

## Job Description

### **UX Strategist**

#### **About CX Lavender**

The customer is our true north. We create connected digital experiences—a means of unifying digital capabilities and the consumer’s world—so, we help our Clients become unified brands.

Our work elicits emotion because the consumer is continuously engaged by fluid digital experiences, wherever and however they engage.

We’re a creative business as well as a technology business, and all the important parts in between. This means we can walk the talk. People try and pigeonhole us as one or the other—but we've only ever been about creating experiences and delivering through deep technical skill.

Our aim is to be a career agency—which means we want you to be proud of the time you’ve spent with us. We’re a collaborative company where every voice is heard and skills are nurtured.

#### **The Role**

You’ll raise the level of digital service solutions for our clients and enhance our overall CX capabilities and offering along with it. You’ll be responsible for leading strategic UX design and work-in closely with UX Visual Design, XD and Strategy at Lavender. You’ll also work with the Technology, Design and Story guilds to create cohesive experiences that maximise consumer satisfaction for Lavender clients. You’ll work with senior leaders to create quality work, build respect amongst teams and achieve the business results for CX Lavender.

#### **Ability and Skills**

- Like inventing things to solve problems
- Able to conceive and bring to life, bold experiential ideas
- Like making things and keen not sit too long in Discovery and Define
- At home creating with digital, profile and preference data and technology materials in digital spaces
- Possess a passion for design trends and innovation
- Spot relevant examples in adjacent industries that can be applied
- Able to assess the viability and feasibility of different concept features to make practical suggestions for MVP
- Facilitates strategic, customer-centric decision making
- You have great attention to detail
- A creative and analytical approach
- Highly proficient exponent of UX / XD principles and outputs
- Collaborative team player
- Does what they say
- Top notch presentation and facilitation skills
- Strong work ethic



Lavender.

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### Goals and Responsibilities

- Contribute effectively within cross-functional teams. Raise the skills of UX, XD, strategists, and others in your halo
- Exercise your skills to create seamless consumer experiences
- Produce and own UX roadmaps
- Plan and conduct consumer research and competitor analysis
- Work with data analysts to understand quantitative consumer behaviour
- Work with technologists to understand and utilise system options
- Work with strategists and creative to create right message, right time and engaging content
- Work with UX designers to create prototypes and wireframes to bring to life experiences and interactions
- Work with agile teams, on and off site
- Foster relationships across client business units and outside vendors that help the UX design effort succeed
- Set design goals
- Plan and facilitate internal and external workshops
- Create user stories, personas, and storyboards
- Create macro and micro journey maps
- Determine information architecture, user flows and create sitemaps
- Conduct usability testing to validate concepts
- Mentor and teach junior team members

### KPIs

- Help generate both organic new business
- Achieve company profit target
- Create world class bodies of work
- Build methodology
- Create selling slides
- Be a teacher
- Be noticed by the Directors to be contributing significantly to the business

### Experience

8+ years' experience in user and experience design, or equivalent

Knowledge of industry tools such as Sketch, InVision, OmniGraffle, Keynote and Miro, Mural

Systems know-how for Adobe Suite, Salesforce, Tableau

Understanding of business metrics and the ability to translate company goals and objectives into digital experiences

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