



## SUMMARY

### › Client Role Overview

As a UX Design Consultant, you will work as a contributing member of your client project team. Using your analytical and creative skills, you will create data-driven low- and high-fidelity designs that depict interaction and user flow through an interface.

### › Team Role Overview

As a member of the team, you will be proactive about your continuous growth and education in the user experience field. As Experience Team leadership works to foster a growth-mindset in our team, having a drive to expand your subject knowledge and experience is critical.

### › Experience & Skills Overview

Your skills and abilities should reflect at least 2–3 years of industry experience. As you solidify your competency in many of the foundational design and research activities, you are expected to begin to demonstrate working knowledge of a wide range of UX research methodologies such as Affinity Diagramming, User Journey Mapping, and Service Blueprint Creation.

## SKILLS

### › Motivators & Key Focus

Personal & Professional Growth

### › Consulting & Communication

A solid foundation in communication and consulting skills is key. You will conduct yourself in a professional, polished manner, especially around your client.

Raising questions and concerns to DMI teammates is equally important to ensure you understand your role and responsibilities on the project.

## SKILLS CONTINUED

### › UX Skills

As a UX Designer, we expect that you demonstrate experience with rudimentary UX design practices and that you contribute to or lead the following activities.



#### NOVICE

- › Accessibility
- › Agile UX
- › Brand Identity
- › HTML / CSS
- › Information Architecture
- › Motion Design



#### INTERMEDIATE

- › Basic Design Principles
- › High-fi Design
- › Interaction Design
- › Low-fi Wireframing

### › Methods



#### NOVICE

- › Affinity Diagramming
- › Contextual Inquiry
- › Heuristic Evaluation (PURE)
- › Journey Map Creation
- › Pattern Library / Design System
- › Research Plan / Protocol Creation
- › Research Facilitation
- › Service Blueprint Creation
- › Stakeholder Interviews
- › Task Flow Analysis



#### INTERMEDIATE

- › Card Sorting
- › Clickable Prototyping
- › Color Theory
- › Competitive Analysis
- › Heuristic Evaluation (Nielsen's 10)
- › Paper Prototyping
- › Persona Creation
- › Typography
- › User Interviews

## PROFICIENCY LEVELS

### › Novice

- › You have a rudimentary understanding of this and are able to perform these skills with some guidance.
- › You have the level and experience gained in a classroom, experimental scenarios or as a trainee on a job.
- › You understand and can discuss terminology, concepts and issues related to this competency.
- › You have a drive to learn more about this competency.

### › Intermediate

- › You are able to perform tasks with some, but little guidance.
- › You are able to speak intelligently about this competency and understand when and how it should be utilized.

### › Advanced

- › You can perform the actions of this skill without assistance. Help from an expert may be required from time to time, but largely you are independent in the practice of this skill.
- › You have successfully executed this skill on projects and are able to assist others as they learn the skill
- › You understand and can discuss the design and execution of this skill and can intelligently speak to new potential applications

### › Expert

- › You are a known expert in this area. Recognized both by DMI and our clients. You can provide guidance, troubleshoot problems or roadblocks, and answer questions on this skill.
- › You have demonstrated consistent and evolving excellence in applying this competency across multiple projects.
- › You are able to apply and teach the process or skill in new ways that expand the value of the skill and foster greater understanding and knowledge across the Experience Team.