

GOVERNMENT OF ALBERTA

Working Title: User Experience Designer

Ministry: Executive Council

Division, Branch/Unit: Communications and Public Engagement, Outreach

Reports to: Assistant Director, Research, Analysis, and Digital Experience

Class: PS3

PURPOSE

The User Experience (UX) Designer implements strategy and provides guidance and design feedback to the Front End Designer within Research, Analysis, and Digital Experience (RADX), as well as to counterpart teams in the Digital Strategy and [Alberta.ca](#) Platform teams.

The purpose of this position is to contribute the delivery of high-quality, user-centric design solutions for the Government of Alberta's digital primary digital communication products, including websites and applications. Working with various stakeholders within Outreach and the Government of Alberta as a whole, the User Experience Designer must:

- Understand complex usability problems and develops research and design strategies to address them.
- Uncover user needs through qualitative research and stakeholder facilitation.
- Propose solutions and conceptual ideas using prototypes and other visual artifacts.
- Develop requirements and recommendations for artifacts downstream in development and operations teams.

This role is responsible for ensuring design quality and consistency across Alberta.ca and fostering a collaborative and innovative environment with internal and external stakeholders. The User Experience Designer acts as a subject matter expert on UX Best Practices and the GoA Digital Design System, guiding the team through uncovering user needs, solving complex usability challenges, and working closely with the Assistant Director of RADX to align all UX efforts with the strategic goals of the ministry and the Government of Alberta. This position plays a key role in maturing the UX practice by developing and maintaining standards, mentoring staff, and championing a cultural shift toward user-centered design principles across the organization.

RESPONSIBILITIES AND ACTIVITIES

1. Strategic User Experience Research and Consultation

- Completes research and analysis requirements to arrive at evidence-based decisions for design concepts.
- Leads the planning and execution of comprehensive user research and analysis using a multitude of UX methods to inform evidence-based design decisions.
- Recruits participants for research activities, understanding segmentation based on the needs of users and stakeholders.
- Guides the team in translating complex user requirements and business objectives into intuitive and effective design concepts and solutions.
- Consults with clients and senior stakeholders across the Government of Alberta to define project scope, build consensus, and ensure design solutions are desirable, feasible, and viable.
- Presents and defends design concepts, research findings, and strategic recommendations to mid / senior leadership and cross-functional teams.
- Champions the value of UX and universal design principles, promoting accessibility and user-centricity throughout the organization.

2. Production of Design Artifacts

- Translate user feedback and research findings into well-designed high-fidelity mock-ups that can be easily understood and built out by the Front-End Designer on the RADX team.
- Produce mock-ups and prototypes of various levels of fidelity in order to communicate production specifications and business requirements.
- Identifies and advocates for new tools, technologies, and methodologies that can enhance the team's capabilities.

3. Oversight of Design Artifacts and Documentation

- Utilizes existing UX design processes, standards, and best practices to improve the usability of design artifacts and components on Alberta.ca.
- Establishes and monitors key performance indicators (KPIs) to measure the effectiveness of UX initiatives and team performance.
- Directs the creation of design artifacts, including mock-ups, prototypes, and user flows, ensuring they effectively communicate production specifications and business

requirements.

- Reviews and approves final design deliverables before they are handed off to development and operations teams.

4. Operations

- Continuously improve and explore new process ideas to further the efficiency, innovation, and productivity of the UX arm of the RADX Team.
- Helps other members of the UX arm of the RADX Team in preparation and execution of stakeholder meetings, acting the primary point of contact for the clients once the project is established.
- Oversees the quality, consistency, and integrity of all design work produced by the team, ensuring adherence to established standards and best practices.

SCOPE AND PROBLEM-SOLVING

Working under the direction of the Assistant Director of Research, Analysis, and Digital Experience (RADX), within Digital Strategy, the User Experience Designer operates with a degree of autonomy. They will be expected to work in alignment to the long-term goals of the GoA web ecosystem, as well as the established annual, quarterly, and monthly goals.

