

## UW HEALTH JOB DESCRIPTION

<b>Information Designer</b>			
<b>Job Code:</b> 340049	<b>FLSA Status:</b> Exempt	<b>Mgt. Approval:</b> T. Neely	<b>Date:</b> December 2023
<b>Department:</b> Service Design, Research & Innovation		<b>HR Approval:</b> B. Haak	<b>Date:</b> December 2023
<b>JOB SUMMARY</b>			
<p>The Information Designer is responsible for advancing the way we design human-centered, tech-enabled, equitable, integrated, and brand differentiated service experiences for UW Health’s patients, families, care teams, and communities. The Information Designer will be responsible for making complex processes and challenges more easily accessible and understood by a wide range of people. The Information Designer will organize, translate, and simplify qualitative and quantitative data and information in ways cross-functional teams can quickly grasp. Visual design deliverables will include journey maps, service blueprints, ecologies, user archetypes, data visualization, storytelling presentations as well as low to high-fidelity wireframes and screen mock-ups for interactive data visualization dashboards. The Information Designer will be responsible for applying information, graphic and visualization design best practices.</p> <p>The Information Designer will work with cross functional teams and partner closely with operational, technical, and business teams to develop visual concepts that drive the decision-making and the design process forward. The Information Designer will collaborate extensively with stakeholders across the organization at all levels exerting influence, respect, and purpose in pursuit of an exemplary, interactive experience with UW Health.</p> <p>Additionally, as a member of a new and growing team within UW Health, the Information Designer will play an important role in developing workshops and presentations on design methods and mindsets to advance our thinking across UW Health. This will require a passion for transforming healthcare.</p>			
<b>MAJOR RESPONSIBILITIES</b>			
<ul style="list-style-type: none"> <li>Develop visual design deliverables in a range of formats, including maps, blueprints, ecologies, archetypes, storytelling presentations and more.</li> <li>Collaborate cross-functionally to organize and simplify complex processes, challenges, data, and information into something partners can quickly grasp.</li> <li>Produce low to high-fidelity wireframes and screen mock-ups for interactive data visualization dashboards</li> <li>Use Adobe Creative Suite and Microsoft tools</li> <li>Work iteratively to arrive at project and design goals</li> <li>Bridge multiple perspectives to communicate and rationalize design decisions effectively</li> <li>Work independently and within various constraints to deliver within project timelines</li> <li>Champion service design thinking approaches across the organization</li> </ul>			
<p><b>ALL DUTIES AND REQUIREMENTS MUST BE PERFORMED CONSISTENT WITH THE UW HEALTH PERFORMANCE STANDARDS.</b></p>			
<b>JOB REQUIREMENTS</b>			
Education	Minimum	Bachelor’s degree in relevant field. Four (4) years of relevant work experience may be considered in lieu of a degree in addition to the required experience below.	
	Preferred		
Work Experience	Minimum	Two (2) years of relevant experience in information design, graphic design, or a related field.	
	Preferred	Four (4) years of professional experience in information design, graphic design, or a related field including experience journey mapping.	
Licenses & Certifications	Minimum		
	Preferred		
Required Skills, Knowledge, and Abilities	<ul style="list-style-type: none"> <li>Skilled visual storyteller (using PowerPoint or Adobe, etc.), as well as in-person experiences (wall walks, research immersions.)</li> <li>Relentless optimism and curiosity to uncover better ways within complex systems.</li> <li>Skill in deep listening, uncovering the often-unarticulated needs behind statements or assumptions.</li> <li>Ability to make low-fidelity prototypes in InDesign, Photoshop, Illustrator, Flash, and/or other tools</li> </ul>		

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	<ul style="list-style-type: none"> <li>• Proficiency using tools to develop wireframes and high-fidelity UI/UX prototypes.</li> <li>• Communication and social skills to build trust and rapport with project partners.</li> </ul>		
PHYSICAL REQUIREMENTS			
<b>Indicate the appropriate physical requirements of this job in the course of a shift.</b> <i>Note: reasonable accommodations may be made available for individuals with disabilities to perform the essential functions of this position.</i>			
Physical Demand Level	Occasional Up to 33% of the time	Frequent 34%-66% of the time	Constant 67%-100% of the time
<b>X</b>	<b>Sedentary:</b> Ability to lift up to 10 pounds maximum and occasionally lifting and/or carrying such articles as docket, 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.	<b>Up to 10#</b>	<b>Negligible</b>
	<b>Light:</b> 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.	<b>Up to 20#</b>	<b>Negligible</b> or constant push/pull of items of negligible weight
	<b>Medium:</b> Ability to lift up to 50 pounds maximum with frequent lifting and/or carrying objects weighing up to 25 pounds.	<b>20-50#</b>	<b>10-25#</b>
	<b>Heavy:</b> Ability to lift up to 100 pounds maximum with frequent lifting and/or carrying objects weighing up to 50 pounds.	<b>50-100#</b>	<b>25-50#</b>
	<b>Very Heavy:</b> Ability to lift over 100 pounds with frequent lifting and/or carrying objects weighing over 50 pounds.	<b>Over 100#</b>	<b>Over 50#</b>
<b>Other</b> - list any other physical requirements or bona fide occupational qualifications not indicated above:			

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.