



<b>Job Title:</b>	Head of Product Design	<b>Reports to:</b>	Chief Product Officer, Digital Business
<b>Unit:</b>	Product Management	<b>Department:</b>	Digital Business
<b>Grade:</b>	Band 8	<b>Date:</b>	
<b>Job holder:</b>		<b>Supervisor:</b>	
<b>Signature:</b>		<b>Signature:</b>	

**Job Purpose Statement**

The Head of Product Design is responsible for leading and coordinating multiple design workstreams for user-facing products. They will use their expertise to guide designers and ensure their work aligns with the overall strategy. They will also serve as a partner in business and implementation decisions, advocating for the needs of users by applying your understanding of how to transform insights into data-driven, human-centric designs.

The Head of Product Design provides a creative vision not just for the design team but the whole organization. They establish processes and practices for realizing that vision, and set the bar for quality. They contribute to the development of brand definition and experience principles, and ensure that those are appropriately interpreted through the team's work.

The Head of Product Design is a creative professional that manages the brand, visuals and creative endeavours of the products. They craft the brand experience, defines why they've chosen specific options and ensures that any customer or client-facing visual epitomises that brand. On an operational level, they oversee the design team and act as a final element of quality control for new branding or design campaigns.

<b>Key Accountabilities (Duties and Responsibilities)</b>		
<b>Perspective</b>	<b>% Weighting</b> <i>(to add up to 100%)</i>	<b>Output</b>
Product Design	40%	<ul style="list-style-type: none"> <li>Clearly articulate vision and strategy to the Product Design Team</li> </ul>

## Head of Product Acceleration

		<ul style="list-style-type: none"> <li>• Establish best practices in design management and employ useful design frameworks to support team growth</li> <li>• Collaborate with stakeholders and other disciplines to facilitate successful delivery within agile teams</li> <li>• Design and test new products and value propositions based on a deep understanding of business, customer, content, and technology opportunities</li> <li>• Leading design rituals and developing standards that support a collaborative culture and improve the craft of the Product Design team.</li> <li>• Define and share a unified UX / design vision and strategy for Loop and help set high-level and detailed product design direction in collaboration with product teams and cross-functional peers</li> <li>• Develop key principles around our UX thinking, covering both B2C and B2B products</li> <li>• Drive the development of a set of metrics and frameworks that help track and improve UX quality and impact in terms of Design, Usability and Accessibility</li> <li>• Improve our standard of UX practices through equal parts leadership, inspiration, evangelisation and collaboration.</li> </ul>
UX Research	20%	<ul style="list-style-type: none"> <li>• Work with Product Leaders to advocate for the right research at the right time.</li> <li>• Responsible for the planning and prioritisation of user research across the organisation.</li> <li>• Advocate for research more broadly, and for research on the most impactful projects.</li> <li>• Champion research internally to ensure visibility and impact of your team's work.</li> <li>• Build strong partnerships with your peers in Product, Engineering, and Data Science, and you will work with peers in market research, commercial research, consumer revenue, audience development, analytics, custom insights, and experimentation to provide a holistic understanding of our global audiences.</li> </ul>
Interaction Design	15%	<ul style="list-style-type: none"> <li>• Apply strategic thinking to deliver end-to-end experience solutions with a focus on user needs and business goals directly responsible for delivering all aspects of design, from defining customer needs to delivering concepts and prototypes to UI specifications for development.</li> <li>• Work directly with stakeholders to design end-to-end experiences using participatory and iterative design techniques, including observational studies, customer</li> </ul>

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		<p>interviews, usability testing, and other forms of qualitative and quantitative research to uncover insights, learn about user behaviour and validate design concepts.</p> <ul style="list-style-type: none"> <li>• Use the full range of design methods to deliver the best possible experiences for our users including sketching, creating experience maps, wire framing, prototyping, running workshops, sharing user insights with wider stakeholders and collaborating with other designers etc.</li> <li>• Produce user requirements specifications, personas, storyboards, scenarios, user-flow diagrams, wireframes, design prototypes, and design parameters.</li> <li>• Design and specify user interfaces and information architecture using participatory and iterative design techniques, including observational studies, customer interviews, usability testing, and other forms of requirement's discovery.</li> <li>• Knowledge and experience in user interface design with consumer applications, preferably mobile devices, rich web apps/websites.</li> <li>• Proactively improve how the design team works by exploring new tools, methods, and processes.</li> </ul>
People	25%	<ul style="list-style-type: none"> <li>• Lead and manage a talented, diverse, and inclusive team of Product Designers to consistently deliver high-quality user experiences across Loop</li> <li>• Support and coach designers in achieving their career goals and personal development</li> <li>• Maintain a culture of design simplicity, ensuring that new features and products are simple, elegant, and usable</li> <li>• Foster a culture of design feedback, providing honest and sensitive feedback to team members to help them grow and develop their skills</li> <li>• Clearly articulate vision and strategy to the Product Design Team</li> </ul>

## Job Dimensions

Reporting Relationships: jobs that report to this position directly and indirectly	
Direct Reports	Including but not limited to Senior Manager UX Research, Senior Manager – UX Design, Senior Manager, Interaction Design
Indirect Reports	Other staff within the unit's organogram.

