

## Ngā Kōrero e pā ana ki te Tūranga

# Job Description

## Senior UX / UI Designer

<b>Business Group</b>	Te Pou Rangatōpū   Corporate
<b>Location</b>	Wellington
<b>Salary band</b>	A8

### Mahi i roto i te Ratonga Tūmatanui | Working in the Public Service

Ka mahitahi mātou o te ratonga tūmatanui kia hei painga mō ngā tāngata o Aotearoa i āiane, ā, hei ngā rā ki tua hoki. He kawenga tino whitake tā mātou hei tautoko i te Karauna i runga i āna hononga ki a ngāi Māori i raro i te Tiriti o Waitangi. Ka tautoko mātou i te kāwanatanga manapori. Ka whakakotahingia mātou e te wairua whakarato ki ō mātou hapori, ā, e arahina ana mātou e ngā mātāpono me ngā tikanga matua o te ratonga tūmatanui i roto i ā mātou mahi.

In the public service we work collectively to make a meaningful difference for New Zealanders now and in the future. We have an important role in supporting the Crown in its relationships with Māori under the Treaty of Waitangi. We support democratic government. We are unified by a spirit of service to our communities and guided by the core principles and values of the public service in our work.

Mō ētahi atu kōrero hei whakamārama i tēnei kaupapa, haere ki | [You can find out more about what this means at Role and purpose - Te Kawa Mataaho Public Service Commission.](#)

### To Mātou Aronga | What we do for Aotearoa New Zealand

At Te Tāhuhu o te Mātauranga | Ministry of Education, delivering our purpose makes a real difference to all ākonga of Aotearoa:

***He mea tārai e mātou te mātauranga kia rangatira ai, kia mana taurite ai ōna huanga We shape an education system that delivers excellent and equitable outcomes***

We fulfil our purpose by:

- delivering services and support nationally, regionally and locally to and through the education sector and in some cases directly to ākonga and whānau
- shaping the policies, settings and performance of the education system so that it is well placed to deliver equitable outcomes for ākonga and their whānau, from early learning through tertiary.

### Tēnei Tūranga | About the role

The Senior User Experience/User Interface (UX/UI) Designer plays a key role in supporting the Lead UX/UI Designer to lead the design practice across the Ministry. The role provides expert guidance in the design of the Ministry's digital products, such as web sites including the full end to end UX design process.

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The Senior UX/UI Designer also partners with business units to support the creation and improvement of digital services. The role focuses on identifying and designing human-centred experiences that effectively connects the dots between users, business groups, products and services.

## Ngā Haepapa | Accountabilities

### As a Specialist within Te Tāhuhu o te Mātauranga | the Ministry of Education you will:

- Share specialist knowledge across the organisation and with stakeholders, working with others to inform operational level decision making.
- Contribute to an effective team with a positive approach to the work environment that encourages and supports high performance, collaboration and problem solving.
- Lead the resolution of issues, identifying risks and solutions to protect and enhance the integrity and reputation of the Ministry.
- Lead or contribute to the development and implementation of innovative and fit-for purpose solutions and frameworks for current and future challenges.
- Develop and use data and insights to make evidence-based decisions and recommendations on operational issues.
- Build capability in others through coaching, quality assurance, and proactively sharing knowledge and expertise.

### As the Senior UX / UI Designer you will:

- Provide coaching, mentoring and specialist training to other team members to develop their skills and knowledge
- Combine UX thinking with design execution, to produce usable and intuitive user interfaces for web and mobile apps
- Produce high quality UX design solutions through wireframes, visual and graphic designs, flow diagrams, storyboards, site maps, and prototypes
- Design and develop reusable components for the MOE Design System, and the wider Government sector where applicable
- Communicate design solutions to engineers and stakeholders
- Provide advice and guidance on the implementation of UX research methodologies and testing activities
- Facilitate user research interview and user testing sessions
- Plan and conduct competitor analysis
- Interpret data and qualitative feedback
- Work with the Digital teams, Business Analysts and business units to develop user requirements, statements of work and project documentation for requested work.
- Keep current on best practice, trends and direction in web development and technology
- Provide Lead UX/UI Designer with feedback and recommendations in the development of standards, frameworks and policies for web application development, support and management
- Influence, promote and communicate the Ministry and New Zealand Government digital standards and processes required throughout all areas and levels of the Ministry

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- Lead best practice development at the Ministry, ensuring all work follows a user centred design approach and to promote this within the teams and business
- Monitor own work against the production schedule closely and provide progress updates and report any issues or technical difficulties to the Lead UX/UI Designer or Lead Software Engineer on a regular basis
- Lead the team and the Ministry to evolve and refine our design system
- Establish and maintain working relationships with similar roles within and across government, in order to share knowledge and skills
- Develop productive working relationships with Business Owners of products managed by Matihiko | Digital

You will make decisions in accordance with the Ministry's policies and delegations framework.

