Position Description

1. General Information

Position Title:	UI UX Designer
Division/Department:	IT
Position Reports to:	Product Manager
Enterprise/Individual Agreement:	Individual Agreement
Classification/Grade:	N/A
Location:	Corporate Office, Richmond
Employment Status:	Permanent – Full Time

Resource Management
(for Management positions only)
    Number of Direct Reports:
 	
    Budget under management:
	Number of Direct Reports: Nil
	Budget: Nil

Key Relationships - internal and external	Head of Digital Product Managers CRM developers Business Analysts Patient Services teams Consumer Partnerships Visiting Medical Officers Patients

2. Overview of Epworth HealthCare

Epworth HealthCare is Victoria's largest not-for-profit private health care group, renowned for excellence in diagnosis, treatment, care and rehabilitation. Epworth is an innovator in Australia's health system, embracing the latest in evidence-based medicine to pioneer treatments and services for our patients.

Epworth's values define our approach and our delivery. We pride ourselves on communicating our values and delivering on them in a real and meaningful way. Our Values are Compassion, Accountability, Respect and Excellence. More information can be found on the Epworth website.

Epworth's purpose is Every Patient Matters.

Our Vision is Delivering another 100 years of exceptional healthcare and innovation to the Victorian community.

3. Epworth HealthCare Strategy
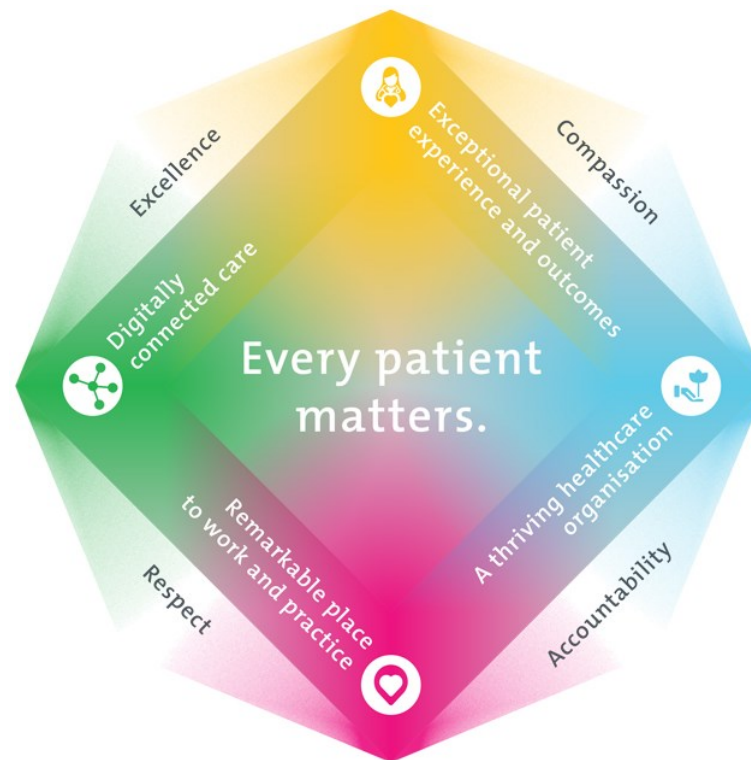
All roles are linked to the Epworth strategy and are fundamental in achieving its vision and purpose.
Exceptional patient experience and outcomes - To empower our patients and deliver compassionate, expert and coordinated care.
A thriving healthcare organisation - To adapt and grow in a changing healthcare landscape by delivering a unique private not-for-profit healthcare organisation.
Remarkable place to work and practice - To ensure Epworth is an outstanding place to work and practice through a culture of care and investment in our people.
Digitally connected care - To innovate and improve the digital experience, interactions and outcomes for our patients, staff and doctors.

4. Purpose of the Position

The UI/UX designer collaborates with Epworth's internal digital delivery team to create visually appealing and intuitively designed digital interfaces. This role focuses on understanding patient and doctors needs, conducting design research and usability testing, and implementing interactive solutions to enhance overall patient and doctor digital experiences.

5. Clinical Governance Framework

This role is required to put into practice the Clinical Governance Framework at Epworth as every employee is accountable for ensuring that our patients and community receive safe, high quality and person-centred care in every interaction with Epworth. This is achieved through active participation in the five domains of clinical governance at Epworth:

Clinical Governance Domain	Role
Leadership and culture	Promote and participate in a supportive, fair and transparent culture where lessons from previous outcomes are learned and patient safety and quality is a priority at all levels of the organisation.
Consumer Partnerships	Understand and where relevant, ensure that each patient is actively involved in their own care and treatment including families/carers wherever possible.
Effective Workforce	Develop and maintain one's own competency, skills and knowledge to ensure high quality service provision and care.
Clinical Safety and Effectiveness	Understand and where relevant, ensure, that the right care is provided to the right person at the right time, in the right place and patient outcomes are monitored and improved.
Risk Management	Be responsible for identifying and reporting risks, hazards and near misses for people in our care and participating in risk mitigation strategies.

