



Office of Human Resources  
IT 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.

### 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.

**Level of Supervision Exercised**

By position, performs lead work.

**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: Ability to move quickly and easily.

Balancing: Maintaining equilibrium.

Carrying: Transporting or moving an object.

Color vision: Ability to distinguish and identify different colors.

Crawling: Moving about in a low or crouched position.

Crouching: Positioning body downward and forward.

Depth Perception: Ability to judge distances and space relationships.

Eye/Hand/Foot Coordination: Performing work through using two or more body parts or other devices.

Feeling: Perceiving attributes of objects by means of skin receptors, communication, or otherwise.

Field of Vision: Ability to sharply detect or perceive objects peripherally.

Fine Dexterity: Sufficient coordination to operate a vehicle and manipulate objects.

Fingering: Picking and pinching, through use of fingers or otherwise.

Handling: Seizing, holding, grasping, through use of hands, fingers, or other means.

Hazards: Conditions where there is danger to life, body and/or health.

Hearing/Talking: Perceiving and comprehending the nature and direction of sounds/ability to communicate ideas.

Hearing: Perceiving and comprehending the nature and direction of sounds.

Kneeling: Assuming a lowered position.

Lifting: Moving objects weighing no more than 10 pounds from one level to another.

Neck Flexion: Perceiving objects located above or below.

Oral Comprehension: Ability to discern the meaning of oral speech.

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

Pushing: Exerting force upon an object so that it moves away from the person.

Reaching: Extending the hands and arms or other device in any direction.

Repetitive motions: Making frequent or continuous movements.

Sitting: Remaining in a stationary position.

Standing: Remaining in a stationary position.

Stooping: Positioning oneself low to the ground.

Talking: Communicating ideas or exchanging information.

Vision Far Acuity: Ability to perceive or detect objects clearly at 20 feet or more.

Vision Near Acuity: Ability to perceive or detect objects at 20 inches or less.

Vision: Ability to perceive animal behavior, comprehend signs, and detect color.

Walking: Ability to move or traverse from one location to another.

Written Comprehension: Ability to discern the meaning of written words.

### 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:** EX-11

**FLSA Code:** Y

**Established Date:** 9/29/2019

**Established By:** GT

**Revised Date:** 1/24/21

**Revised By:** JH

**Class History:**

**Added "IT" to the title.**