

UW HEALTH JOB DESCRIPTION

UX Strategist

Job Code: 320041	FLSA Status: Exempt	Mgt. Approval: M. Helf	Date: June 2021
Department/Number: Web Center / 10220		HR Approval: J. Theisen	Date: June 2021

JOB SUMMARY

The UX Strategist is responsible for the architecture, structure, design, production and visual interface for a wide range of UW Health digital solutions, including but not limited to internal and external websites (both desktop and mobile), email marketing, social media presences and web applications. The incumbent is also responsible for taking web/digital designs and user interface concepts from original conception to asset production. The incumbent will stay abreast of web/digital trends to improve user experience and identify technical design/user interface solutions that will increase the Digital Marketing team's efficiency in managing costs and resources.

The incumbent will work closely with web editors, information architects, technical developers, and other members of the Digital Marketing team and Marketing and Communications department. The incumbent works collaboratively with Marketing and Communications to lead the development of design standards and ensure that, when necessary, web materials align with the graphic standards for related offline materials (this may include, but is not limited to, print publications, brochures and advertising). Additionally, this includes working collaboratively across the UW Health organization to support the Digital Marketing team's clients.

MAJOR RESPONSIBILITIES

1. Leads the user experience (UX) function for all UW Health properties to ensure both consistency and an optimized end-user experience for patients, providers, and internal clients.
2. The UX Strategist builds sitemaps, wireframes and prototypes that reflect the necessary architecture, functionality, and organization to enable technical development. This process includes application of user-testing insights, experience, competitive benchmarking, use cases and research into a recommended approach.
3. Creates engaging, attractive web designs with intuitive user interfaces that support the intended functionality and user behaviors/calls-to-action, and employs the appropriate techniques and technologies to maximize site performance
4. Serves as user experience lead as it relates to supporting the department's content management system
5. Creates HTML/CSS/Javascript mock-ups to assist editors and developers in the creation of specific user interfaces
6. Communicates concepts using a variety of methods (i.e., wireframes, mock-ups, functioning prototypes) in order to help stakeholders envision proposed designs and validate recommended functionality and approach
7. Creates and maintains design templates and style guides for UW Health's public and private sites.
8. Serves as front-end developer and design lead for all UW Health properties, including creation and/or direction of creative assets across sites for alignment to brand standards. This includes overall website design, graphics and components needed to buildout and/or maintain site design.
9. Leads or participates in front-end development planning, user experience strategy and project management for existing and new applications.
10. Under the direction of Digital Marketing management, directs the look and feel of websites and web applications, often when few precedents exist.
11. The UX Strategist is also expected to perform the following secondary responsibilities:
 - a. Gives HTML/CSS direction to developers as needed (particularly in translation from graphic mock-ups to fully responsive websites)
 - b. Uses various software tools or provides programming to implement multimedia applications for websites
 - c. Commits and manages production-level code to actively maintained Git repositories
 - d. Supports the UW Health Marketing and Communications graphics team by assisting with design projects when Digital Marketing resources and workloads allow.

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

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JOB REQUIREMENTS

Education	Minimum	B.A. or B.S. in Web Graphic Design/Production, Graphic Design, Art Direction, Visual Communications, or related field.
	Preferred	Master's degree in Web Graphic Design/Production, Graphic Design, Art Direction, Visual Communications, or related field
Work Experience	Minimum	Five (5) years' experience working as a UX designer and/or UX Developer with demonstration of progressive responsibility.
	Preferred	Seven (7) years' experience working as a UX designer and/or UX Developer with demonstration of progressive responsibility.
Licenses & Certifications	Minimum	
	Preferred	
Required Skills, Knowledge, and Ability		<ul style="list-style-type: none"> • Expert level understanding of HTML, CSS and SVG • Experience with responsive design and Web accessibility • Experience with front-end frameworks • Intermediate understanding of solutions such as Javascript and Node.js, React, search engine optimization (SEO) best practices, and version control systems (Git specifically) • In-depth understanding of desktop/mobile usability, user interface, accessibility standards and best practices • Clear understanding of grid systems, typography, colors and images to create effective, compelling products and materials • Knowledge of asset/content management systems • Advanced skills in PC and Mac-based web and print software, including Adobe XD, Adobe Photoshop, Adobe Illustrator, Adobe Indesign and other web software • Ability to prioritize projects and react to critical deadlines • Creative approach and solutions to problems related to web design and development; prior experience in the field with demonstrated successful projects • Ability to make judgments in demanding situations • Ability to react to frequent changes in duties and volume of work • Effective communication skills • Ability to listen empathetically • Ability to logically organize details • Comfortable accepting responsibility for medium to large scale projects involving multiple resources and spanning many months from start to finish • Ability to manage multiple concurrent activities • Active learner to continually improve their skillset in the ever-evolving medium of the web and digital technology.

AGE SPECIFIC COMPETENCY (Clinical jobs only)

Identify age-specific competencies for direct and indirect patient care providers who regularly assess, manage and treat patients.

Instructions: Indicate the age groups of patients served either by direct or indirect patient care by checking the appropriate boxes below. Next,

	Infants (Birth – 11 months)		Adolescent (13 – 19 years)
	Toddlers (1 – 3 years)		Young Adult (20 – 40 years)
	Preschool (4 – 5 years)		Middle Adult (41 – 65 years)
	School Age (6 – 12 years)		Older Adult (Over 65 years)

JOB FUNCTION

Review the employee's job description and identify each essential function that is performed differently based on the age group of the patient.

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,	Up to 10#	Negligible	Negligible

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	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.			
	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:				

Work/Environmental: Moderate noise level consistent with an office environment