

## UX Designer

Reporting to: Senior Director of Development  
Department: IT Development, Digital  
Location: London  
Contract: Permanent, full-time

YouGov's ambition is to become a unique part of the global internet infrastructure - like Google for search, Facebook for social, Amazon for retail, we want it to be YouGov for data and trends. The world is now awash with data, in greater volumes than ever before. But much of it is too unstructured and messy to be of much value. At YouGov our aim is to build the biggest connected, structured dataset in the world.

YouGov is an industry leader in connected data services and insight-driven data solutions and your role will play a crucial part working alongside the Chief Digital Officer in designing UX and UI for YouGov Online products including our websites, apps, client interfaces and much more. You would contribute your ideas through all phases, from idea & strategy through design, deployment and operations, while working in a fast-paced, agile environment.

### What will I be doing day to day?

- Understanding Business Requirements and User Requirements  
Discovering, analysing, defining, and documenting the requirements that are related to a specific business objective. And it's the process by which you clearly and precisely define the scope of the project, so that you can assess the timescales and resources needed to complete it.
  - Considering the human-computer interaction (HCI) element of a design
  - Considering existing applications and evaluating their UX (user experience) effectiveness
  - Facilitate client's product visions by researching, conceiving, wire framing, sketching, prototyping, and mocking up user experiences for digital products
  - Conducting A/B tests to measure user response
- Information Architecture
  - This is the structural design of shared information environments; the art and science of organizing and labelling websites, intranets, online communities and software to support usability and findability.
- User Flows - Diagrams
  - Study and define the path a user follows through the interface to complete a task (make a reservation, purchase a product, and subscribe to something), effectively the user's journey.

#### Small Print

Please note that this is not an exhaustive list, and we need you to be flexible in your approach to carrying out your duties, that may change from time to time to reflect changes in the business' needs. YouGov therefore reserves the right to vary your job description in consultation with you.



- Wire Framing
  - Sketch out visual representations of a user interface, stripped of any visual design or branding elements. It is to define the hierarchy of items on a screen and communicate what the items on that page should be based on user needs.
- Visual Design
  - Working with creative directors and visual designers to incorporate a visual or brand identity into the finished product including the use of imagery, colour, shapes, and typography to enhance usability.
- Communication
  - Communicating scenarios (hypothetical users), end-to-end experiences, interaction models, and screen designs with clients and key stakeholders

### What do I need to bring with me?

- Bachelor's degree in a related field
- Excellent conceptual and big-picture design skills including: user experience architecture, information architecture
- Strong interaction and information design skills
- Comfort representing abstract concepts visually with workflows, wireframes, site maps, concept diagrams
- An eye for aesthetic design - including layout, typography, colour, animation
- Strong familiarity with Web 2.0 design patterns and UI toolkits
- Fluent in a range of design tools
- Ability to conduct usability testing of designs
- Experience designing mobile products
- Strong attention to detail
- Excellent written and interpersonal communication skills
- Experience working in a collaborative and team environment, but also have the ability to manage projects single-handedly if required
- Nice to have:
  - Experience of data design
  - Frontend development skills
  - Rapid prototyping skills
  - HTML, CSS, JavaScript/JQuery

### Some additional information . . .

This is a full time role (37.5 hours a week), based at our London Head Office in super-cool Old Street. Our [candidate info pack](#) will tell you all about our company benefits and what our work culture is like – have a read!

Don't forget to check out our [website](#) and here's a [client testimonial](#) to watch.

#### Small Print

Please note that this is not an exhaustive list, and we need you to be flexible in your approach to carrying out your duties, that may change from time to time to reflect changes in the business' needs. YouGov therefore reserves the right to vary your job description in consultation with you.

