

UW HEALTH JOB DESCRIPTION

Senior Design Strategist

Job Code: 340050	FLSA Status: Exempt	Mgt. Approval: T. Neely	Date: December 2023
Department: Service Design, Research & Innovation	HR Approval: B. Haak	Date: December 2023	

JOB SUMMARY

As a member of the Service Design, Research & Innovation team, the Senior Design Strategist 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 Senior Design Strategist will be responsible taking a holistic view of design balancing desirability, usability, viability, and feasibility, all with a constant focus on how our customers, care teams, partners, and the business gain value through the product and service experience. Activities will include guiding the synthesis of human-centered research and developing conceptual frameworks to clarify thinking, communicating key opportunity areas, guiding teams through balanced decision-making, as well as stewarding the design and development of design solutions.

The Senior Design Strategist will work with cross functional teams and partner closely with operational, technical, and business teams to influence digital strategy and propose elegant but practical solutions to design challenges. The Senior Design Strategist will conduct market scans and benchmarking to uncover opportunities to address some of healthcare’s biggest challenges. The Senior Design Strategist 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.

Additionally, as a member of a new and growing team within UW Health, the Senior Design Strategist will play an important role in educating and facilitating workshops on design methods and mindsets to advance our thinking across UW Health. This will require a passion for transforming healthcare, an awareness of constraints, and thought leadership in innovative healthcare service models as well as health tech, including trends and evolving consumer expectations in healthcare and beyond.

MAJOR RESPONSIBILITIES

- Steward the knowledge and expertise across UW Health departments to develop cohesive and consistent experiences for our patients, families, and care teams.
- Assess stakeholder needs to develop service strategies, with an emphasis on digital health solutions.
- Partner with cross functional teams to execute the delivery of functional and purposeful design.
- Inspire and synthesize insights into plans with measurable results.
- Lead design projects across the care continuum.
- Produce thought leadership in service design and digital health.
- Facilitate cross-functional service design workshops and initiatives.
- Champion service design thinking approaches across the organization.
- Identify opportunities to scale service solutions beyond specific initiatives across the enterprise.
- Prototype holistic experiences—from early-stage, low fidelity prototype to piloting.
- Continuously evaluate business process and solutions portfolio to find rationalization and cost savings opportunities.

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

JOB REQUIREMENTS

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	Master’s degree in relevant field
Work Experience	Minimum	Five (5) years of professional experience as a Design Strategist <ul style="list-style-type: none"> • Experience in user experience, human-computer interaction, information science, psychology or related area. • Experience journey and workflow mapping • Experience working on a diverse set of complex, highly transactional, data intensive digital products & services • Experience translating user experience requirements to technical design specifications.

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	Preferred	Five (5) years of professional experience as a Design Strategist within a complex healthcare environment or equivalent sector
Licenses & Certifications	Minimum	
	Preferred	
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. • Experience facilitating design and innovation workshops and cross-functional stakeholder engagements. • Strong advocate for design process and methods, and have experience teaching non-designers how they can make use of them and gain value from their practice for themselves • Experience conducting ethnographic and design research methods, including both in-person and digital approaches to investigative human experiences and behaviors. • Comfort in ambiguity and guiding teams through complex, systems-level problems. • Knowledge of research and customer-experience metrics • 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 make low-fidelity prototypes in InDesign, Photoshop, Illustrator, Flash, and/or other tools • Proficiency using tools to develop wireframes and high-fidelity UI/UX prototypes. • Ability to apply design systems across a complex array of products and services • Strategic and outcome oriented and presents work based on a critical eye to the business • Communications and social skills to influence partners, peers, superiors, and stakeholders, as well as to clearly communicate requirements, requests, and responses

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 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.	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#
Other - list any other physical requirements or bona fide occupational qualifications not indicated above:				

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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.