

Job Profile

Job Title: Lead Product Designer

Job Grade: Level 5 Zone 2

Salary Range: £51,542 - £62,995

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 leading the product design of 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 Digital Design Lead, the role of the Lead Product Designer is to lead the team that designs concepts and prototypes and improves the flow and interaction design of our digital products and services leading to better outcomes for the citizens of Camden. You will be mapping service and user journeys, creating visual designs and prototyping to help services understand opportunities to transform; prototyping interactions to help design new services as well as researching directly with users, using data and insight to design and iterate services and products.

The role of the Lead Product Designer:

1. Working with other members of multidisciplinary teams, specify and design digital products and services: working with our user researcher and business analysts to understand user needs and with the wider product team to evaluate and prioritise user stories to identify the key design challenges.
2. 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 lead to better outcomes for citizens.
3. Lead the iterative design and development process within product teams, providing expertise in the optimisation of accessibility and usability, ensuring that solutions meet the Government Digital Service Standard.

4. Evaluate and undertake impact analysis on design options taking account of different levels of sophistication for different users (e.g. web-based systems and business systems).
5. Working closely with developers and members of the product design team to create 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.
6. 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.
7. Define and create approaches to design delivery within Camden, including coaching others from across Camden in best practice
8. Support design criteria sessions

About you

You will have a thorough understanding of design principles, practices and methods and of product development methodology, frameworks and principles. You will have the ability to influence, persuade and communicate and to make data and evidence-driven decisions.

Knowledge

- Extensive knowledge and understanding of user centred design methods and usability best practice
- Good knowledge of user research methods and their benefits
- Knowledge of modern technologies, including cloud technology, architecture, agile delivery methods and software practices
- Good knowledge of accessibility standards and best practice
- Good 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, helping stakeholders see opportunities and leading process change
- Able to be a key part of a high-performing multidisciplinary product team including leading other designers

- The ability to understand technical complexity and risks, run collaborative design activities such as workshops and map the way forward into clear user stories.
- Ability to prototype interactions and services – both at a detailed component level as well as for whole processes and services
- Ability to build clear visualisations of service and user journeys to help teams plan and prioritise work
- Ability to identify, understand and challenge constraints, able to communicate and work within them.
- Able to build great relationships with a wide range of disciplines
- Relentless user focus, with the ability to contribute to user research and the translation of user feedback into design decisions
- Desire to take an active part in the cross-government digital and design community.

Experience

- Experience in designing products and services with evidence of improvements made
- Experience working as part of a multi-disciplinary team and comfortable with agile ways of working
- Experience facilitating workshops or design sprints
- Experience delivering user journey maps, including dependencies and risks
- Experience of creating and validating dynamic prototypes e.g., for different screen sizes and devices
- Experience and high proficiency in use of digital design tools, such as Figma or Sketch
- Experience producing designs that simplify approaches and increase impact as a result
- Experience of managing design projects and programmes
- Proven experience of building positive relationships with a range of both internal and external stakeholders
- Experience of pairing on design critiques
- Experience coaching people in a non-agile organisation how to embrace design and user focus
- Experience leading design teams to help an organisation understand and solve large, complex problems

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

Direct line management responsibility of a team of two Product Designers.

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 how we're supporting people, and we'll redefine what a career can be. If that sounds good to you, we'd love to talk

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

At Camden, we value and celebrate difference and encourage diversity in all respects. Our diverse workforce ensures we represent our communities to the best of our ability and enables us to make better decisions. Because of this, we particularly welcome applications from Black, Asian and those of other nonwhite ethnicities, those who identify as LGBT+, neurodiverse and disabled people.

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,