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JOB DESCRIPTION

Job Title: User Experience (UX) Designer
Department: Creative
Reporting to: UX Manager

The Department
The Creative team is responsible for generating attention-grabbing ideas that entice the target audience to engage with our brands. We work together to develop email, print and online campaigns that stand apart from competitors, while our customer focus helps us design and create some of the most compelling user experiences. Our Creative team consists of a group of Copywriters, Visual and Experience Design specialists, and a large set of multi-skilled professionals. We work closely with the Development, Brand and Promotions teams and keep up to date on the latest trends in design and web technologies to ensure we remain at the forefront of technology and innovation. Our standards are high and this is reflected through our market-leading sports, casino and bingo products.

Purpose of Job
As a User Experience (UX) Designer you will have strong interests and capabilities in the design and development of engaging user experiences. You will be working in a fast-paced and innovative development environment. A thorough understanding of contemporary user-centred design methodologies is a must. You will thrive in a work environment that requires strong problem solving skills and independent self-direction, coupled with an aptitude for team collaboration and open communication. Our User Experience (UX) Designers excel at providing both highly analytical as well as highly creative ideas to a design engagement. Some travel will also be required.

Key Responsibilities & Accountabilities:
- Executing experience, interaction and visual design as a part of a multi-disciplinary team
- Collaborating on user experience planning
- Consulting with clients and stakeholders
- Researching interaction design trends
- Researching technology trends
- Performing other duties as assigned
- Occasionally work independently and autonomously on critical projects
- Collaborate with and provide direction to other designers when required
- Develop into the user-advocate during the development process, with in-depth knowledge of user interface best practices and standards, subjecting early-stage designs to usability testing or expert review, and offering implementation suggestions from a user-centred perspective

This job description is not intended to be an exhaustive list of responsibilities. The job holder may be required to complete any other reasonable duties in order to achieve business objectives.

Essential Criteria:
- Bachelor's or Master's degree in HCI, new media design or related field
- Extensive experience of user experience design for software, Web applications which leverage emergent technologies, consumer electronics and/or mobile devices
- Advanced Presentation skills (including tools such as keynote or powerpoint)

- Portfolio to demonstrate design skills
- Strong conceptualization ability, strong visual communication ability, drawing skills and sketchbook technique
- Strong working knowledge of Photoshop, Illustrator, InDesign, Fireworks and associated design tools
- Advanced knowledge of user interface design patterns and standard UCD methodologies
- Strong written and verbal communication skills
- Experience in the creation and direction of User Interfaces for websites and/or mobile

Desirable Criteria:
- Understanding of common software project management practices
- Understanding of common software development practices
- Experience working with brands and developing brand guidelines
- Motion graphics design and production
- Knowledge of HTML, CSS, Rails, JavaScript/JQuery, ObjectiveC (iOS), C++ (Android)