

## JOB POSTING TEMPLATE

**Date:** 2021

**Function:** Client Services

**Job title:** Manager, UX Designer

**Manager title:** Head of Digital Initiatives and Brighter Way

### Job purpose

The job holder is responsible for improving the digital experience in Sun Life Vietnam organization by studying the UX/UI trends and user's behaviors, proposing possible application to the company operation, and managing the implementation. In this role you will be responsible for UX Research across SLV's digital assets ensuring that we are developing digital solutions that ensure the client and advisor experience through its life-cycle is fluid and intuitive, resulting in a best in class experience for each and every interaction.

You will be responsible for the executions and delivery of UX Research activities across, concept and interface design working closely with the UX designers. As a Digital User Experience Designer, you will continue to establish in-house UX Research capabilities including cadence.

### Major accountabilities

Responsible for designing the user experience and enhancing Client/ user satisfaction

Advocate for user-centered design solutions

Conduct user research to discover insights, define user personas, and map user journeys

Create distinctive, branded digital experiences that are desirable and consistent across multiple platforms, devices and channels

Develop new product concepts, storyboards, detailed interaction designs and screen flows, and prototypes to clearly articulate solutions

Conduct concept and usability testing to iteratively validate and improve design solutions

Actively collaborate as part of an Digital delivery/ Agile team to ensure designs are feasible and implemented accurately

Track user experience metrics and analytics, including reporting on the success of UX improvements

Facilitates research and design workshops; familiarity and proven experience in Design Thinking methods

### Specialized knowledge

- Expert knowledge of User experience, Interaction design, Visual design - User research skills is a must
- Expert knowledge of handling design execution in collaborative manner
- Good knowledge of the tactics and deliverables and proven human-centered design methodologies – bonus for experience in design in medium-to-large size organizations
- Hands on creation of information architectures, wireframes, workflows, low to high fidelity prototypes, to explain and negotiate design solutions with key stakeholders
- Strong understanding of web and mobile technology and development (front-end focused), knowledge in development frameworks such as Angular and react is beneficial. Strong experience in fully responsive design
- Strong project execution skills with experience taking experience design projects from concept to launch in a cross-functional manner
- Excellent communication and interpersonal skills

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### Problem solving

- Able to lead discussion with business users and IT team to find best solution that balance between user's requirements and technical complexity.
- Able to coordinate the team members to develop solution when encountering technical/business stoppers of the project implementation
- Able to lead communication of the project team to handle/remove misunderstanding/confusion if any

### Education and experience

- University graduate
- Design degree in any discipline
- Number of years of work experience dependent on level of hire: <4 for Junior UX Designer, 4-8 for Senior UX Designer

### Communication scope

- To lead the communication with project team including business users, IT team during the project plan
- To present the project concept to functional heads
- To manage external vendors of UXUI design
- To conduct direct 1-1 interview / focused group with end users who would be prospect, existing clients, advisors, or SLV staffs

### Management scope

Total number of direct reports: 1-2

Total number of staff managed (direct and indirect): 1-2

### Metrics (if applicable)

Finance metrics (revenue, budget managed, etc.): n/a

Sales metrics (type and amount): n/a

Other metrics (specify): User satisfaction, adoption and usage

Travel required (express as % of working time): less than 10% for studying users feedback in other regions