

Career Progression: UX



UX Design Director	Band 9
Associate UX Design Director	Band 8
Sr. UX Designer	Band 7
UX Designer	Band 6

UX: Career Progression and Role Overview



Progression				
	UX Designer (6)	Sr. UX Designer (7)	Associate UX Design Director (8)	UX Design Director (9)
Band/Position	Role Overview			
UX Design Director (9)	Responsible for leading a team in creating best in class user experience design and providing strategic input for all aspects of the user experience. Leads multi-disciplinary groups through development and delivery for multiple projects through partnership with strategy, creative, technology and the client to understand overall business goals. Influences across, above and below and acts as mentor to the UX team.			
Associate UX Design Director (8)	Creates user centered experience design strategies and tactics along with owning the development and delivery of multiple projects. Responsible for communicating project vision and seeking critique to align across project teams. Accountable for decisions at the project level. Mentors and inspires junior associates.			
Senior UX Designer (7)	Assists in the creation of best in class, omni-channel user experiences through creating experiences, digital and physical, that will help clients achieve their project goals in a user-centric way. Works with multiple disciplines and directly manages priorities and methods for execution. Understands the project goals as they relate to the project. Accountable for exploration and execution at the project level.			
UX Designer (6)	Contributes to the creation of best in class, omni-channel user experiences. Partners with UX team to create experiences, digital and physical to help clients achieve their project goals in a user-centric way. Understands project goals as it relates to the project mission and works to influence a project and explore ideas for the team.			

