

**New**

Ministry

**Describe: Basic Job Details****Position**

Position ID

Position Name (200 character maximum)

Requested Class

Job Focus

Supervisory Level

Agency (ministry) code

Cost Centre

Program Code: (enter if required)

**Employee**

Employee Name (or Vacant)

**Organizational Structure**

Division, Branch/Unit

 Current organizational chart attached?

Supervisor's Position ID

Supervisor's Position Name (30 characters)

Supervisor's Current Class

**Design: Identify Job Duties and Value****Job Purpose and Organizational Context**

Why the job exists:

The Service Designer provides senior service design expertise for the Government of Alberta's Government-as-Platform initiative, with a primary focus on Alberta.ca Account and related platform products, including Alberta.ca Account, Alberta Wallet, eServices, and Alberta Payments.

This is a senior individual-contributor role within the Platforms branch. The role is accountable for designing end-to-end service experiences, reusable service patterns, and cross-service journeys that can be applied across multiple programs and ministries. The Service Designer translates complex business, technical, policy, privacy, and accessibility requirements into validated design direction that improves usability, trust, consistency, and delivery quality at scale.

The role also helps shape AI-enabled and automation-supported service experiences. It requires strong judgment in assessing how emerging capabilities should be used in public services so that they are understandable, trustworthy, and aligned with government accountability.

## Responsibilities

Job outcomes (4-6 core results), and for each outcome, 4-6 corresponding activities:

### 1. Lead platform service design for shared government products

- Lead the design of end-to-end service experiences for Alberta.ca Account and related platform products used across government.
- Define reusable service patterns, journey logic, and experience principles that support consistent service delivery across multiple ministries and partner contexts.
- Translate complex requirements into service models that are practical, scalable, and fit for implementation.
- Use prototyping and iterative design methods to validate concepts and reduce delivery risk.

### 2. Lead research and insight synthesis to inform platform decisions

- Plan and conduct research activities such as interviews, usability testing, and co-design sessions with Albertans, ministries, and partner organizations.
- Synthesize qualitative and quantitative findings into clear opportunities, risks, and priorities for platform improvement.
- Develop and maintain service design artifacts such as journey maps, service blueprints, personas, and related design documentation.
- Use evidence from research and service performance to guide design decisions affecting shared platform capabilities.

### 3. Provide senior design advice across multidisciplinary teams

- Provide senior service design advice that informs platform direction, design trade-offs, and delivery decisions.
- Work closely with delivery and architecture teams to align design work with roadmap priorities, technical constraints, and implementation realities.
- Advise on how platform capabilities should be applied in ways that improve partner onboarding, reduce friction, and strengthen cross-government consistency.
- Promote reuse and design coherence across the platform ecosystem rather than one-off solutions for individual programs.

### 4. Shape AI-enabled and automation-supported service interactions responsibly

- Design AI-enabled and automation-supported service interactions in ways that are transparent, understandable, and appropriate to the service context.
- Assess how users understand and respond to assisted workflows, prompts, automation, and related service features.
- Evaluate AI-supported interactions for clarity, bias risk, user comprehension, trust implications, and suitability for public service delivery.
- Apply AI fluency and process automation literacy to improve service design workflows and help teams make sound decisions about the use of these capabilities.

### 5. Strengthen service quality, accessibility, and continuous improvement

- Ensure service designs meet accessibility, privacy, and trust requirements and reflect inclusive design practice.
- Use usability testing, analytics, feedback, and service evidence to evaluate whether intended outcomes are being achieved.
- Contribute to continuous improvement of service design practices, documentation, and shared tools across the branch.
- Maintain high-quality design documentation that supports reuse, continuity, and long-term platform sustainability.

## Problem Solving

Typical problems solved:

This role addresses complex, multi-dimensional design problems where user needs, platform constraints, ministry-specific requirements, privacy considerations, accessibility standards, and delivery timelines must

all be balanced.

Typical challenges include designing unified service experiences across ministries with differing operational needs and legacy constraints, deciding when a reusable platform pattern should be standardized versus adapted, identifying and addressing trust or drop-off issues in high-risk service journeys, and shaping AI-enabled interactions that are useful without becoming opaque, misleading, or difficult for users to navigate.

Types of guidance available for problem solving:

The Service Designer operates with a high degree of independence and is expected to use professional judgment to determine appropriate service design approaches. The role works within broader product, policy, technical, and architectural constraints, but is relied on to assess competing needs, recommend sound design direction, and influence decisions that affect shared platform services.

Direct or indirect impacts of decisions:

Internally, decisions made in this role influence platform design direction, development effort, delivery efficiency, and solution quality.  
Across the branch, design decisions help establish reusable patterns and standards that can affect multiple services and programs.  
Externally, those decisions directly affect how Albertans and partner organizations experience government services, including usability, accessibility, and trust.

