User Experience Designer (7350U) 73516
University of California, Berkeley

Job Title	User Experience Designer (7350U) 73516
Department	
Institution	University of California, Berkeley
	Berkeley, California
Date Posted	Oct. 9, 2024
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Professional Staff
Academic Field(s)	Human Resources
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Job Description	

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About Berkeley

At the University of California, Berkeley, we are committed to creating a community that fosters equity of experience and opportunity, and ensures that students, faculty, and staff of all backgrounds feel safe, welcome and included. Our culture of openness, freedom and belonging make it a special place for students, faculty and staff.

The University of California, Berkeley, is one of the world's leading institutions of higher education, distinguished by its combination of internationally recognized academic and research excellence; the transformative opportunity it provides to a large and diverse student body; its public mission and

commitment to equity and social justice; and its roots in the California experience, animated by such values as innovation, questioning the status quo, and respect for the environment and nature. Since its founding in 1868, Berkeley has fueled a perpetual renaissance, generating unparalleled intellectual, economic and social value in California, the United States and the world.

We are looking for equity-minded applicants who represent the full diversity of California and who demonstrate a sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, gender identity, sexual orientation, and ethnic backgrounds present in our community. When you join the team at Berkeley, you can expect to be part of an inclusive, innovative and equity-focused community that approaches higher education as a matter of social justice that requires broad collaboration among faculty, staff, students and community partners. In deciding whether to apply for a position at Berkeley, you are strongly encouraged to consider whether your values align with our Guiding Values and Principles, our Principles of Community, and our Strategic Plan.

At UC Berkeley, we believe that learning is a fundamental part of working, and our goal is for everyone on the Berkeley campus to feel supported and equipped to realize their full potential. We actively support this by providing all of our staff employees with at least 80 hours (10 days) of paid time per year to engage in professional development activities. To find out more about how you can grow your career at UC Berkeley, visit grow.berkeley.edu.
Departmental Overview

Berkeley Summer Sessions, Study Abroad, University Extension and Osher Lifelong Learning Institute (SSALLEX) is the extended educational division of the University of California, Berkeley. SSALLEX fulfills an essential part of the University's mission to extend access to this world-renowned university's research and scholarship to a global community.

Position Summary

The UX Designer works alongside a team to develop and maintain complex websites and develop, enhance and maintain a variety of digital properties with a broad audience and/or with a high consequence of error. Exercises judgment in selecting methods, techniques and evaluation criteria for obtaining results. The role will surface and prioritize customer issues in existing web experiences and lead the design of new and existing web products, bringing customer insights and best practices.
Application Review Date

The First Review Date for this job is October 21, 2024
Responsibilities

- Brings best-in-class UX (user experience) techniques to our portfolio. Uses and understands user research, information architecture, interaction design and content strategy to clearly communicate and differentiate our programs to students.
- Leads complex research and provides analysis of user needs assessment and user observation activities such as card sorting, user feedback, user interviews, website and email analytics, competitor analysis and usability testing. Applies UX concepts to conduct complex usability evaluations for large-scale projects to understand user needs, preferences and behaviors. Gathers, analyzes, organizes and evaluates the results of user needs assessment and usability evaluations.
- Participates in the user modeling process (such as personas and scenarios) using information gathered during user research. Designs interactive elements like buttons, menus, and navigation to create smooth and seamless user experiences. Documents user journey from initial site visit through to application start or course enrollment.
- Recommends and implements design changes as specified from user research activities. Leads the creation of interactive and iterative visual elements (such as wireframes, user flows, mockups, prototypes) for various screen sizes, with an emphasis on mobile-first and web accessibility best practices. Creates visually appealing designs that align with brand identity and user expectations, selecting color palettes, typography and graphics for a cohesive and engaging user interface.
- Researches, develops and iterates on various Drupal-based websites in partnership with internal web-development team. Works closely with developers to ensure successful implementation of the design by providing design specifications, assets and ongoing support during development.
- Responsible for implementing, performing, documenting and tracking UX/UI requirements and usability test cases.
- Develops strategic recommendations on organization and design of web products and information architecture based on student experiences, business goals, performance data, emerging product lines, new target audience and competitor analysis.
- Collaborates with cross-functional team to provide continuous improvements to the user experience design process. Stays updated on design trends, industry standards and emerging technologies to enhance the user experience.
- Consults with management and stakeholders by understanding business goals, advocating for the user, explaining design processes and wireframes, implementing feedback, and understanding the technical feasibility of designs. Presents designs and/or research findings to marketing team to explain user goals and their alignment with business goals. Listens to and incorporates feedback into wireframes and resulting site designs.