UX: Key Behaviors by Role				
Dimension	UX Designer (6)	Sr. UX Designer (7)	Associate UX Design Director (8)	UX Design Director (9)
<p>Client Success</p> <p>Dedication to every client's success. You are passionate about every client's success, so you put them first, listen for need and find opportunities to bring new ideas and add value. Partnering with all relevant IBM stakeholders, you focus on outcomes — helping every client succeed however they measure success.</p>	<p>Basic knowledge of client's business including: company and brand history, performance goals, and competition.</p> <p>Advocate the client's point of view in internal meetings.</p> <p>Gain basic understanding of client's business and industry, and the challenges and opportunities associated</p> <p>Advocate the client's users' point of view in internal meetings.</p> <p>Collaborate with internal partners and other UX team members to encourage successful relationship and delivery of work.</p> <p>Participates in activities to better understand client and user needs.</p>	<p>In depth knowledge of client's business including: company and brand history, performance goals, and competition.</p> <p>Direct and complete UX craft work and tasks</p> <p>Act as a primary point of contact for UX with the internal team, leading and strategically supporting initiatives.</p> <p>Partner with UX leadership to identify and cultivate new opportunities within existing accounts, and the UX team</p> <p>Create and support client deliverables that are in balance with the client's and users' best interest.</p>	<p>Has a strong understanding of the client's business, industry, economic model, organizational trends and customer needs in order to lead with relevant digital marketing solutions.</p> <p>Oversee and strategically guiding interdisciplinary teams through research, strategy and implementation work</p> <p>Collaborate with senior level relationships for a portfolio of accounts while providing leadership across multiple client teams and client projects.</p> <p>Make solid recommendations to client and project teams based on a balance of client and user needs.</p> <p>A strong understanding of the client's business, industry, economic model, organizational trends and customer needs across all brand touchpoints</p>	<p>Deep knowledge of clients business and ability to activate internal team and develop solutions to support clients business.</p> <p>Act as a reliable execution partner and delivers significant impact for clients by being a trusted advisor.</p> <p>Demonstrates care for the client's business as if it were our own, putting our interests before ours, and we never let our structure or process get in the way of a seamless client experience.</p> <p>Delivers significant impact for clients. Co-owns the client relationship to set up and drive business by design activities with clients. Leads by example in interacting with clients.</p> <p>Responsible for ensuring UX Strategy team members have knowledge of client brand, competitors, marketing plans, team, org structure, politics, lessons learned</p>
<p>Skills</p> <p>IBMers are dedicated to growing skills that matter to our business and to being essential now and in the future. You continuously find opportunities to learn and apply new skills strategic to IBM and needed to be successful in your role. You are recognized for your expertise and you share it with others.</p>	<p>Drives towards mastery of a well-rounded UX Strategy skill set, and starts to create t-shaped skills</p> <p>Supports qualitative and quantitative research.</p> <p>Basic capacity to develop user experience vision deliverable, e.g. storyboards, wireframes,</p> <p>Basic understanding of IBM Design Thinking, Imagine, Combustion, and other co-generative workshops.</p> <p>General understanding of how to set KPI's, enablement plans and other experience strategy implementation techniques.</p> <p>Ability to work across Strategy, as well as business and technical disciplines.</p> <p>Shows ability to connect the dots between user needs, channel planning and ways to activate.</p>	<p>Solid foundation in UX Strategy skills, with deep understanding in one or more verticals.</p> <p>Leads UX related research activities.</p> <p>Independently creates user experience vision documents that guide teams.</p> <p>Support client-facing workshop and meeting.</p> <p>Co-creates user experience enablement plans with other UX strategist and disciplines.</p> <p>Functions well across all strategy sectors and other craft areas.</p> <p>Shows empathy from a user perspective.</p>	<p>Mastery in UX Strategy Skills as well as one or more verticals, supports business development, manages and mentors others.</p> <p>Leads qualitative and quantitative research teams.</p> <p>Creates and improves existing user experience vison artifacts.</p> <p>Co-leads the creation and execution of client-facing workshops and meetings.</p> <p>Co-leads teams to create user experience enablement plans, success metrics, and business models.</p> <p>Leads multidisciplinary project teams towards established goals.</p> <p>Conduct, design and analyze user experience and usability testing, incorporating testing best practices.</p> <p>Shows empathy from a user perspective and begins to show empathy from a client perspective.</p>	<p>Actively improving the UX craft and mastery in multiple verticals, improves deliverables and organizational processes.</p> <p>Leads full project teams to execute against client and project goals.</p> <p>Leads the creation and execution of workshops and meetings.</p> <p>Actively involved in and supports business development through proposals, pitches, and estimates.</p> <p>Executes on UX strategy visions and works to improve overall department.</p> <p>Champion the development of UX Strategy processes, framework, capabilities documentation and lead all related client deliverables.</p> <p>Reliably support multiple projects and client engagements simultaneously.</p> <p>Shows empathy from a client perspective.</p> <p>Defines new ways of working within the business to help improve the business and larger organization.</p>
<p>Responsibility to Others</p> <p>Trust and personal responsibility in all relationships. You prioritize collaboration and focus on building trust and earning it anew every day, in every relationship - with IBMers, clients, partners and more. For those of you entrusted with management or executive responsibility, this includes your effective leadership and showing personal interest in IBMers, their careers and their development.</p>	<p>Builds internal partnerships with craft partners and UX leaders.</p> <p>Demonstrates being an open-minded, positive contributor to the team.</p>	<p>Partner with internal teams (i.e. project management, technology, creative, strategy, etc.) to ensure all client deliverables meet quality standards.</p> <p>Is a consistent and open-minded, positive contributor to the team.</p> <p>Assists new peer team members in navigating the team.</p>	<p>Collaborates and learns to lead effectively across the team and departments.</p> <p>Leads work within the craft in addition to individual work.</p> <p>Thinks strategically about how to grow the business and the impact it has on iX.</p> <p>Focuses time across the strategy team.</p>	<p>Growth and development of direct reports including ongoing coaching and feedback and supports career development.</p> <p>Shares expertise externally (with clients) and internally (with team and across department).</p> <p>Partner to ensure collaboration, actively solve issues and build overall plans for achieving annual and long-term goals.</p> <p>Teaches/mentors craft and best practices in respective studio.</p> <p>Leads by example, builds a collaborative culture, and creates opportunities for others to lead.</p> <p>Consistently connects dots across disciplines to get work done.</p>
<p>Innovation</p> <p>Innovation that matters - for our company and for the world. You are a forward thinker. You seek out grand challenges as well as incremental improvements - whether in technology or in how you work and in what you deliver.</p>	<p>Contributes to forward thinking ideas.</p> <p>Look for more efficient and effective ways of getting work done.</p> <p>Shows ability to listen and ask questions to understand the needs of the client and peers.</p>	<p>Proactively bring new ideas to the team.</p> <p>Recommends more efficient and effective ways of getting work done.</p> <p>Shows openness to move beyond comfort zones.</p> <p>Consistent strong ability to listen and ask questions to understand the needs of the client and peers.</p>	<p>Consistently challenges the status quo and goes outside of comfort zone.</p> <p>Challenge our own assumptions and habits, and adapt to changes in the business.</p> <p>Demonstrates ability to listen and articulate a challenge or problem.</p> <p>Demonstrates curiosity by asking questions –around the clients needs and underlying drivers – and around iX/IBM offerings, processes, etc.</p>	<p>Constantly mining the landscape including: resources, team, coworkers, etc. for exposure to new/different/interesting ideas that can be shared or applied for current or prospective clients.</p> <p>Challenges the status quo while bringing ideas and solutions.</p> <p>Innovates in many forms including ideas around more-effective products/solutions, processes, services, technologies or business models.</p> <p>Shows ability to generate original thinking and has courage to put forward bold ideas.</p>
Business Results	Your achievement against agreed goals.			