### Key Relationships

Major stakeholders and purpose of interactions:

Manager, Service Design, for priorities, design quality, coaching, and delivery alignment.  
Platform Strategy, to align service design work with roadmap, sequencing, and platform vision.  
Delivery teams, to support backlog refinement, design decisions, and implementation.  
Architecture and technical teams, to ensure design solutions are feasible, scalable, and aligned with platform constraints.  
Branch leadership and partner organizations, to gather requirements, test solutions, and support adoption.  
End users and members of the public, through research and testing to validate service experiences.

### Required Education, Experience and Technical Competencies

Education Level	Focus/Major	2nd Major/Minor if applicable	Designation
Bachelor's Degree (4 year)	Science		

If other, specify:

Bachelor's degree in Information Technology, Computer Science, Design, Human-Computer Interaction, or

Job-specific experience, technical competencies, certification and/or training:

#### Required

Minimum five years of experience in service design, UX design, or a closely related discipline.  
Demonstrated ability to lead research and translate insights into service design decisions in complex environments.  
Experience designing end-to-end services, reusable patterns, or cross-service journeys rather than only isolated interfaces.  
Strong experience working in complex, multi-stakeholder environments with competing requirements.  
Proficiency with design and prototyping tools such as Figma and experience working within design systems.  
Experience working in Agile environments with cross-functional technical teams.  
Knowledge of accessibility standards, including WCAG, and inclusive design practices.  
Strong ability to translate business, policy, and technical requirements into clear service design direction.  
AI fluency, including practical use of generative AI and agentic tools to support research, synthesis, drafting, and evaluation, with the judgment to assess output quality, risk, and user impact.  
Process automation literacy, including familiarity with workflows, digital forms, orchestration patterns, and how those patterns affect service delivery and staff or user experience.

#### Preferred

Experience designing platform products or shared services used across multiple programs or organizations.  
Experience designing AI-enabled or data-informed services.

Experience working in public sector or other highly regulated environments.  
 Experience working on identity, authentication, credential, payment, or other high-trust service environments.

**Behavioral Competencies**

Pick 4-5 representative behavioral competencies and their level.

Competency	Level					Level Definition	Examples of how this level best represents the job
	A	B	C	D	E		
Systems Thinking	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<p>Takes a long-term view towards organization’s objectives and how to achieve them:</p> <ul style="list-style-type: none"> <li>• Takes holistic long-term view of challenges and opportunities</li> <li>• Anticipates outcomes and potential impacts, seeks stakeholder perspectives</li> <li>• Works towards actions and plans aligned with APS values</li> <li>• Works with others to identify areas for collaboration</li> </ul>	<p>Sees the broader platform, policy, service, and user context and translates that complexity into coherent design direction.</p> <p>Designs a reusable sign-in and identity-verification pattern that can work across multiple ministries while balancing user needs, privacy requirements, accessibility standards, and technical platform constraints.</p>
Creative Problem Solving	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<p>Engages the community and resources at hand to address issues:</p> <ul style="list-style-type: none"> <li>• Engages perspective to seek root causes</li> <li>• Finds ways to improve complex systems</li> <li>• Employs resources from other areas to solve problems</li> <li>• Engages others and encourages debate and idea generation to solve problems while addressing risks</li> </ul>	<p>Develops practical, user-centred solutions in ambiguous, high-trust, and cross-ministry environments.</p> <p>Identifies where users drop off in a high-trust digital journey and redesigns the service flow to improve comprehension, reduce friction, and maintain trust without compromising policy or technical requirements.</p>
Build Collaborative Environments	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<p>Collaborates across functional areas and proactively addresses conflict:</p> <ul style="list-style-type: none"> <li>• Encourages broad thinking on projects, and works to eliminate barriers to progress</li> <li>• Facilitates communication and collaboration</li> <li>• Anticipates and reduces conflict at the outset</li> <li>• Credits others and gets</li> </ul>	<p>Works effectively across multidisciplinary teams and builds alignment without relying on formal authority.</p> <p>Brings Product, Delivery, Architecture, and ministry partners together to align on a shared service pattern and resolve differing views on user needs, implementation</p>

		talent recognized • Promotes collaboration and commitment	constraints, and service priorities.
Agility	<input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	Identifies and manages required change and the associated risks: • Identifies alternative approaches and supports others to do the same • Proactively explains impact of changes • Anticipates and mitigates emotions of others • Anticipates obstacles and stays focused on goals • Makes decisions and takes action in uncertain situations and creates a backup plan	Adapts design approaches and priorities in response to evolving user evidence, service needs, and delivery realities.  Adjusts research and design direction when testing shows that a proposed AI-enabled interaction is not clear to users, then works with the team to refine the approach before implementation.

**Benchmarks**

List 1-2 potential comparable Government of Alberta: [Benchmark](#)

513SA10 Senior Business Intelligence Analyst

**Assign**

The signatures below indicate that all parties have read and agree that the job description accurately reflects the work assigned and required in the organization.