



State of California

Office of Data and Innovation

401 I Street Suite 200, Sacramento, California 95814

Domain: Business Technology Management

Duty Statement

Current Proposed

Item	Position information
Office/Department	Office of Data and Innovation (ODI)
Unit/Section	Service Innovation/UX Design
Classification	IT Specialist II
Working title	Visual/User Interface Designer
Position number	374-100-1414-001
Prepared date	December 20, 2023
Effective date	TBD
Name	Vacant

General Statement

(1-4 sentences)

Under the general direction of the UX Design Manager, the Visual/User Interface (UI) Designer is responsible for creating, expanding, and maintaining the overall brand voice of the Office of Digital Innovation (ODI). The brand voice will apply to digital platforms and other communication mediums used by ODI and our agency partners. The incumbent will use both traditional graphic design capabilities and technical skills, as well as an understanding of user experience and how visuals appear on various screens, to deliver brand identity and associated assets in support of ODI's vision to design digital services that improve our agency partners' ability to execute their mission and improve the delivery of services to Californians. The incumbent plays a significant role in the decision making and development of priorities, policies, and practices pertaining to projects, strategic planning, technical direction, resource management, and program and asset delivery.

Essential Functions

%	Description
50%	<ul style="list-style-type: none"> ● Collaborates closely with developers, content and UX designers, working within agile teams to make deliberate design decisions that translate the user-experience journey into smooth and intuitive interactions; ● Creates, iterates on, improves, and uses wireframes, prototypes, style guides, user flows, and effectively communicates interaction ideas using any of these methods; ● Presents the user interface visually so that information is easy to read, easy to understand, easy to interact with, and easy to find; ● Presents and defends design decisions, basing them on the overall design roadmap as well as design thinking and fundamental principles (i.e. color theory, visual weight, etc.).
40%	<ul style="list-style-type: none"> ● Develops standards, systems, methods, and procedures for creating and maintaining ODI's brand communication styles and assets, and tracking of work; ● Prepares design work by gathering creative briefing information and materials. ● Generates clear ideas, concepts and designs of creative assets from beginning to end; ● Works collaboratively with other designers to ensure a consistent, integrated brand perception, clear voice, and user experience; ● Translates client business requirements, user needs, technical requirements into communication materials that are visually enticing, easy to use, and emotionally engaging; ● Collaborates with a cross-functional team that may include communication managers, copywriters, content strategists, or product managers in order to create simple, easy-to-use materials.
10%	<ul style="list-style-type: none"> ● Demonstrates thought leadership and contributing best practices in a variety of technologies and principles; ● Assesses the state of digital services provided by the State government and works to align strategies and practice; ● Contribute to a talent strategy that includes recruiting new ODI team members to participate in solving complex challenges; ● Confer with key government/private officials and top experts in the field; ● Help execute programs, policies and platforms that support digital innovation.

Marginal Functions

%	Description
5%	Perform other staff assignments as appropriate and required

Supervision Received

The Visual/UI Designer reports to the UX Design Manager.

Supervision Exercised

None

Working Conditions

The employee regularly works in an indoor and climate-controlled office setting under artificial light. The employee's workstation is located in Sacramento, CA, and is equipped with standard or ergonomic office equipment. May sit for an extended period using a keyboard and video display terminal. Based on departmental or operational needs, the employee may have a teleworking option. The employee can work full-time from anywhere within California. Occasional travel may be required to attend meetings in Sacramento, offsite, conferences, and/or training classes. On occasion, may require flexible work schedules, including some evening hours to complete assignments, meet deadlines, and provide support to the Directorate.

Attendance

Must maintain regular and acceptable attendance at such a level as is determined ODI's sole discretion. Must be regularly available and willing to work the hours the department determines are necessary or desirable to meet its business needs.

I have read and understand the duties listed above and I can perform these duties with or without reasonable accommodation. *(If you believe reasonable accommodation is necessary, discuss your concerns with the hiring supervisor.)

A Reasonable Accommodation is any modification or adjustment made to a job, work environment, or employment practice or process that enables an individual with a disability or medical condition to perform the essential functions of their job or to enjoy an equal employment opportunity.

Duties of this position are subject to change and may be revised as needed or required.

Employee Signature	Employee Printed Name	Date

I have discussed the duties of this position with and have provided a copy of this duty statement to the employee named above.

Supervisor Signature	Supervisor Printed Name	Date