

UI Designer Analyst

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ROLE TASKS

Scope

UI/UX designers are responsible for creating visually appealing and user-friendly digital interfaces that provide an excellent user experience and meet the needs of the target audience.

UI/UX designer must focus on understanding the Top 10 Principles to establish an effective and aesthetically pleasing design. Balance, contrast, emphasis, unity, proximity, repetition, alignment, white space, typography, and simplicity are all key elements to delivering visual elements effectively and conveying a message or concept. By mastering the principles, a designer can innovatively utilize them to build user-friendly interfaces with excitement and flair.

BUSINESS OUTCOME

Business understanding

- Reviewing existing user documentation, application requirements, and system processes to gain a better understanding of user needs.
- Collaborating with project managers and business analysts to collect and assess user needs.
- Talk to clients in order to get an understanding of their business goals and objectives.
- Gather as much information as possible about the current business situation in order to understand the client's needs
- Research the Problem: Conduct research to gain insights into the users, competitors, and market.
- Gather input from stakeholders to get their perspectives on the problem and possible solutions.
- Illustrating design ideas using wireframes, storyboards, process flows and sitemaps

User Experience Design

- Generate multiple ideas to solve the design problem. Consider different perspectives to ensure that all ideas are considered.
- Utilize design tools and software to identify any areas of improvement
- Create a Basic Wireframe: Designing a basic wireframe of how the product should look and feel
- Develop prototypes: Create interactive prototypes and mock-ups to let users test and use different design options.
- Test and refine: Use user feedback and testing to improve prototypes and refine the design.
- Receiving feedback on your designs can help you identify what needs to be improved.

- Analyze UI Elements: Choose which UI elements you will use in your design and analyze to see if they are effective in helping users complete tasks quickly and easily.
- Design the visual elements: Design the visual elements, including menus, tabs and widgets, buttons, icons, text, images, and colors.
- Ensure that all design elements adhere to the standards and guidelines for web 2.0, web 3.0, android apps, iOS, React, Flutter, and desktop/tablet designs.
- Follow best practices for designing layouts, typography, and voice
- Monitor and evaluate UI designs to ensure they meet the needs of users
- Optimize existing user interface designs.
- implement the design: Finalize the design and convert from the prototype to production-ready assets.
- Ensure that UI designs are optimized for use across multiple devices, including responsive design, native, and hybrid applications.
- Work closely with developers to ensure that designs are implemented properly
- Prepare branding guidelines
- All the UI change requests from the client should be recorded.
- Keep versions in designs outputs
- Estimate the effort by understanding the tasks involved.
- Ability to pick up challenges and execute them within agreed timelines.
- Consult seniors for guidance and feedback on design concepts, tools, and protocols.
- Assist the seniors to accomplish the project objective
- Important decisions that affect delivery schedules or the overall design process should be made with the support and guidance of experienced designers or team leads.

Process Adherence

- Proactively inform the leaves and availability of the line manager and it should be planned well and applied upfront in HRone. Inform the same PM if you are in an emergency situation
- Maintain 40 Hrs and clock the efforts to the Time Management tool accurately and on time.

Communication & Relationship

- Good verbal communication with all the stockholders precisely without any ambiguity
- Good non-verbal skills-email communication (external/internal) and ensures clarity when communicating to external clients/internal team.
- Collaborating with other team members to achieve project goals.
- provide support to other team members when needed.
- Share the knowledge with your team members and other colleagues.
- Communicate with team members and line managers with absolute clarity.
- Do follow up and report to the line manager with updates regularly.

Learning & Development

- You will be expected to continuously learn and improve your skills, and to stay up-to-date with the latest designing tools, technologies, and trends.

- Actively improve your designing skills using new technologies.
- Practice is essential to becoming a better designer. Set aside time each day to practice designing.
- Collaborating with other designers can help you learn new techniques and best practices.
- Learn new technologies, and skills and improve your knowledge.
- Stay up-to-date with trends in the software, web, and mobile app design.