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### Stakeholder Management: key stakeholders that the position holder will need to liaise/work with to be successful in this role.

#### Internal

- CEO, Loop DFS
- Head of Departments
- Support Services (Legal/Risk/Procurement)
- Subsidiary CEOs

#### External

- Customers,
- Suppliers,
- Financial Institutions,
- Regulators,

### Decision Making Authority /Mandates/Constraints: the decisions the position holder is empowered to make (Indicate if it is Operational, Managerial or Strategic). Please also highlight any budgetary control responsibility if applicable for the role.

- Appropriateness of the unit's structure, staffing, performance plans, policies, procedures and tools.
- Contractual agreements with suppliers and other third parties solely or shared with members of ExCom as defined by the Legal and Procurement procedures.
- Approval of other expenditure categories within discretionary powers delegated through the CEO, Loop DFS, provided that such expenditure is within the approved strategy and annual budget for the Business.

### Work cycle and impact: time horizon and nature of impact (Planning)

(e.g. Less than 1 week, 2 weeks, 2 weeks – 1 month, 1 month – 3 months, 3-6 months, 6-12 months, above 1 year)

Long Term – above 2 years  
Short Term – 6 12 planning cycle

### Ideal Job Specifications

#### Academic and Professional Certifications:

- University Degree. MBA or a Master's degree in a business field is desirable.
- Product Design, Experience Design, and UX Research certifications desirable.

#### Experience

- At least 10 years' work experience, 5 of which should have been in a senior management capacity in a similar sized organisation having lead successful business and product development projects and/or initiatives.
- Extensive experience with creation tools, including but not limited to: Figma, Adobe, Photoshop etc
- Experience with prototyping tools and software, with the ability to animate and produce truly interactive prototypes at speed
- Extensive knowledge and experience with driving and applying User Centered Design methodology
- Expert in interface and interaction design, site navigation, architecture, and excellent typography skills
- Understanding of accessibility and the latest web technologies

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### Ideal Job Specifications

- Demonstrable understanding of user behaviour online (desktop, mobile & tablet), and best practise & thinking in this area
- Track record in delivering increases in sales and service KPIs, through improved interface design and improved adoption of products and services
- Proven track record of leading generative and evaluative research, information architecture and interaction design engagements, ideally for a variety of complex digital applications. (this should be demonstrated in your portfolio)
- Experience in hiring, managing and coaching UX teams
- Presentation skills, which can be demonstrated through the presentation of your interactive design portfolio.
- Familiarity with creative design thinking as well as good understanding of UI/UX best practices, information architecture, Gestalt principles, and design psychology.
- Understanding of business metrics and the ability to translate company goals and objectives into digital experiences
- Proven track record of leading through influence, building long-term relationships and building vision, strategy, roadmaps, budgets, priorities and objectives
- Strong understanding of near and long-term technological developments impacting UX domain

### Ideal Job competencies

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Technical Competencies	
<b>Product Design</b>	<ul style="list-style-type: none"><li>• Designs mobile app experiences from start to finish as a product</li><li>• Has strong command of visual design and information architecture with a mind for simplicity and deep knowledge of modern mobile UI/UX patterns while exercising an extraordinary eye for typography, consistency, colour, and subtle details</li><li>• Has strong problem-solving acumen to determine solutions to user interface challenges</li><li>• Can facilitate discovery workshops and ideation sessions with cross-disciplinary teams from inside and outside our organisation</li><li>• Possess knowledge of usability best practices and visual design principles across different device types and form factors</li><li>• Has ability to convey and articulate complex interactions and ideas to clients and users</li><li>• Improves customer satisfaction by understanding user needs, technical landscape and then translating requirements into best-in-class class UX standards and experiences for our digital products</li><li>• Drives re-use of UX components and research to unlock efficiencies and better quality</li><li>• Establishes roadmaps and guardrails to inform the “how” of work that takes place in Squads</li><li>• Drives good UX design and experience across all our customer touchpoints – from product launch to customer service and support.</li><li>• Take a long term, strategic approach to design and UX, thinking about and executing on everything from how we strengthen the brand through UX to how we maximise the use of our critical resources.</li></ul>
<b>UX Research</b>	<ul style="list-style-type: none"><li>• Drives cultural change by helping product teams understand customers, and to translate that insight into action</li><li>• Evaluates the goals and opportunities of an initiative and then works to craft a program of work for the UX work stream which includes user research and synthesis, conceptualizing, designing, specification, QA, and deployment.</li><li>• Understands generative and evaluative approaches to research and their respective roles</li><li>• Enjoys finding the story in the data and can translate findings from research into actionable insights; can synthesise qualitative and quantitative data</li><li>• Takes pride in crafting and presenting findings</li><li>• Experience of using remote user research tools (e.g., Lookback, UserZoom)</li></ul>

