



Working for equality of opportunity

Job Title: User Experience Architect
Division: Design & Engineering
Department: User Experience & Design
Grade: 7D
Location: London

About the BBC User Experience & Design (UX&D) team

We design the BBC's amazing digital experiences, from apps to websites, from BBC News to CBeebies. And we design the 'behind the scenes' employee experiences to help make these happen.

Our ace team of UX designers, architects and researchers collaborate closely with product, editorial and technical teams from across the BBC. Together we create elegant, delightful (not to mention award-winning) digital experiences on mobile, tablet, desktop and TV across many digital products and systems.

As a user experience architect you'll join a team of information architecture specialists within UX&D who are committed to making BBC content, experiences and tools more meaningful and connected. We don't just care about the information – our priority is always the user and their experience. You'll be working on the tools that help people across the BBC unleash their full creative potential. Working together with users and colleagues, you'll take a holistic, human-centred approach to the systems we use to make great things.

About you

You've already done impressive work and now you're itching to try something new.

You know that making complex digital products and services isn't just about designing the thing that the user sees, it always requires thinking about how the system works.

Your brain tends towards information architecture or service design. You can understand the flow of data and information around and between systems and people. You love simplicity as much as you respect complexity. You enjoy getting lost in a maze of complexity so that you can guide others through it – and hopefully simplify the path along the way. You always stretch yourself to think in literal terms about your architecture in use.

You're a whizz at collaborating and sharing your ideas with absolutely anyone. And you're not afraid to try out different approaches and styles to get the best out of yourself and others. You're great with maps, models and diagrams – you can audit and list concepts and then explore different arrangements to describe systems, constraints and opportunities. You're comfortable using your skills and mindset to influence and complement the creativity of other disciplines.

You're enthusiastic, curious and full of ideas. You see every new situation as a chance to learn something new. So you love trying your hand at the latest trends and technology. And you're constantly fascinated by what people really need, and how we can create the right experience to give it to them.

Whether you learned your skills in education or on the job, you're comfortable applying them to whatever situation arises. And you're keen to broaden those skills by trying out whatever new software or situation comes your way.

Day-to-day responsibilities

In a typical day, you can expect to:

- Share design expertise and ideas with people from design, product, editorial and tech teams.
- Take a human-centred design approach that balances business goals and constraints, and pragmatically delivers the best user experience possible.
- Plan, and execute user research to inform design decisions and evaluate experiences with end-users.
- Collaborate with other members of UX&D to get to the heart of what our users need, creating sketched concepts, user journeys, domain models, ontologies, wireframes and prototypes that address user needs.
- Work with colleagues in our Accessibility and Assistive Technology teams to ensure all staff can use the software and systems.
- Design for multiple screens – and when an experience doesn't involve a screen.
- Collaborate with other designers and teams to ensure good cross-system design.
- Work with people across UX&D to make sure we're making the most of the BBC's Global Experience Language.
- Make complex things more meaningful.
- Prioritise your own workload.
- Work with external agencies to learn new things, see new perspectives and create new ideas.
- Proactively try out your ideas and designs with people on the street to make sure they're meeting real user needs.
- Do all this with a view to achieving a single, seamless service on all screens across all BBC products.

Competencies

For this job, you need to be able to:

Communicate

- Speak and write clearly and concisely
- Communicate opinions to your colleagues effectively
- Use non-verbal communication skills
- Be constructive when communicating
- Listen to and value other people's views
- Make the abstract concrete

Think creatively and analytically

- Simplify problems into parts
- Identify key data to back up your decisions
- See a range of potential applications
- Use a range of techniques to encourage others to contribute ideas

Strive to learn

- Pursue and embrace development opportunities for yourself
- Be willing to accept new challenges to stretch your abilities
- Mentor/coach less experienced people
- Value playfulness

Manage relations and teamwork

- Create and nurture strong relationships internally and externally



- Play an active part in team working
- Build bridges where they may not have existed before
- Treat people courteously
- Flex your communication style depending on whom you're working with

Strive for results

- Give that little bit extra
- Take ownership and responsibility
- Put in a sustained effort to get things right

Be resilient and flexible

- Look for and embrace new ways of doing things
- Stay positive

Plan and organise

- Keep track of your own workload and make effective use of your time
- Keep appropriate people well informed of plans and progress
- Commit to realistic deadlines