Competency Level

Star 1	The resource who knows the Basic Knowledge about the technologies or other skills
Star 2	The resource who knows the Basic Knowledge about the technologies or other skills. Who can write/execute the implementation with the help of a senior person
Star 3	The resource who knows the Basic Knowledge about the technologies or other skills? Who can write/execute the implementation without the help of others
Star 4	The resource who knows Thorough Knowledge about the technologies or other skills? Who can write/execute the implementation using best coding practices? Who can help others to write/execute code, and review/suggest the implementation methods and practices
Star 5	The resource who knows Thorough Knowledge about the technologies or other skills? Who can write/execute the implementation using best coding practices? Who can help others to write/execute code, and review/suggest the implementation methods and practices? Who can define the best practices and approaches to guide the team members? Who should have a piece of good knowledge of security and performance aspects?

LEVEL – 1 COMPETENCY REQUIRED

Iceberg Elements	Competency Attributes List (Weightage)
Skills (Proficiency)	● Effective Communication (2) ○ Good persuasive verbal communication and written skills in English ○ Ability to form a good rapport with managers, and colleagues as part of trust-building ● Collaboration (2) ○ Leverage our collective genius, be a team ○ Involve in teamwork and share your suggestions and ideas ● Listening Skills (3) ○ Be a good listener and understand the requirement clearly ○ Listen to things and get an accurate understanding of the points ● Quality Management Skill (2) ○ Ensure what we do, we do well and follow the best practices ○ Ensure that we never compromise the quality of any deliverables ● Time Management (2) ○ Time estimation and accuracy will be an important factor ○ You should be able to manage your time effectively to balance multiple priorities and meet deadlines. ○ Take necessary actions without wasting time. ● Creativity (2) ○ Ability to explore and come up with innovative designs
Knowledge (Proficiency)	1. Designing Knowledge (1) a. Knowledge in Website Design b. Knowledge in Web Application Design c. Knowledge in Mobile Application Design d. Knowledge in Prototyping e. Knowledge in Wireframing f. Knowledge in Graphic Design g. Knowledge in Typography h. Knowledge in Color Theory i. Knowledge in Design Principles

	j. Knowledge in native & hybrid Application, Web and Mobile App designing difference k. Knowledge of usability testing techniques l. Knowledge of information architecture and user flows 2. Designing Tools Knowledge (1) a. Knowledge in Adobe Photoshop b. Knowledge in Adobe Illustrator c. Knowledge in Adobe XD / Figma / Sketch 3. Preferred Basic Knowledge (1) a. Knowledge in Adobe LightRoom b. Knowledge in Corel Draw c. Knowledge in Invision / Balsamiq d. Knowledge in Adobe Animate e. Knowledge in HTML and CSS f. Agile development methodologies Knowledge Note: Skillbase will be the goal source for the Skill Measurement. Refer to the skills and their competency in Skillbase. The given competency might differ in Skillbase based on the role defined.
Self-Image (Perspective)	1. Confident and Passionate a. Urge in facing challenges and making solutions would be a great sign of confidence 2. Empathetic and a people person 3. Ability to Adapt Things 4. Transparency a. Be transparent and real 5. Accountability a. Take responsibility in your given assignments till the closure of the task. 6. Passion a. Show commitment in heart and mind b. Always motivated and enthusiastic 7. Advocacy a. Earn the trust of everyone
Traits (Perspective)	1. Positive Attitude 2. Accept Failures and Take Lessons

	3. Empathic 4. Willingness to learn and adapt 5. Honest 8. Approachable and Friendly
Motives (Perspective)	1. Thrive for constant improvement. 2. Finds satisfaction in taking up challenges and executing them 3. Passionate about growth

LEVEL – 1 PERFORMANCE MANAGEMENT GOALS

Goals are categorized into 3 sections

Category	Details	Weightage
Business Outcome	Goals Defined below in detail.	75%
Proficiency	Showcase growth in Knowledge and skills This will be done in the Skills-Base Tool. You would do a self-assessment and for the given role we will have a desired level of competency against each skill and knowledge.	15%
Perspective	Your Attitude and Traits are assessed by 360 Degree Feedback. We'll take a cross-section of your direct team, manager, peers, and dotted-lined employees to get feedback. This would be part of the appraisal life cycle.	10%

LEVEL – 1 GOAL - BUSINESS OUTCOME

Category	Weightage 100	Weightage 75	Details
Business understanding	20%	15%	Individual Detailed KPIs would be derived from the role sheet
User Experience Design	35%	27%	
Communication & Relationship	15%	11%	
Process Adherence	15%	11%	
Learning & Development	15%	11%	