6. Key Accountabilities

KEY RESPONSIBILITIES	MEASURES/KPIs TO BE ACHIEVED
User Interface (UI) Design • Design visually appealing and user-friendly interfaces for web and mobile applications, including the Epworth Doctor App and the Patient Portal. • Create and iterate wireframes, mockups, and prototypes to effectively communicate design concepts. • Ensure consistency in design elements and layouts across various applications and compliance with Epworth brand guidelines.	• UI Kit kept up-to-date in design tool (e.g. Figma) • UI Designs are produced for digital initiatives that utilise UI kit standards, incorporate accessibility criteria and are suitable for development. • Patient satisfaction score (CSAT) meeting set targets • Patient portal uptake meeting set targets • Doctor App adoption rate continuous improvement • Regularly conduct doctor satisfaction surveys to gather feedback on the usability and satisfaction with the UI/UX design
User Experience (UX) Design • Conduct user research and gather feedback to understand user needs and preferences. • Develop user personas and user journey maps to inform the design process. • Collaborate with Epworth Consumer partnership team and Patients consumer advisors to define user requirements and design solutions that enhance overall user experience.	• User research and journeys documented to agreed timelines • Stakeholder design & workflow reviews
Usability testing • Plan and conduct usability testing sessions to gather insights and identify areas for improvement • Analyse user feedback and usability test results to refine and enhance the user interface and experience	• Regularly conduct user testing with patients and doctors
Collaboration and planning • Work closely with the development team to understand technical constraints and possibilities • Provide design specifications and assets, and participiate in design reviews to ensure accurate implementation of the UI / UX design	• UI designs and specifications provided to the developers on time to agreed timeline to meet monthly release schedule • UI designs are aligned with Epworth Brand guidelines • Continuous process improvements are implemented

• Collaborate on a regular basis to maintain open communication and address design and development challenges • Collaborate with product managers, brand team, and other stakeholders to align design solutions with business goals • Participate in quarterly planning and workshops to contribute to overall product strategy and feature prioritisation • Embrace an iterative design process and be open to feedback for continuous improvement	• Participate in scrum software development ceremonies and quarterly planning activities.
Industry trends and analytics • Keep abreast of industry trends, emerging technologies and best practices in UI / UX design • Apply relevant trends and innovations to enhance the overall design strategy • Integrate Web Content Accessibility Guidelines (WCAG) when creating designs to improve accessibility to people with disabilities • Select and implement a product experience insights tool to provide additional behaviour analytics and feedback data	• Fit-for-purpose tool is implemented to gather usability data • Key usability metrics are established (e.g. task success rate, error rate, time users spend on completing tasks) • Improved compliance with WCAG 2.0
Customer Service Epworth is committed to the provision of excellent customer service to all of our people, customers and stakeholders including patients and external suppliers. Superior patient service leads to improved healing in a trusting, caring environment and creates a safe environment for patients and employees. • Provide excellent, helpful service to patients, visitors and staff • Communicate with clear and unambiguous language in all interactions, tailored to the audience • Build customer relationships and greet customers and patients promptly and courteously • Actively seek to understand patients' and their family's (customers) expectations and issues	• Patient and customer service satisfaction surveys within agreed targets • Use AIDET principles in all interactions • Issues are escalated to the manager and resolved in a timely manner

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Safety and Wellbeing Participate actively and positively in the area of health and safety to reduce all hazards and incidents within the workplace • Report all hazards, incidents, injuries and near misses immediately to your manager and log them in RiskMan	• Adhere to infection control/personal hygiene precautions • Implement and adhere to Epworth OHS policies, protocols and safe work procedures • Mandatory training completed at agreed frequency

7. Position Requirements/Key Selection Criteria

COMPONENT	
Qualifications	**Essential** • Bachelor's degree, Graduate Certificate or Diploma in relevant field such as UX and Web Design, Graphic Design, Interaction Design, User Experience or Digital Media Technologies. **Desirable** • Master degree in Design
Previous Experience	**Essential** • A minimum of 2-5 years of proven experience as UI / UX Designer • Experience working closely with developers and other cross-functional teams in an agile environment • Experience working with Microsoft Dynamics Power Platform • Experience in conducting usability testing and incorporating findings into the design process • Strong design portfolio showcasing a range of UI/ UX design projects demonstrating the ability to solve design problems and create user-friendly interfaces. **Desirable** • Previous experience in the Health sector desirable.
Required Knowledge & Skills	**Essential** • UI design tools: proficiency in using industry-standard UI Design tools such as Figma or similar tools. • Front-end development knowledge: basic understanding of front-end development technologies to facilitate effective communication with developers.

	• User-centered design (UCD): strong understanding and application of user-centered design principles throughout the design process • Experience working with behaviour analysis tools such as Hotjar or Google Analytics. • Understanding of Web Content Accessibility Guidelines **Desirable** • Familiarity with prototyping tools to create interactive prototypes
Personal Attributes & Values All employees are expected to consistently work in accordance with Epworth's values and behaviours • Compassion • Accountability • Respect • Excellence	**Essential** • Excellent collaboration and communication skills to work effectively with developers, product managers, and other stakeholders • Ability to present and communicate design concepts and decisions to both technical and non-technical audiences. • Strong critical thinking and problem-solving skills to address design challenges and provide innovative solutions • Ability to adapt to a fast-paced and iterative design and development process, especially in agile and scrum ceremonies • Strong attention to detail to ensure high-quality design outputs including pixel-perfect visual designs and accurate specifications for developers. • Ability to use an empathetic approach to understanding and addressing user needs and pain points through design • Positive and collaborative attitude, fostering at team-oriented work environment

Document Control

Date Developed:	Date Last Reviewed:	Developed and Reviewed By (Position Title):
18 January 24		Director Digitise Program

8. Employee Position Declaration

I have read and understand the requirements and expectations of the above Position Description. I agree that I have the physical ability to fulfil the inherent physical requirements of the position, and accept my role in fulfilling the Key Accountabilities. I understand that the information and statements in this position description are intended to reflect a general overview of the responsibilities and are not to be interpreted as being all-inclusive.

Employee Signature:

Print Name: Date: