	Level 1	Level 2	Level 3
	To be a L1 - you need to have all the generalist things, and you develop specialities while you're there. To move to L2, L3 you pick a specialty.		
UNIVERSAL **Big picture capabilities:** ● Accessibility ● Design ethics	● Defending design decisions based on industry best practices ● Basic understanding of accessibility.	● Ability to be unsupervised on project in your area of specialization ● Effective handover from designer to developer. ● Meet with clients or director to determine the scope of a project	● Meet with clients or other departments at 8th Light to determine the scope of a project ● Ability to pitch design as a service to potential new clients, or existing clients. ● Delegate work to team members with appropriate skill sets ● Deliver constructive feedback to team members to help push concepts further ● Stay on top of industry trends

VISUAL DESIGN
 	
Big picture capabilities:
 	
● Illustration
● Graphic design
● Branding
● Art direction
● Mockups
	Visual capabilities we expect from a generalist:
	● Designing under existing identity system
	● Solid foundation in typography
	● Establish visual hierarchy
	● Creating high-res mockups
	● Create good layout and composition
	● Visual design research
	   ○ Moodboarding
	   ○ Competitive analysis
	   ○ Mind mapping
	
	Visual capabilities we expect from a specialist:
	● Design icons outside of system
	● Create free-standing illustration
	● Identity design
	   ○ Sourcing assets
	   ○ Identifying collateral
	● Infographics/data viz
		● Creating new identity system
		● Creating iconography systems
		● Define illustration style
		● Create dynamic data viz / infographic
		● Establish look and feel for various interfaces
		● Design user centered interaction models, wireframes or screen mockups
		● Create and organize production assets
			● Decide tone/personality of art direction
			● Select final proof of concept
			● Create a polished visual language with the appropriate look and feel to support the brand and content presented

UI DESIGN

Big picture capabilities:

- Wireframes & mockups
- Prototyping
- Interaction design
- Micro-interactions
- UI Copywriting
- Component design
- Motion design

UI capabilities we expect from a generalist:
- Applying a design system
  - Creating components with a defined style
  - Designing for all possible states
  - Identifying when a new component is needed
- Design based on business needs
- Understanding of accessibility in UI design
- Mobile first / responsive design
- Retaining design consistency system wide
- Using version control for UI wireframes when working with other designers
- Creating accessible components & colors
- Ability to design on a grid
- Create readable text (line height, line length, letter spacing)

UI capabilities we expect from a specialist:
- Device appropriate interactions / following mobile OS design conventions
- Basic prototyping animations
- Interaction design
- Basic UI copywriting
- Establish visual hierarchy
  - Establish spacing and sizing system
  - Effective white space
  - Establishing type scale
  - Creating depth
- Using color effectively
  - HSL > Hex
- Creating component systems in all states including primary, secondary, tertiary
- Designing complex flows: on boarding, check out, etc
- Ability to recognize and select UI friendly fonts

- Creating a new design system
  - Implementing design system site wide
  - Advancing design system in a consistent design language
  - Creating style tiles
  - Creating pattern libraries
  - In advance of designing the product
- Visualizing complex data
- Writing helpful microcopy
- Consistently pixel perfect screens
- Minimising duplication while creating highly configurable components
- Ability to design usable complex forms
- Design freestanding icons
- Complex information architecture
- Using color effectively
  - Creating complex, dynamic and flexible color palettes with primary, secondary and neutrals

- Create complex novel systems from scratch
- Implementing a design system across a large organization to ensure long term sustainability and governance
- Art direction of a product

UX DESIGN	UX capabilities we expect from a generalist:	Leading UX workshops (and creating)	Coordinating experience across multiple products for a client

UX DESIGN

Big picture capabilities:

- Research
  - Interviewing
  - Synthesizing
- Usability Testing
- Wireframes/Prototyping
- Design thinking
- Information architecture
- Content strategy

UX capabilities we expect from a generalist:
- Interviewing participants effectively
- Synthesizing research
- Leading ideation sessions with clients
- Participate in defining scope based on research
- Design within requirements
- Define an effective workflow (sketching > wireframes) for sharing your work with your client and the team
- Create basic information architecture.
- Ensure that designs work for real content
- Identifying edge cases and be able to solve for them

UX capabilities we expect from a specialist:
- Write out, execute research plan
- Defining what type of research is needed based on business goals and timelines
- Recruiting participants
- Presenting research results & making recommendations
- Ability to create research opportunities and gather user feedback pragmatically at any stage in product development.

- Leading UX workshops (and creating)
- Synthesizes technical constraints, business needs & different user groups to make a product that meets all needs (this may be universal)
- Complex information architecture
- Developing a content strategy within the information architecture based on findings from research
- UX writing
  - Within UI (error states, microcopy, emails)
  - Outside UI (scripts, research reports)

- Coordinating experience across multiple products for a client
  - Conducting research with complex user types (government, large corporations, health care)
  - Planning out a long term product road map based on user needs
  - Multi channel experiences than span across digital and non-digital (service design)
  - Defines complex information architecture across multiple products and services
- Training our clients on UX design + research so they can implement these practices in their own organization

UI ENGINEERING

Big picture capabilities:

- Web markup and styling
- SPA JavaScript libraries
- Application state management
- Data querying
- Android/iOS
- System architecture

UI Engineering capabilities we expect from a generalist:

- Basic code environment setup & version control
- Understanding web markup and styling
- Conforming to a code style guide
- Basic understanding of web and mobile accessibility needs
- Understanding of web and mobile platform capabilities and limitations
- Mobile first and responsive design basics

UI Engineering capabilities we expect from a specialist:
- Ability to code a pattern library
- Knowing what tools and technologies are needed to build a feature/component/interaction
- Basic knowledge of programming concepts

- Advanced web styling, including working with CSS compilers.
- Can work efficiently to integrate basic user interface design concepts within either web-based or native mobile platforms.
- Basic understanding of web or mobile programming languages for executing more advanced user interactions.
- Comprehensive understanding of web and mobile accessibility needs; can work with developers to ensure establishment of accessible user interfaces on either web or mobile platforms.
- Comfortable with more advanced coding environment setups, including working within IDEs and making use of code linters.
- Can effectively gauge the back-end development effort required to support a given user interface.
- Separation of logic from rendered components, and extensive unit testing of that logic.

- Can prototype and build a complete user interface stack in either web-based or native mobile platforms.
- Can fully implement accessible user interfaces on both web and mobile platforms.
- Capable of writing user interface and integration tests.
- Comfortable working with databases and APIs to access data required to support a user interface.
- Can quickly get up-to-speed when working with unfamiliar languages or frameworks.
- Works closely with software crafters in developing featuresets.
- Able to optimize and debug user interfaces to ensure high performance and reliability.
- Refactoring and implementing new features in large legacy codebases.