UW HEALTH JOB DESCRIPTION

Web User Interface Designer

Job Code: 320021	**FLSA Status: Exempt**
Mgt. Approval: R. Broering Date: 2/2016	**HR Approval: MJG Date: 2/2016**

JOB SUMMARY

Under the direction of the Web Strategies Manager in the Web Center, the Web User Interface Designer is responsible for the design, production and visual interface for a wide range of UW Health digital properties, including but not limited to internal and external websites (both desktop and mobile), email marketing, social media presences and web applications.

The Web User Interface Designer is responsible for taking web/digital designs and user interface concepts from original conception to asset production. The incumbent must possess a broad, advanced knowledge of current web development technologies and design tools, and must be able to apply this expertise across multiple browsers, platforms and devices. The position requires innovation, a talent for visual problem-solving, a blend of front-end development and creative skills, independence and organizational skill in the design of materials and in the scheduling of production. The incumbent must be an active learner to continually improve his or her skillset in the ever-evolving medium of the web and digital technology. The incumbent must stay abreast of web/digital trends to improve user experience (such as responsive design) and identify technical design/user interface solutions that will increase the Web Center's efficiency in managing costs and resources.

The Web User Interface Designer is expected to work under minimal supervision and has appreciable latitude for independent actions and decisions. The incumbent must be able to work effectively with web editors, information architects, technical developers and other members of the Web Center and Marketing and Communications teams, as well as clients from throughout the UW Health organizations that the Web Center serves. The incumbent works in a fast-paced environment under tight deadlines, and coordinates closely with Web Center management and team members to meet production schedules.

Due to the fast-changing nature of website design and development, the Web User Interface Designer must stay abreast of web development practices, technology and frameworks and continue to lead UW Health into the future.

To ensure consistency of the UW Health brand, the Web User Interface Designer will also work closely with the Marketing and Communications graphics team to ensure that designs portray UW Health in the appropriate manner. The incumbent works collaboratively with Marketing and Communications to 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).

A wide variety of internal and external relationships are necessary to accomplish the objectives and perform the duties of this position. The incumbent will work in close coordination with the UW Health Marketing and Communications team and various department representatives from UW Health and the UW School of Medicine and Public Health (UWSMPH), and other UW Health-related entities. Developing and maintaining good communication with these contacts is essential to accomplishing the objectives of this position and the goals of the Web Center.

All members of the Web Center must actively take a UW Health enterprise perspective and approach in their work to successfully achieve the goals of the Web Center, UW Health and participating partners.

MAJOR RESPONSIBILITIES

The Web User Interface Designer is expected to function at the expert level in the performance of the following primary responsibilities:

1. 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
2. Creates graphical headers, banners, Flash objects and other images that comprise a website and other digital properties
3. Creates HTML/CSS/Javascript mock-ups to assist editors and developers in the creation of specific user interfaces
4. Communicates concepts using a variety of methods (i.e., wireframes, mock-ups, prototypes) in order to help stakeholders envision proposed designs

5. Creates and maintains design templates and style guides for UW Health's public and private sites
6. Selects photography and uses it effectively on the web; in coordination with the Web Center Web Strategies Manager and Marketing and Communications, evaluates photography needs for web/digital products and coordinates photo shoots as needed, including assisting with shoots and taking photos
7. Maintains a photo library, and secures and uses stock photography sources
8. Leads or participates in development planning, user experience strategy and project management for existing and new applications
9. Independently plans, organizes and manages design projects, as assigned; responsible for keeping projects on time and within budget, when applicable
10. Works with clients and colleagues to interpret their needs into web-friendly, flexible and responsive user experiences
11. Under the direction of Web Center management, directs the look and feel of websites and web applications, often when few precedents exist
12. The Web User Interface Designer also expected to competently perform the following secondary responsibilities:

13. Gives HTML/CSS direction to developers when pure graphic representation is insufficient (particularly in translation from graphic mock-ups to fully responsive websites)
14. Uses various software tools or provides programming to implement multimedia applications for websites
15. Supports the UW Health Marketing and Communications graphics team by assisting with design projects, when Web Center resources and workloads allow

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

JOB REQUIREMENTS		
Education	Minimum	B.A. or B.S. in Web Graphic Design/Production, Graphic Design, Art Direction, Visual Communications, or related field.
	Preferred	
Work Experience	Minimum	Minimum of four (4) years' experience working as a web designer in an ad agency, design shop, corporate in-house agency or similar.
	Preferred	
Licenses & Certifications	Minimum	
	Preferred	
Required Skills, Knowledge, and Ability		• Expert level understanding of HTML, HTML5 and CSS/CSS3
		• Experience with responsive design and Web accessibility
		• Experience with front-end Frameworks
		• Intermediate understanding of Javascript and JQuery
		• Intermediate understanding of version control systems (Git specifically)
		• In-depth understanding of desktop/mobile usability, user interface, accessibility best practices
		• Clear understanding of grid systems, typography, colors and images to create effective, compelling products and materials
		• Advanced skills in PC and Mac-based web and print software, including Adobe Photoshop, Adobe Illustrator, Adobe Indesign and other web software
		• Intermediate to advanced Flash skills
		• 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
		• Drawing and storyboarding skills
		• Knowledge of asset/content management systems
		• Ability to interact with and work around people
		• 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

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)	X	Adolescent (13 – 19 years)
	Toddlers (1 – 3 years)	X	Young Adult (20 – 40 years)
	Preschool (4 – 5 years)	X	Middle Adult (41 – 65 years)
	School Age (6 – 12 years)	X	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, 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:				

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