

UW HEALTH JOB DESCRIPTION

DESIGN RESEARCHER

Job Code: 300147	FLSA Status: Exempt	Mgt. Approval: R. Ritzenthaler	Date: November 2023
Department: Service Design, Research and Innovation		HR Approval: B. Haak	Date: November 2023

JOB SUMMARY

The Design Researcher is responsible for engaging patients, families, and care teams in human-centered design research, bringing an equity lens to planning and conducting research. The incumbent will uncover opportunities that measurably improve the patient and care team experience, and the wellbeing of the diverse communities we serve. The Design Researcher will communicate methods and insights to gain alignment and drive design decision-making, as well as guide cross-disciplinary teams through design thinking methods and mindsets and inspire our teams to imagine bold and optimistic solutions.

The Design Researcher will be responsible for designing and leading mixed-method discovery that draws on design research and ethnographic methods to uncover hard-to-access insights from our patients and care teams. The Design Researcher will partner with internal teams and community partners to recruit and engage patients and families in human-centered research that will drive decision-making at UW Health. The Design Researcher will be responsible for conducting research, including patient in-home interviews, depth interviews, digital ethnography and other approaches that are customized to respond to the project team's questions. Throughout the design process, the Design Researcher will serve as the Voice of the Customer, advising project teams in the development of solutions that best align with human-centered insights.

MAJOR RESPONSIBILITIES

- Employ ethnographic and human-centered research approaches, including scoping, planning, recruiting, designing, and conducting multi-method research while maintaining the highest ethical and privacy standards.
- Champion design thinking and human-centered design approaches across the organization.
- Elevate voice of diverse users in all aspects of the design process, from research and analysis to design, delivery and change communication of concepts.
- Collaborate across disciplines and departments to analyze complex data sets for the purpose of defining shared insights and actionable opportunities for a wide range of healthcare services, interfaces, and environments.
- Socialize and activate research findings by leveraging visual frameworks, storytelling tools, and information design, such as patient journey maps or service design blueprints.
- Balance the details of research planning, project timelines and data collection with a high-level strategic focus.
- Develop and support cross-functional work-sessions that guide project teams in challenging existing assumptions, creative/divergent thinking, and service design strategy.
- Identify and recruit participants for studies and build repeatable processes that can be deployed across the system.
- Navigates uncertainty in the strategic development of early-stage opportunities
- Aptitude and interest in developing and curating an innovative new research repository for sharing with key stakeholders across the organization.

ALL DUTIES AND REQUIREMENTS MUST BE PERFORMED CONSISTENT WITH THE UW HEALTH PERFORMANCE STANDARDS.

JOB REQUIREMENTS

Education	Minimum	Bachelor's Degree in Design (Design Methods, Service Design), Business (Marketing, Market Research) and/or the Social Sciences or related field. Four (4) years of relevant experience may be considered in lieu of a degree, in addition to the required experience below.
	Preferred	Master's degree in design strategy, research, or related field
Work Experience	Minimum	Three (3) years experience redesigning a service or customer experience based on observed human behaviors and need.
	Preferred	Four (4) years of professional experience applying ethnographic approaches in complex, multi-stakeholder settings for the purpose of driving design decisions.
Licenses & Certifications	Minimum	
	Preferred	

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Required Skills, Knowledge, and Abilities	<ul style="list-style-type: none"> • Relentless optimism and curiosity to uncover better ways within complex systems. • Skill in deep listening, uncovering the often-unarticulated needs behind statements or assumptions. • Knowledge of the design thinking methodology, and capacity to communicate the benefits and applications. • Knowledge of ethnographic and design research methods, including both in-person and digital approaches to investigative human experiences and behaviors • Ability to plan and conduct secondary (or desktop research) to understand existing benchmarks and the landscape and gather inspiration from industries outside of healthcare. • Ability to conduct multi-method research planning, including screener development, recruiting methods, and guiding teams in the appropriate questions from the lens of a patient or care team. • Awareness of equity-centered approaches to conducting design research • Ability to create detailed documentation of research insights for analysis and synthesis, including using tools such as Excel, and online whiteboards. • Skilled storyteller, both verbally as well as virtually (using PowerPoint or Adobe, etc.), as well as in-person experiences (wall walks, research immersions.) • Ability to work cross-functionally and in collaboration with multiple stakeholders.
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PHYSICAL REQUIREMENTS

Indicate the appropriate physical requirements of this job in the course of a shift. *Note: reasonable accommodations may be made available for individuals with disabilities to perform the essential functions of this position.*

Physical Demand Level		Occasional Up to 33% of the time	Frequent 34%-66% of the time	Constant 67%-100% of the time
X	Sedentary: Ability to lift up to 10 pounds maximum and occasionally lifting and/or carrying such articles as dockets, ledgers and small tools. Although a sedentary job is defined as one, which involves sitting, a certain amount of walking and standing is often necessary in carrying out job duties. Jobs are sedentary if walking and standing are required only occasionally and other sedentary criteria are met.	Up to 10#	Negligible	Negligible
	Light: Ability to lift up to 20 pounds maximum with frequent lifting and/or carrying of objects weighing up to 10 pounds. Even though the weight lifted may only be a negligible amount, a job is in this category when it requires walking or standing to a significant degree.	Up to 20#	Up to 10# or requires significant walking or standing, or requires pushing/pulling of arm/leg controls	Negligible or constant push/pull of items of negligible weight
	Medium: Ability to lift up to 50 pounds maximum with frequent lifting/and or carrying objects weighing up to 25 pounds.	20-50#	10-25#	Negligible-10#
	Heavy: Ability to lift up to 100 pounds maximum with frequent lifting and/or carrying objects weighing up to 50 pounds.	50-100#	25-50#	10-20#
	Very Heavy: Ability to lift over 100 pounds with frequent lifting and/or carrying objects weighing over 50 pounds.	Over 100#	Over 50#	Over 20#
List any other physical requirements or bona fide occupational qualifications:				

Note: The purpose of this document is to describe the general nature and level of work performed by personnel so classified; it is not intended to serve as an inclusive list of all responsibilities associated with this position.