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Technical Competencies	
<b>Business Skills</b>	<ul style="list-style-type: none"> <li>• Works cross-stage and cross-functionally to ensure an excellent end-to-end customer experience. Excellent at understanding and managing the business impact across a wide range of product domains. Capable of making key pricing &amp; packaging recommendations.</li> <li>• Assess the organisation's vision, goals, objectives, and strategies to identify the desired future. Can analyse the existing organisational structure, policies, politics, problems, opportunities, technology, etc., to build a compelling business case for change.</li> <li>• Anticipates internal and or external business challenges and/or regulatory issues and leads process, product, or service improvements.</li> <li>• Safeguards ROI of an organisation by ensuring the right investments are being made in at the right time for the right reasons.</li> <li>• Understands financial concepts and terms, can use them to describe events and can incorporate the same in problem solving and decision making.</li> </ul>
<b>Communication Skills</b>	<ul style="list-style-type: none"> <li>• Visible leader across teams. Establishes compelling team purpose that is aligned to the overall organizational vision. Inspires broader team to achieve results.</li> <li>• Identifies disconnects to vision and takes appropriate action.</li> <li>• Continuously builds and strengthens networks for the institution within all spheres of the economy within the region, at all levels of commerce, government, society, etc.</li> <li>• Is a successful relationship builder who "networks" for "networking sake" where there is not always an immediate outcome in sight. This serves as a key element of their role in managing and utilising strategic alliances and partnerships.</li> </ul>
Behavioural Competencies	
<b>Emotional Intelligence</b>	<ul style="list-style-type: none"> <li>• Knows own strengths and limits; aware of own emotions and the effect they have on others and has the self-control to keep disruptive emotions and impulses in check.</li> </ul>
<b>Social and Cross-cultural Awareness</b>	<ul style="list-style-type: none"> <li>• Interacts with people (colleagues, customers, stakeholders, and the public at large) in different social and cultural environments, showing respect and positive regard for them in an ethical and appropriate that are consistently with the values of the organization.</li> </ul>

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Behavioural Competencies	
<b>Agile</b>	<ul style="list-style-type: none"> <li>• Able to change plans, methods, opinions, or goals considering new information, with the readiness to act on opportunities. Highly effective in adapting to differing environments.</li> <li>• Inculcates a digital mind-set in the organization, institutionalising cross-functional collaboration, flattening hierarchies, devolving decision making to smaller teams, and building environments that creatively partnering with external companies to extend necessary capabilities to encourage the generation of new ideas and developing more iterative and rapid ways of doing things.</li> <li>• Implements incentives and metrics to support such agility.</li> </ul>
<b>Self-Development</b>	<ul style="list-style-type: none"> <li>• Have a strategic approach to personal and professional development actively seeking feedback from others to which they will respond by establishing self-development goals.</li> <li>• Seek to experience a range of relevant career opportunities in the context of a long-term plan enabling them to deliver the truly outstanding contribution required.</li> </ul>
<b>Leadership</b>	<ul style="list-style-type: none"> <li>• Delivers results and has significant impact on an organization through the teams managed.</li> <li>• At a basic level, are proactive, never reactive, and don't need to be told what to do. At the highest, will recognise and bring into the organisation significant opportunities where technical solutions and business opportunities meet to create strategic advantage.</li> <li>• Is not afraid to speak their mind and is always prepared to raise difficult issues with others in the face of actual or expected opposition from colleagues.</li> <li>• Be personally robust and self-confident in pursuit of their objectives for the customer segment and the organisation.</li> <li>• Maintain a positive "can-do" attitude to achieve what they know needs to get done.</li> <li>• Capable of developing a sound understanding of the motives, needs and concerns of others and develop a deep understanding of their complex stakeholder network. Can anticipate the motives and expectations of others effectively.</li> <li>• Team members feel included, valued, and trusted, such that they work impactfully with each other and with other teams.</li> <li>• Has the emotional intelligence to understand and manage own and others emotions.</li> </ul>