

Job Profile

Job Title: Product Designer
Job Grade: Level 4, Zone 1
Salary Range: £38,297 - £44,424

About Camden

Camden is building somewhere everyone can thrive, by making our borough the best place to live, work, study and visit. Because we're not just home to UK's fast-growing economy. We're home to the most important conversations happening today. And we're making radical social change a reality, so that nobody gets left behind. Here's where you can help decide a better future for us all.

You will be designing digital products and services, working in the open with the user at the centre of all you do and working across all channels within a service.

About the role

Working as part of a multidisciplinary team and reporting to the Lead Product Designer, the role of the Product Designer is to design concepts, prototypes and interactions that are identified, understood and validated through research and prototyping. You will be working in teams to help services build their digital plans, creating new design and processes that will lead to better outcomes for the citizens of Camden. You will be mapping service and user journeys, creating wireframes, visual designs and prototypes to help services understand opportunities to transform; prototyping interactions to help create new services as well as taking part in user research, using data and narratives to improve existing design and iterate services and products.

The role of the Product Designer:

1. Working with other members of multidisciplinary teams, design digital products, services and interactions within both: working with our user researcher and business analysts to define user needs.
2. Creating accessible and usable designs, ensuring that solutions meet the Government Digital Service Standard.
3. Working closely with developers and members of the product teams to contribute to and iterate upon a new Camden design system, enabling the creation of service patterns that will balance user need, business need and technology constraints as well as balancing pragmatic design with ideals.
4. Map user and business flows, inspiring teams to streamline processes, improve their digital output and raise their ambition for how improved interaction, product and service design will improve outcomes for citizens.

5. To undertake all duties with due regard to the provisions of health and safety regulations and legislation, Data Protection/GDPR, the Council's Equal Opportunities and Customer Care policies.
6. Support design criteria sessions

About you

You will have an understanding of service design principles, practices and methods and of product development methodology, frameworks and principles and understand where product design fits into those. You will have the ability to influence, persuade and communicate and to make data and evidence-driven decisions.

Knowledge

- Good knowledge of user-centred design methods
- Understanding of user research principles and benefits
- Good knowledge of accessibility standards and best practice
- Knowledge of Design Systems
- Knowledge of the cross-government DDAT framework
- Knowledge of HTML and CSS

Skills and Abilities

- Ability to use evidence and mapping to guide design decisions
- Ability to prototype interactions and services – which may be undertaken collaboratively with service designers
- Ability to build clear visualisations of service and user journeys to help teams plan and prioritise work
- Relentless user focus, with the ability to contribute to user research and the translation of user feedback into design decisions
- Able to build great relationships with a wide range of disciplines
- Able to contribute positively to a high-performing multidisciplinary product team
- The ability to understand technical complexity and risks
- Desire to take an active part in the cross-government digital and design community.

Experience

- Experience working in multidisciplinary teams to design and build products and services with evidence of improvements made
- Experience delivering user journey maps, wireframes and artefacts showing an understanding of dependencies and risks
- Experience of creating and validating dynamic prototypes e.g. for different screen sizes and devices
- Experience of various digital design tools, such as Figma or Sketch
- Experience producing designs that simplify approaches and increase impact as a result
- Proven experience of building positive relationships with a range of both internal and external stakeholders

Work Environment

You will be required to work in line with Camden's agile working framework including flexible and remote working patterns which are a combination of office-based and home working, as required by the service and effective delivery of services within that framework.

People Management Responsibilities

N/A

Relationships

- Internal at all levels including executive, senior officer, officer and members.
- External, including local government, voluntary sector, public, private, membership bodies and professional bodies.
- To represent Digital Product and Services and the Council at national and international level.

Over to you

We're ready to welcome your ideas, your views, and your rebellious spirit. Help us redefine our corporate services, and we'll redefine what a career can be.

Is this role Politically Restricted?

Some posts at Camden are politically restricted, which means individuals holding these posts cannot have active political role. For a list of all politically restricted roles at Camden [click here](#).

Diversity & Inclusion

We want Camden Council to be a great place to work and to ensure that our communities are represented across our workforce. A vital part of this is ensuring we are a truly inclusive organisation that encourages diversity in all respects, including diversity of thinking. We particularly welcome applications from Black, Asian and those of Other Ethnicities, LGBT+, disabled and neurodiverse communities to make a real difference to our residents so that equalities and justice remains at the heart of everything we do. Click [Diversity and Inclusion](#) for more information on our commitment.

Agile working

At Camden we view work as an activity, not a place. We focus on performance, not presenteeism. We create trusting relationships, we embrace innovation rather than bureaucracy and we value people. Collaboration is the Camden way, silo working isn't.

At Camden we are proud to be one of Hire Me My Way's inaugural campaign supporters. Hire Me My Way is a national campaign led by Timewise, designed to increase the volume of good quality jobs that can be worked flexibly in the UK (www.HireMeMyWay.org.uk). Hire Me My Way aims to treble the number of available good quality flexible jobs to 1 million by 2020.

Asking for Adjustments

Camden is committed to making our recruitment practices barrier-free and as accessible as possible for everyone. This includes making adjustments or changes for disabled people, neurodiverse people or people with long-term health conditions. If you would like us to do anything differently during the application, interview or assessment process, including providing information in an alternative format, please contact us on 020 7974 6655, at resourcing@camden.gov.uk or post to 5 Pancras Square, London, N1C 4AG,