The User Experience Designer is accountable for the application of advanced research, systems thinking, and analytical skills to influence outcomes. Given that this team has a direct impact on how Albertans access government information, programs, and services, the position requires strong design, research, and communication skills to guide the team, manage client expectations, and champion user-centered design across the organization.

KNOWLEDGE, SKILLS & ABILITIES

This role is expected to go beyond the fundamentals of design and analytical thinking and demonstrate competency in a variety of different situations for the following areas:

- A university degree in design or a post-secondary technical institute diploma or equivalent, or 5 years of design and research experience.
- Understand important areas of web design, complex services and applications within Alberta.ca or a like organization environment.
- **Expert knowledge** of UX principles, methodologies, and best practices across the entire design lifecycle (research, analysis, ideation, design, and validation).

- **Advanced skills** in qualitative and quantitative research methods, including usability testing, surveys, interviews, and analytics, as well as knowledge of research ethics.
- **Excellent facilitation and consulting skills**, with the ability to lead workshops, build consensus, and manage complex stakeholder relationships.
- **Strong project management and organizational skills** with the ability to manage multiple projects, prioritize tasks, and direct the work of others.
- **In-depth knowledge** of relevant technologies, multi-channel and multi-device experiences, accessibility standards (WCAG), and their impact on design.
- **Demonstrated ability to think strategically** and align team activities with broader organizational objectives.
- **Exceptional communication** (verbal and written), presentation, and interpersonal skills, including conflict resolution.
- Proficiency with industry-standard design and prototyping tools (e.g., Figma, Adobe Creative Suite).
- As an individual the incumbent should:
 - Understand and practice each of the APS core values: respect, accountability, integrity, and excellence.
 - Estimate the amount of time and effort a task will take with 80% accuracy.
 - Communicate effectively within their team as well as neighboring teams through oral or written communication and give and respond to feedback appropriately. The emphasis at this level is on defending ideas and developing basic consulting skills.
 - Handle problems more abstract in nature requiring discovery, research, analysis, ideation, and execution.
 - Balance work on several simultaneous projects while maintaining timelines and meeting deadlines.

BEHAVIORAL COMPETENCIES

- **Systems Thinking:** Takes a long-term view towards the organization's objectives. Anticipates outcomes and potential impacts of design decisions and seeks broad stakeholder perspectives. Works to ensure team actions and plans are aligned with APS values and enterprise goals.
- **Develop Networks:** Leverages relationships to build input and perspective. Looks broadly to engage stakeholders and is open to diverse perspectives to achieve long-

term goals. Actively seeks input from partners and maintains stakeholder relationships to foster collaboration.

- **Creative Problem Solving:** Focuses on continuous improvement and increasing the breadth of insight. Asks critical questions to deconstruct complex problems and guides the team in exploring innovative work methods and solutions. Collects a breadth of data and perspectives to make strategic choices.
- **Agility:** Identifies and manages required change and the associated risks. Identifies alternative approaches and supports the team in navigating change. Anticipates obstacles, stays focused on goals, and makes decisions in uncertain situations.

CONTACTS

The User Experience Designer primarily interacts with:

- **UX Design Team:** Daily interaction to provide research and design support.
- **Outreach Leadership (Assistant Director, Director):** Regular contact to report on project status, discuss strategic direction, and resolve escalated issues.
- **Clients and Stakeholders (GoA-wide):** Frequent contact to consult, negotiate project scope, present findings, and manage relationships.
- **Web Teams (Development, Content, Operations):** Collaborative relationship to ensure seamless project delivery.
- **Albertans:** Oversees the team's research interactions with the public.

SUPERVISION EXERCISED

User experience designer is directly supervised by the Assistant Director of Research, Analysis, and Digital Experience (RADX) in Digital Strategy (Outreach) and does not have any supervisory requirements.