LEVEL – 2 COMPETENCY REQUIRED

Iceberg Elements	Competency Attributes List (Weightage)
Skills (Proficiency)	● Effective Communication (2) ○ Good persuasive verbal communication and written skills in English ○ Ability to form a good rapport with managers, and colleagues as part of trust-building ● Collaboration (3) ○ Leverage our collective genius, be a team ○ Involve in teamwork and share your suggestions and ideas ● Listening Skills (3) ○ Be a good listener and understand the requirement clearly ○ Listen to things and get an accurate understanding of the points ● Quality Management Skill (2)

	○ Ensure what we do, we do well and follow the best practices ○ Ensure that we never compromise the quality of any deliverables ● Time Management (2) ○ Time estimation and accuracy will be an important factor ○ You should be able to manage your time effectively to balance multiple priorities and meet deadlines. ○ Take necessary actions without wasting time. ● Creativity (2) ○ Ability to explore and come up with innovative designs
Knowledge (Proficiency)	1. Designing Knowledge (1) a. Knowledge in Website Design b. Knowledge in Web Application Design c. Knowledge in Mobile Application Design d. Knowledge in Prototyping e. Knowledge in Wireframing f. Knowledge in Graphic Design g. Knowledge in Typography h. Knowledge in Color Theory i. Knowledge in Design Principles j. Knowledge in native & hybrid Application, Web and Mobile App designing difference k. Knowledge of usability testing techniques l. Knowledge of information architecture and user flows 2. Designing Tools Knowledge (1) a. Knowledge in Adobe Photoshop b. Knowledge in Adobe Illustrator c. Knowledge in Adobe XD / Figma / Sketch 3. Preferred Basic Knowledge (1) a. Knowledge in Adobe LightRoom b. Knowledge in Corel Draw c. Knowledge in Invision / Balsamiq d. Knowledge in Adobe Animate e. Knowledge in HTML and CSS f. Agile development methodologies Knowledge Note: Skillbase will be the goal source for the Skill Measurement. Refer to the skills and their competency in Skillbase. The given competency might differ in Skillbase based on the role defined.
Self-Image (Perspective)	1. Confident and Passionate

	a. Urge in facing challenges and making solutions would be a great sign of confidence 2. Empathetic and a people person 3. Ability to Adapt Things 4. Transparency a. Be transparent and real 5. Accountability a. Take responsibility in your given assignments till the closure of the task. 6. Passion a. Show commitment in heart and mind b. Always motivated and enthusiastic 7. Advocacy a. Earn the trust of everyone
Traits (Perspective)	1. Positive Attitude 2. Accept Failures and Take Lessons 3. Empathic 4. Willingness to learn and adapt 5. Honest 6. Approachable and Friendly
Motives (Perspective)	1. Thrive for constant improvement. 2. Finds satisfaction in taking up challenges and executing them 3. Passionate about growth

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Goals are categorized into 3 sections

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Business Outcome	Goals Defined below in detail.	75%
Proficiency	Showcase growth in Knowledge and skills This will be done in the Skills-Base Tool. You would do a self-assessment and for the given role we will have a desired level of competency against each skill and knowledge.	15%
Perspective	Your Attitude and Traits are assessed by 360 Degree Feedback. We'll take a cross-section of your direct team, manager, peers, and dotted-lined employees to get feedback. This would be part of the appraisal life cycle.	10%

LEVEL – 2 GOAL - BUSINESS OUTCOME

Category	Weightage 100	Weightage 75	Details
Business understanding	20%	15%	Individual Detailed KPIs would be derived from the role sheet
User Experience Design	35%	27%	
Communication & Relationship	15%	11%	
Process Adherence	15%	11%	
Learning & Development	15%	11%	

LEVEL – 3 COMPETENCY REQUIRED

Iceberg Elements	Competency Attributes List (Weightage)
Skills (Proficiency)	● Effective Communication (2) ○ Good persuasive verbal communication and written skills in English ○ Ability to form a good rapport with managers, and colleagues as part of trust-building

