide Direction and UX strategy across the products; ensuring a consistent digital experience across all touch points. They are responsible for ensuring UX processes work whilst ensuring best in class experience approaches are always maintained.

<add in This is SEEK?>

Assessing your own ux skills

1. In the skills matrix below, give yourself a score out of 5 for each of these UX-specific skills as per the descriptions below
2. Highlight the cells with your strengths in "green" (those skills where you have achieved a score of 4 and above)
3. Highlight the 3 cells with the areas you want to develop in for in "blue"

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 0 – New: | 1 - Novice: | 2 - Advanced beginner: | 3 – Capable: | 4 - Strong: | 5 – Expert: |
| I don’t understand this competence or knowledge is non-existent | Knowledge is theoretical only. Never done it. | Building on experience from doing it before, but not competent or confident enough to do it alone | Can do a quality job alone, but needs help when things become complex. | Done a quality job quite a lot and can work on complex scenarios. Can supervise others. Experimenting with new ways of how to work, and seeing others use those methods. | Thinks at a strategic level. Respected by peers as an expert, and teaches, coaches and mentors others. |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |
| User Needs Research  Ability to perform and generate insights from qualitative and quantitative research methods to observe and understand the people who use a product or system. |  | Information Architecture  Ability to classify and organise content and functionality across screens and journeys. Ability to conceptualise and create object models and other visual constructs to make sense of existing and envisioned systems. |  | UX Process  Ability to use user-centered design techniques within agile teams to deliver both tactically and strategically. Able to choose the right plays ~~from the Playbook~~, at the right time, and execute them such that the team is driving towards outcomes |  |
| Usability Evaluation (non-negotiable)  Knowing when and how to measure the quality of a user’s interaction with a product or system and use insights to iterate designs and assess usability risk. |  | Interaction Design  Ability to compose interface elements with structure, flow, and patterns for users to achieve tasks across a variety of devices.  Designing the interactive behaviours of a product or system with a specific focus on their use. |  | Problem solving & strategic thinking  Delivering vision, multiple different creative solutions, asking why and digging for underlying motivations, strategic insight, thinking big picture, and conceptual thinking. |  |
| Content Strategy  Ability to plan for the creation, delivery, and governance of useful, usable content. |  | Visual Design  Understanding and application of typography, white space, contrast, alignment, proximity, colour theory, imagery, mood, tone and physical dimension, to evoke feeling in line with brand strategy. |  | Facilitation and collaboration  Ability to take a diverse set of people and facilitate them towards shared understanding of problems, experiences, and solutions. |  |
| UX (copy) writing  Ability to use written copy effectively in order to enable users to complete tasks, including data modelling, copywriting, and information modelling. |  | Prototyping  Ability to produce prototypes using a variety of physical and digital tools, to display varying amounts of fidelity, and knowing when and how much fidelity to apply |  | UX Leadership  Ability to get the most out of UX and Design team. Develop relationships with functional peers. Champion team's work to executives and other stakeholders. Figures out the tools and frameworks necessary to support the design organisation as it scales. Grow and promote function internally and externally. |  |

Associate UX designer:

Novice or Advanced beginner in 2-3 UX Skills

UX Designer:

Strong in 2, capable in 2 others. (Must include Usability Evaluation)

Senior UX Designer:

Expert in 1, strong in 2, capable in 2 others. (Must include UX Process)

UX Lead

Expert in 2, strong in 2, capable in 1-2 others. (Must include UX Leadership)

