



Duty Statement

Current Proposed

Item	Position information
Office/Department	Office of Data & Innovation (ODI)
Unit/Section	CallInnovate/Service Innovation
Classification	Career Executive Assignment (CEA) Level B
Working title	Head of User Experience Design
Position number	418-100-7500-005
Prepared date	03/03/23
Effective date	
Name	Vacant

General Statement

The Head of User Experience Design leads ODI’s design team, establishes overall user experience standards for ODI, and is an active practitioner and evangelist of human-centered design, under the administrative direction of the Deputy Director, Service Innovation in the CallInnovate division.

The incumbent initiates the vision for design excellence for the ODI design team, clients, and projects. The incumbent manages a team of designers including visual design, service design, UX design, and content design. The incumbent serves as ODI’s UX subject matter expert, setting design standards, and working to guide and develop our designers in support of ODI’s mission.

The incumbent plans, develops, and implements service design and delivery including development of new services, products, and policies associated with and directly related to all aspects of service design and delivery including digital,

in person and hybrid. The incumbent plays a significant role in the adoption, maintenance, and capacity building to support these services long term.

The incumbent also plays a significant role in decision making and development of priorities, policies, and practices pertaining to projects, strategic planning, resource management, and program delivery.

Essential Functions

%	Description
35%	<ul style="list-style-type: none"> ● Consult directly with clients as a principal UX designer to influence service design and delivery across multiple program areas within the state ● Consult directly with clients, Project and Product Managers to develop project scoping and planning and ● Lead all areas of ODI design to improve the experiences of both the user and employee by designing, aligning, and optimizing processes to better support customer journeys ● Collaborate closely with the User Research team to derive insights and generate concepts from user research, communicate those concepts, and work with the agile development teams to plan and execute solutions ● Collaborate closely with the Engineering team to inform the design and implementation of modern UX solutions ● Generate high-level design strategies as well as practical project steps and considerations to get there, combining visionary objectives with a pragmatic approach. ● Support collaborative decision-making by telling compelling stories drawn from research to build shared understanding. ● Inform and support the development of client communications that are accessible to non-experts Incorporate UX into agile development sprints, coordinating with developers and product managers to achieve a strategic vision ● Deliver various approaches to guide service design and delivery, including wireframes, sitemaps, flowcharts, storyboards, user stories, service blueprints, customer journey maps, developer-ready designs and prototypes, client workshops or other innovative approaches, conducting design activities remotely and in person, depending on contextual factors
30%	<ul style="list-style-type: none"> ● Establish and steward the overall vision and strategies to achieve UX design excellence, including the the principles, practices and standards applied across ODI teams, products, projects and client engagements ● Identify systems-level change and opportunities for and recommend statewide policy changes on how government should improve service design and user experience on websites, communications materials and systems, informed by usability research with users and analysis of quantitative data ● Communicate human-centered design practices, standards, and values to internal and external stakeholders using guidebooks, working groups, and communities of practice to increase adoption of HCD practices statewide.

%	Description
	<ul style="list-style-type: none"> ● Mentor and coach colleagues and partners who are taking on new tasks and roles within design through sharing, knowledge, techniques, tools, patterns, and expert advice with colleagues, partners, and the public. ● Advise the Chief Deputy Director and Director in the formulation of state technology, research and customer experience policy.
20%	<ul style="list-style-type: none"> ● Provide inclusive leadership to direct reports and matrixed staff members, encourage team building, and facilitate cross training, creating a positive working environment. ● Create a work environment that fosters trust, respect, and collaboration. ● Direct, lead, train, develop and assign tasks and projects to team members ● Establish individual performance expectations, lead performance management activities, including continuous feedback to team members, complete annual individual development plans and complete timely probationary reports for civil servants ● Review contract performance for contract staff as guided by ODI's administrative staff ● Update duty statements and contract SOWs, as needed
10%	<ul style="list-style-type: none"> ● Collaborate with ODI's Directorate on strategy & business development, developing and implementing a high-level strategy for ODI project engagement ● Assess the state of digital services provided by the State government and work to align strategies and practices ● Contribute to a talent strategy that includes recruiting innovators and entrepreneurs 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 ● Navigate complex organizational relationships to deepen understanding.

Marginal Functions

%	Description
5%	<ul style="list-style-type: none"> ● Apply principles, practices, and trends of public administration, including management, organization, planning, cost/benefit analysis, budgeting and project management and perform other staff assignments as appropriate and required

Supervision Received

The Head of User Experience Design will report to the Deputy Director, Head of Product.

Supervision Exercised

The Head of User Experience Design oversees the design team. The incumbent will directly supervise Content Strategists and Designers.

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