



POSITION DESCRIPTION

Position Title	PRODUCT DESIGNER	Position No.	50059436
Team	Product & Content Technology	Classification	Technologist
Department	Product Design	Schedule Roster Cycle	Schedule A Non-Rostered
Location	Various	Band / Level	Band 8
Reports to	DIGITAL DESIGN MANAGER 50050105	HR Endorsement	29/07/2020

Purpose

Work with the Children's digital product team to assist in all UX and UI work within the ABC KIDS and ME apps and future apps, as well as assist and design for the children's experiences in flagship apps, such as iview and listen.

Key Accountabilities

- Use Human Centred design processes to identify, investigate, and address problems within an experience.
- Work with the Senior Product Designer to balance feasibility, viability and desirability, in consideration of your three audiences, business, tech and audience.
- Work with the Senior Product Designer to develop concepts and prototypes and articulate ideas for the purposes of user research
- Organise and facilitate workshops, such as ideation and audience research sessions, getting value out of those attending and forming part of the collaborative synthesis with your team and stakeholders.
- Present research findings, conceptual ideas, testing outcomes and design rationale both visually and verbally.
- Create UI & UX frameworks and designs, including the development of multi-channel experiences across web and apps.
- Champion the use of audience research to inform product strategy, drive research within the product team. Track and act on audience feedback and analytics regarding product performance
- Collaborate with stakeholders, product team and leads in prioritisation of the backlog to maximise audience value.
- Work as part of a cross-functional team, highly collaborating with Leads and team including product coach, designers, developers and content experts
- Provide expert advice and insight relating to Children's and Teen media music, VOD or games industry, throughout the full product lifecycle.
- Actively promote the ABC values and apply all relevant workplace policies and guidelines.
- Cooperate with any reasonable instruction, procedure or policy relating to safety and take reasonable care for your own safety and that of other people who may be affected by your conduct while at work. Additional WHS responsibilities apply to Managers and Supervisors, Team Directors, and other Officers.

Key Capabilities/Qualifications/Experience

1. Extensive experience in designing complex enterprise software solutions and customer/audience experience. Graduate degree in Design Media or equivalent is preferred.
2. Highly developed understanding of HCD within digital design
3. Highly developed ability to support and facilitate ideation with excellent problem-solving abilities
4. A strong aesthetic, critical systems thinking, pattern recognition and attention to detail
5. Exceptional design talent and a portfolio that evidences flexible design capability that demonstrates sensitivity to diverse subject matters, content and media
6. Outstanding ability to create narratives and presentations explaining the "why" behind the work, and what it means for users and stakeholders
7. Ability to present to teams, the studio and stakeholders in a mature, assured, engaging and inspirational manner





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8. Excellent information design abilities, fastidious and efficient production and optimization habits
9. Self-motivation, excellent communication, an open mind, the ability to thrive in multidisciplinary teams, and the skills to balance great design with short deadlines and the highest-standards output
10. Demonstrated skills in design tools like Invision, Sketch, Git, Photoshop, and Illustrator among others
11. An understanding of designing for a range of platforms and technologies, and the ability to use prototyping tools to convey design intent
12. Awareness and practical understanding of current technologies, their application and relevance to digital media and consumer consumption.
13. **ABC Principles:** Demonstrated commitment to the ABC Principles of We are ABC, Straight Talking, People Focused, Accountable and Open & Transparent.
14. **ABC Policies:** Understanding of the relevance and scope of ABC policies and the ABC Principles and a commitment to adhere to these; particularly in relation to complying with health, safety and wellbeing requirements in the workplace and acting in accordance with the ABC Principles.
15. **Diversity and Inclusion:** Ability to communicate effectively and build relationships with people from a range of diverse backgrounds.