



Office of Human Resources  
Web UI-UX Designer Senior - CI3222  
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### General Statement of Duties

Performs full performance professional level leading user interface and user experience design strategy and implementation for web applications.

### Distinguishing Characteristics

The Senior UI/UX Designer is distinguished from the Associate UI/UX Designer, which performs standard level professional development of UI/UX components, style guides, and prototypes for web applications.

The Senior UI/UX Designer is also distinguished from the Senior IT Developer, which performs full performance level professional systems analysis and programming work designing, developing, maintaining, and enhancing software application programs, operating systems, and databases.

### Level of Supervision Exercised

By position, performs lead work.

### Essential Duties

Leads UI/UX (User Interface/User Experience) design strategy for web applications. Conducts industry research, best practices, UX/UI principles and emerging technologies. Leads and Designs journey mapping. Defines design standards based on marketing guidelines and branding specifications. Assumes overall responsibility of user interface design of web applications, incorporating usability, comprehensive work flows, and applying standards.

Leads conceptual ideation & art direction. Designs information architecture and wireframing. Oversees, conduct, observes and analyzes usability testing sessions.

Responsible for ADA compliance for web applications. Researches statutes and regulations (SME). Leads implementation. Coordinates ADA testing efforts for web applications.

Leads the consultative process between agency staff, Denver residents, and other information technology staff to recognize and predict use cases and user interaction, and design intuitive applications to support them.

Creates user-centered designs by considering business analysis, customer feedback, and usability findings, and creates prototypes as appropriate.

Manages design libraries and design systems with adherence to branding requirements and oversees the creation and maintenance of reusable design artifacts to include images, styling definitions, UI components, and style guides.

Oversees the development and delivery of effective user interfaces.

Works with digital analytics team to assess the impact of all UI design and usability changes and to inform future analytics gathering.

Supports peer developers with collaboration, brainstorming, and integrated working sessions to help solve large problems and provide guidance on design implementation.

Provides technical leadership to a team of Associate UI Designers, providing training and support.

Performs other related duties as assigned or requested.

### Competencies

Attention to Detail – Is thorough when performing work and conscientious about attending to detail.

Customer Service - Interacts with customers in a friendly and professional manner, works to resolve issues quickly and effectively, and is knowledgeable about products and services.

Creative Thinking – Uses imagination to develop new insights into situations and applies innovative solutions to problems; designs new methods where established methods and procedures are inapplicable or are unavailable.

Problem Solving – Identifies problems; determines accuracy and relevance of information; uses sound judgment to generate and evaluate alternatives, and to make recommendations.

Technical Competence – Uses knowledge that is acquired through formal training or extensive on-the-job experience to perform one's job; works with, understands, and evaluates UX/UI design principles related to the job; advises others on UX/UI and ADA issues.

Technology Application – Uses machines, tools, instruments, or equipment effectively; uses computers and computer applications to analyze and communicate information in the appropriate format.

Writing - Writes in a clear, concise, organized, and convincing manner for the intended audience.

### Knowledge & Skills

Knowledge of UX/UI and ADA design principles sufficient to be able to review program specifications, design programs, and write or modify code.

Knowledge of the principles, methods, and tools for designing, developing, and testing applications in a given environment.

Knowledge of information technology systems analysis, including systems design, sufficient to be able to maintain current systems and implement new systems.

Knowledge of the principles, methods, and tools for analyzing and developing software test and evaluation procedures.

Knowledge of computer languages and their applications to enable a system to perform specific functions.

Knowledge of supervisory theories and methods sufficient to be able to perform a variety of lead work functions.

### Education Requirement

Bachelor's Degree in Computer Science, Information Systems, Business Administration, Mathematics or a related field.

### Experience Requirement

Three (3) years of professional experience in full life cycle development of business applications.

### Education & Experience Equivalency

One (1) year of the appropriate type and level of experience may be substituted for each required year of post-high school education.

Additional appropriate education may be substituted for the minimum experience requirements.

### Licensure & Certification

By position, requires a valid Driver's License at the time of application.

Licenses and certifications must be kept current as a condition of employment.

### Working Environment

Handles absentee replacement on short notice.

Occasional pressure due to multiple calls and inquiries.

Pressure due to multiple calls and inquiries.

Subject to long, irregular hours.

Subject to many interruptions.

Subject to pressure for multiple calls, inquiries, and interruptions.

### Level of Physical Demand

1-Sedentary (0 - 10 lbs.)

### Physical Demands

(Physical Demands are a general guide and specific positions will vary based on working conditions, locations, and agency/department needs).

Agility: bends, stretches, twists, or reaches out with the body, arms, or legs.

Balancing: maintaining body equilibrium to prevent falling over.

Carrying: transporting an object; usually by hand, arm, or shoulder.

Color vision: ability to distinguish and identify different colors.

Crawling: moving about on hands and knees or hands and feet.

Crouching: bending body downward and forward by bending legs.

Depth Perception: ability to judge distances and space relationships.

Eye/Hand/Foot Coordination: performing work through the use of two or more.

Feeling: perceiving attributes of objects by means of skin receptors.

Feeling: perceiving attributes of objects by means of spoken word.

Field of Vision: ability to adjust vision to bring objects into focus.

Field of Vision: ability to see peripherally.

Fine Dexterity: Coordinate eye-hand to operate a vehicle, reach, hold, grasp and turn objects.

Fingering: picking, pinching, or otherwise working with fingers.

Handling: seizing, holding, grasping, or otherwise working the hand(s).

Handling: seizing, holding, grasping, or otherwise working with fingers.

Hearing/Talking: Hear and determine direction of sound.

Hearing: perceiving the nature of sound by the ear.

Kneeling: bending legs to come to rest on one or both knees.

Lifting: raising or lowering objects weighing no more than 10 pounds, from one level to another.

Mathematical reasoning Memorization

Mental Demands: mathematical reasoning, memorization, oral comprehension, spatial orientation, and written comprehension.

Neck Flexion: Moving neck upward/downward.

Oral Comprehension

Pulling: Exerting force upon an object so that it is moving to the person

Pushing: exerting force upon an object so that the object is moving away from the person.

Reaching: extending the hand(s) and arm(s) in any direction.

Repetitive motions: Making frequent movements with a part of the body.

Sitting: remaining in the normal seated position.  
Standing: remaining one one's feet in an upright position.  
Stooping: Bending the body by bending the spine at the waist.  
Talking: Expressing or exchanging ideas by means of spoken words  
Vision Far acuity: ability to see clearly at 20 feet or more.  
Vision Near acuity: ability to see clearly at 20 inches or less.  
Vision: To observe animal behavior, read signs, and reading colors.  
Walking: moving about on foot on uneven surfaces.  
Walking: moving about on foot.  
Written Comprehension.

### Background Check Requirement

Criminal Check  
Employment Verification  
Education Check  
By position, Motor Vehicle Record

### Assessment Requirement

None

### Probation Period

Six (6) months.

### Class Detail

**Pay Grade:** I-813  
**FLSA Code:** Y  
**Established Date:** 9/29/2019  
**Established By:** GT  
**Revised Date:**  
**Revised By:**  
**Class History:**