Assessing your other skills

In the matrix below, circle the box that best aligns to how you…

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Core UX Skills** | **Associate UX** |  | **UX Designer** |  | **Senior UX** |  | **Lead UX** |  |
| User Research Usability Evaluation Interaction Design Information Architecture UX (copy) Writing Visual Design Prototyping UX Leadership  Content Strategy  UX Process  Facilitation and Collaboration  Problem solving and strategic thinking | Novice or Advanced beginner in 2-3 UX Skills |  | Strong in  Strong in  Capable in  Capable in  NOTE: Must include Usability Evaluation |  | Expert in  Strong in  Strong in  Capable in  Capable in  NOTE: Must include UX Process |  | Expert in  Expert in  Strong in  Strong in  Capable in  Capable in  NOTE: Must include UX Leadership |  |
| **Delivery** | **Associate UX** |  | **UX Designer** |  | **Senior UX** |  | **Lead UX** |  |
| Process and practice | Establishing competence in standard design processes. |  | Strong in standard design processes. |  | Develops and adapts existing process/approach for tackling a design problem, using known methods; anticipates problems. |  | Develops and uses facilitation skills to engage cross-functional teams; Explores new patterns and practices, enhancing methodological toolkit; shifts from project planning to program/portfolio planning. |  |
| Problem Solving | Learning best practices for common design problems; solutions are solid, though not novel. |  | Confident in applying best practices to common design problems; solutions are solid, not novel. |  | Begins going beyond best practices, and starts uncovering novel, unexpected, but still workable and usable solutions. |  | Develops problem-framing approaches, establishing new starting points that lead to new kinds of solutions, which affects strategic thinking, not just execution. |  |
| Scope of impact | Solve specific function-level problems (e.g., "select a classification/sub-class"). |  | Given specific product capabilities that need to be solved (e.g., Apply process, CAJA process). |  | Leads the solution of a product area; connects that to broader product vision (e.g, Company Reviews and Apply Process). |  | Leading the discovery and solution of undefined problem spaces (e.g. “How can we reconsider how people find deeper insights in the companies they want to work for?"). |  |
| **Communication** | **Associate UX** |  | **UX Designer** |  | **Senior UX** |  | **Lead UX** |  |
| Presentation | Developing skill for communicating decision-making rationale to team members. |  | Confidently communicates decision-making rationale to team members. |  | Confidently communicates decision-making rationale to team, steerco and execs. |  | Accomplished storyteller using persuasion techniques to build trust with steerco, execs and other senior leaders, and establish long-term relationships; comfortable communicating at all levels of the organisation;. |  |
| Collaborative facilitation | Can facilitate collaborative sessions under supervision, might have done this in the past, but still need practice. |  | Has demonstrated facilitation competence, and can conduct independently, though still has some learning and practice to do. |  | Ability to take a diverse set of people and facilitate them towards shared  understanding of problems, experiences, and solutions. |  | Ability to take a diverse set of people and facilitate them towards shared  understanding of problems, experiences, and solutions. |  |
| Design Critique at SEEK | Learning frameworks for giving and receiving Design Critique. |  | Comfortable with SEEK critique framework, able to comfortably frame own work accordingly. |  | Guides team members and stakeholders on how to critique design. |  | Guides team members and stakeholders on how to critique design. |  |
| **Leadership** | **Associate UX** |  | **UX Designer** |  | **Senior UX** |  | **Lead UX** |  |
| Connect design and business outcomes | Doesn't take requirements as a given; makes sure there's a human perspective brought to bear. |  | Emerging recognition that it's not all about design, but how design contributes to a broader goal; recognizes business goals and technical constraints. |  | Clarifies success metrics and ties efforts toward delivering business value, uses great judgement and decision making to make appropriate trade-offs. Synthesises multiple sources of information to surface insight and opportunity |  | Uses understanding of impact and success metrics to focus their team's efforts; synthesises multiple sources of information to surface insight and opportunity.  Emerging understanding of broader organisational context and goals;  Developing an ability to articulate a vision. |  |
| Have a point of view | Be curious and start exploring SEEK and UX topics that interest you. |  | Explore SEEK and UX topics that interest you. Start to make connections and pose questions. What if? |  | Have a strong point of view on certain SEEK and UX topics. Be recognised as knowledgeable in this area. |  | Have a strong point of view on various SEEK and UX topics. Generate  new ideas and frameworks.  Be recognised as a thought leader in these areas. |  |
| **Team** | **Associate UX** |  | **UX Designer** |  | **Senior UX** |  | **Lead UX** |  |
| Relationship with team(s) | Part of a project team that they’ve been assigned to, learning to design as a team across projects. |  | Part of a project team they’ve been assigned to, begins to balance needs of project team with UX practice (designing within and across projects) |  | Part of a team they’ve been assigned to, taking on more of a leadership role; collaborating with cross-functional peers; key part of the discovery phase, trusted by PMs to flesh out problems. Understands and considers design decisions in context of parallel streams of work. Begin mentoring other designers. |  | Works proactively across teams beyond where assigned, defining the problem cross-functional peers; mentoring contributor-level practitioners (both within and outside of UX function); increasing focus on design at the org/practice level than at project level. Tasked with upskilling UX maturity for both teams and individuals. |  |
| Agile/Lean experience | Learning and adopting agile and lean practices. |  | Strong and capable engagement in agile and lean practices. |  | Develops and evolves the process/approach for agile/lean UX and design at SEEK. |  | UX agile/lean coach - blurs the boundaries between disciplines. |  |
| Build our profile internally | Observe and reflect on what others do to build internal profile. |  | Observe and reflect on what others are doing to build internal profile. Connect with stakeholders to understand business and discuss design. |  | Nurture internal stakeholder relationships  on and off projects. Draw on thought leadership skills to inspire ideas and generate discussion.  . |  | Proactively nurture several Internal stakeholder relationships on and off projects. Draw on thought leadership skills to inspire ideas and generate leads. |  |

What are the areas you need to work on? List them here.

1.

2.

3.