## Wheako | Experience

To be successful in this role you will have the following experience:

- Experience in a complex organisation
- Experience in building relationships and partnerships to achieve shared outcomes.
- A portfolio of professional UI/UX design work
- Proven experience with the New Zealand Government Web Accessibility and Usability Standards
- Experience applying user-centred design (UCD) and interaction design methodologies
- Experience with user research such as workshops, surveys, interviews, and usability testing
- Experience using user research, evidence and best practice to develop an understanding of user needs
- Experience creating and validating wireframes, mock-ups and interactive prototypes
- Experience of vendor management, particularly in procuring agencies or outsource providers to execute software architectures or application and website designs
- Successful experience managing medium to large sized web development projects

## Ngā Āheinga | Capabilities

To be successful in this role you will have the following capabilities and competencies:

- A track record of bringing people together and leading, coaching and mentoring others to achieve outcomes.
- A proven ability to use data and insights to identify trends, risks and opportunities, to influence and guide organisational and system-level decision making.
- Excellent interpersonal, communication skills and empathy for the user.
- A commitment to ongoing personal and professional development.
- Has the ability to build and maintain positive working relationships across a diverse group of people
- Highly effective planning, organisational and personal time management skills
- Has the ability to establish and meet deadlines, handle multiple priorities, prioritise work, and remain calm under pressure

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- Has the ability to improve inefficient processes and work with ambiguity
- Working knowledge of the following technologies and software: HTML, CSS, Design Systems and prototyping software such as Figma, Adobe XD, Sketch, UXPin

## Tātai Pou | Our Cultural Competency

Tātai Pou is our Māori Cultural competency framework. It has been aligned and is complementary to the Māori Crown Relations Capability Framework (MCR). Tātai Pou is designed to support our people and organisation to give effect to the articles of te Tiriti o Waitangi in our work. The work-based capabilities have four focus areas and describe four levels of competency (high, consolidation, developing and essential) that enable us to deliver our partnership approach so that Māori enjoy and achieve educational success as Māori.

Pou Hono   Valuing Māori	Developing
Pou Mana   Knowledge of Māori content	Developing
Pou Kipa   Achieving equitable education outcomes for Māori	Developing
Pou Aroā   Critical consciousness of racial equity for Māori	Developing

## Leadership Success Profile - Te Kawa Mataaho | Public Service Commission

Leadership matters. Strong leadership at every level in the Public Service will transform the experiences of New Zealanders. The Leadership Success Profile establishes “what good looks like” for leadership at all levels. Information about how the Leadership Success Profile applies to this role is available on the Ministry’s intranet.

## Skills Framework for the Information Age

Strong IT capability is vital to keep us secure and to deliver innovative and effective solutions for the Education system. SFIA, the Skills Framework for the Information Age, is the technical competency and skills framework mapping individual professional skill level to a set of internationally recognised standards. Information about SFIA, including the SFIA competencies and skills required for this role, is available on the Ministry’s intranet.

Capability	Level	Expectation
<b>User Experience Design HCEV</b>	5	Plans and drives user experience design activities. Provides expert advice and guidance to support the adoption of agreed approaches. Determines the approaches to be used to design user experiences. Uses iterative approaches to incorporate user feedback or evaluation rapidly into designs. Ensures appropriate consideration and integration of visual design and branding elements into user experience design.
<b>User Experience Analysis UNAN</b>	4	Selects appropriate techniques and tools to develop user stories and elicit user experience requirements in complex situations.

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		<p>Identifies and describes the design goals for systems, products, services and devices.</p> <p>Identifies the roles of affected stakeholder groups. Resolves potential conflicts between differing user requirements.</p> <p>Specifies measurable criteria for the required usability and accessibility of systems, products, services and devices.</p>
<b>User Research URCH</b>	4	<p>Conducts generative research for the development of systems, products, services or devices.</p> <p>Plans own user research activities. Facilitates input from users and stakeholders.</p> <p>Identifies appropriate user research methods for specific questions and contexts.</p> <p>Collects and analyses user research data. Supports synthesis of research and the creation of insights, reports and presentations.</p>
<b>Technical Specialism TECH</b>	4	<p>Provides expert advice on design tools and practices.</p>
<b>Accessibility and Inclusion ACIN</b>	4	<p>Engages with stakeholders to explain accessibility factors.</p> <p>Influences designs to improve accessibility. Provides detailed accessibility analysis to inform decisions throughout the product or service lifecycle.</p> <p>Plans and manages accessibility testing to meet agreed standards.</p> <p>Evaluates compliance with accessibility regulations. Assesses risks based on test outcomes.</p>
<b>RLMT – Relationship Management</b>	4	<p>Deals with problems and issues, managing resolutions, corrective actions, lessons learned and the collection and dissemination of relevant information.</p> <p>Implements stakeholder engagement/communications plans.</p> <p>Collects and uses feedback from customers and stakeholders to help measure the effectiveness of stakeholder management.</p> <p>Helps develop and enhance customer and stakeholder relationships.</p>

## Ngā Whakaaetanga | Approvals

Date Reviewed and Approved	May 2025
Approved By	HR Advisory Team