



Job Description: UX (NZ based)

POSITION TITLE: Mid - Senior UX Designer

REPORTS TO: Head of Product

DATE: 7/05/2018

SCOPE OF THE ROLE

EROAD is a fully integrated technology, tolling and services provider based in Auckland. We have a variety of touch points with our customers. With the web application, the in-cab device for our drivers and our mobile applications there is always a challenge to keep all our products consistent and user centred.

As a Mid - Senior UX Designer you will craft digital experiences that are useful, usable and delightful for the customer, through applying systematic design strategies. You will work closely with our product managers to better understand the problems that EROAD's customers need to solve. Through user research, you will articulate precisely our customers jobs to be done and propose designs that help our customers succeed.

KEY RESPONSIBILITIES

User research

- Support the product managers in the development of product vision by conducting user research and prioritising our customers pain points
- Use metrics driven design thinking to look at our current user patterns and identify areas for product improvements and potential new offerings
- Understand EROAD's customers and their needs. Use suitable user research techniques e.g. user interviews, on site observation, surveys and evaluate user feedback

UX – Prototyping

- Partner with the UX team to develop customer centred user journeys
- Propose, lead, and participate in user research, usability validation, and A/B testing.
- Work with Product Managers and cross functional teams to identify possible design solutions through workshops and collaborative design sessions



- Transform complex design challenges into easy-to-use, delightful experiences. Simplicity is key!
- Promote user centred design and a consistent UX across all of EROAD product offerings
- Iteratively prototype and test designs which solve a well-defined problem
- Engage in day-to-day activities with the Engineering Teams. This involves attending daily scrums as required and providing UX direction and education
- Partner with other UX and UI designers to ensure all our products are aesthetically pleasing as well as functional and intuitive
- Evolve and evangelize our design system.

COMPETENCIES

- Appreciation and understanding of market and technology trends that affect EROAD
- Strong relationship skills to persuade and influence the right outcomes
- Ability to solve problems, get things done and achieve results in a constantly changing environment
- Ability to work with other teams throughout the organisation to ensure the right value is delivered to our customers
- Able to communicate in a confident, clear and focused manner
- Understanding and application of best practices
- Understanding of Agile Values & Scrum Methodology
- Ability to use analytics products such as segment and mix panel to understand current user patterns.
- Ability to create UX documentation (transaction flows, scenarios, wireframes, navigation models, prototypes, user interaction specifications) to communicate concepts and designs to the teams.



PERSONAL ATTRIBUTES

- Self-starter
- Analytical
- Empathy for our users
- Decisive
- Can-do attitude
- Good attention to detail
- Critical thinking

REQUIRED EXPERIENCE

Essential

- User research
- Quantitative research and analysis
- Prototyping
- User testing
- Information architecture
- Dedication to lifelong design learning
- 4+ years of design experience with focus in digital
- Bachelor's degree in Design, Human-Computer Interaction, Psychology, Information Systems or equivalent experience

Desirable

- Visual Design
- Writing
- Interaction Design
- Front end development - CSS / JavaScript / HTML
- Experience with development tooling such as GitHub
- Presentation of ideas and proposals

We are looking for a person who will be a good fit with the company, they can be a senior or mid-level in the UX space, for the right person we will adapt the role to suit. UX Designers at EROAD are well respected and recognised for the important role they play giving our customers an exceptional EROAD experience.

What it means to work at EROAD?

- Dynamic, challenging, international work environment
- A team with a high level of energy, integrity and motivation to win
- Exciting internal career opportunities
- A commitment to diversity and inclusion
- Competitive compensation
- An individual professional development plan

This Job Description is not intended to be complete or limiting – the role will require a proactive and flexible approach to manage tasks that support a rapid and innovative product development environment.