	● Collaboration (3) ○ Leverage our collective genius, be a team ○ Involve in teamwork and share your suggestions and ideas ● Listening Skills (3) ○ Be a good listener and understand the requirement clearly ○ Listen to things and get an accurate understanding of the points ● Quality Management Skill (3) ○ Ensure what we do, we do well and follow the best practices ○ Ensure that we never compromise the quality of any deliverables ● Time Management (3) ○ Time estimation and accuracy will be an important factor ○ You should be able to manage your time effectively to balance multiple priorities and meet deadlines. ○ Take necessary actions without wasting time. ● Creativity (2) ○ Ability to explore and come up with innovative designs
Knowledge (Proficiency)	4. Designing Knowledge (2) a. Knowledge in Website Design b. Knowledge in Web Application Design c. Knowledge in Mobile Application Design d. Knowledge in Prototyping e. Knowledge in Wireframing f. Knowledge in Graphic Design g. Knowledge in Typography h. Knowledge in Color Theory

	i. Knowledge in Design Principles j. Knowledge in native & hybrid Application, Web and Mobile App designing difference k. Knowledge of usability testing techniques l. Knowledge of information architecture and user flows 5. Designing Tools Knowledge (2) a. Knowledge in Adobe Photoshop b. Knowledge in Adobe Illustrator c. Knowledge in Adobe XD / Figma / Sketch 6. Preferred Basic Knowledge (1) a. Knowledge in Adobe LightRoom b. Knowledge in Corel Draw c. Knowledge in Invision / Balsamiq d. Knowledge in Adobe Animate e. Knowledge in HTML and CSS f. Agile development methodologies Knowledge Note: Skillbase will be the goal source for the Skill Measurement. Refer to the skills and their competency in Skillbase. The given competency might differ in Skillbase based on the role defined.
Self-Image (Perspective)	8. Confident and Passionate a. Urge in facing challenges and making solutions would be a great sign of confidence 9. Empathetic and a people person 10. Ability to Adapt Things 11. Transparency a. Be transparent and real 12. Accountability

	a. Take responsibility in your given assignments till the closure of the task. 13. Passion a. Show commitment in heart and mind b. Always motivated and enthusiastic 14. Advocacy a. Earn the trust of everyone
Traits (Perspective)	7. Positive Attitude 8. Accept Failures and Take Lessons 9. Empathic 10. Willingness to learn and adapt 11. Honest 12. Approachable and Friendly
Motives (Perspective)	4. Thrive for constant improvement. 5. Finds satisfaction in taking up challenges and executing them 6. Passionate about growth

LEVEL – 3 PERFORMANCE MANAGEMENT GOALS

Goals are categorized into 3 sections

Category	Details	Weightage
Business Outcome	Goals Defined below in detail.	75%
Proficiency	Showcase growth in Knowledge and skills This will be done in the Skills-Base Tool. You would do a self-assessment and for the given role we will have a desired level of competency against each skill and knowledge.	15%

Perspective	Your Attitude and Traits are assessed by 360 Degree Feedback. We'll take a cross-section of your direct team, manager, peers, and dotted-lined employees to get feedback. This would be part of the appraisal life cycle.	10%
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LEVEL – 3 GOAL - BUSINESS OUTCOME

Category	Weightage 100	Weightage 75	Details
Business understanding	20%	15%	Individual Detailed KPIs would be derived from the role sheet
User Experience Design	35%	27%	
Communication & Relationship	15%	11%	
Process Adherence	15%	11%	
Learning & Development	15%	11%	

Next Steps

If you are reading this for the first time, we recommend you take a Self-Assessment to understand where you stand according to this expectation by talking to your HR SPOC.

PERFORMANCE REVIEW

Category	Tool	Responsible	Details
Business Outcome	HRONE	Goals would be divided among multiple people for Review e.g. Design Leads would look at Design Feedback.	Self-Evaluation from Sep 1 to Sep 15 Mar 1 to Mar 15 Review Session would be scheduled by HR SPOC/Manager. The meeting will include 1. Reporting Manager (Mandatory) 2. HR Manager (Optional) 3. Design Lead (Mandatory) All concerned reviewers should have the ratings done and ready before the meeting. We assess together why these ratings come to a consensus. 30 Meeting.
Proficiency	Skills Base	Design Lead	Self-Assessment from Sep 1 to Sep 15 Mar 1 to Mar 15 Rating Directly taken from the Skills-base

Perspective	Survey Sparrow	Peers, Managers	This would be conducted from Sep 1 to Sep 15 Mar 1 to Mar 15 Rating Directly taken from the 360-degree tool.