Required Qualifications

- Skills in diagramming, prototyping and using design tools.
- Interpersonal communication skills, including political acumen and skill in troubleshooting and applying proactive and positive solutions.
- Demonstrated ability to communicate technical information to technical and non-technical personnel at various levels in the organization.
- Effective time management skills.
- Self-motivated and works independently and as part of a team. Demonstrates problem solving skills. Able to learn effectively and meet deadlines.
- Demonstrated experience implementing user interface design best practices and guidelines in websites and / or production software.
- Demonstrated knowledge of design principles and guidelines for area of expertise (i.e., visual design, interaction design, information / data visualization, user interface software).
- Basic understanding of common software architectures and IT infrastructure technologies, especially presentation layer technologies.
- Basic knowledge of relevant processes and procedures.
- Thorough knowledge of content management systems and / or relevant web applications used for web production and organization-specific computer application programs.
- Thorough skills to create clear, easy-to-navigate, informative, accurate, well-designed, and functional web sites that provide web content consistent with the organization's message and in keeping with management directives and client objectives.
- Thorough technical skills in computer applications for web production, image handling, publishing and design, illustration, presentation preparation, animation, web interaction, and / or other state-of-the-art web communication capabilities.
- Knowledge of the fundamentals of design and implementation.
- Skilled in creating effective web sites.
- Knowledge of digital communication media, including content management systems and / or relevant web applications used for web site production, and organization-specific computer application programs.
- Skill to assess processes or services and make necessary improvements.
- Bachelor's degree or certificate in related area and / or equivalent experience / training

Preferred Qualifications

- Basic web and / or software development skills.
- Knowledge of the organization (or comparable institutional knowledge), including its achievements, goals, objectives, vision and mission and how digital communication can effectively convey and advance the message to various audiences.

Salary & Benefits

This is a full-time, career position. This position is eligible for up to 100% remote work within the United States. Exact arrangements are determined in partnership with your supervisor to meet role responsibilities and department needs and are subject to change.

This position is eligible for the full range of UC Benefits. For information on the comprehensive benefits package offered by the University, please visit the University of California's Compensation & Benefits website.

Under California law, the University of California, Berkeley is required to provide a reasonable estimate of the compensation range for this role and should not offer a salary outside of the range posted in this job announcement. This range takes into account the wide range of factors that are considered in making compensation decisions including but not limited to experience, skills, knowledge, abilities, education, licensure and certifications, analysis of internal equity, and other business and organizational needs. It is not typical for an individual to be offered a salary at or near the top of the range for a position. Salary offers are determined based on final candidate qualifications and experience.

The budgeted salary range that the University reasonably expects to pay for this position is $98,600 - $130,000, annually.

How to Apply

To apply, please submit your resume and cover letter.

Referral Source info

This job is part of the Employee Referral Program. If a UC Berkeley employee is referring you, please ensure you select the **Referral Source** of "*UCB Employee*". Then enter the employee's **Name**and **Berkeley email** address in the **Specific Referral Source** field. Please enter only one name and email.

Conviction History Background

This is a designated position requiring fingerprinting and a background check due to the nature of the job responsibilities. Berkeley does hire people with conviction histories and reviews information received in the context of the job responsibilities. The University reserves the right to make employment contingent upon successful completion of the background check.

Equal Employment Opportunity

The University of California is an Equal Opportunity/Affirmative Action Employer. All qualified

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applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, or protected veteran status. For more information about your rights as an applicant, please see the U.S. Equal Employment Opportunity Commission poster.

The University of California's Affirmative action policy.

The University of California's Anti-Discrimination policy.

To apply, visit
https://careerspub.universityofcalifornia.edu/psc/ucb/EMPLOYEE/HRMS/c/HRS_HRAM_FL.HRS_CG_S

Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

Contact

N/A

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