

Job Series Matrix

Job Family: Information Systems Technology		Job Series: Web Designer	
Job Series Summary: Responsible for the design of appealing web solutions to moderately complex information presentation and branding challenges using central web publishing tools/applications, current standards-based web design practices, user-centered design principles and university-approved templates for departments and units.			
Job Title: Web Designer 1		Job Title: Web Designer 2	
Job Code: 4861		Job Code: 4862	
Grade: G		Grade: H	
Exemption: Non-exempt		Exemption: Exempt	
Effective/Revision Date: 04/01/2015		Effective/Revision Date: 04/01/2015	
Job Purpose		Job Purpose	
Under direct supervision, design and maintain web site using established tools and design guidelines, practices, and standards. Maintain the web presence on all devices deemed as a supported device.		Under general supervision, design and build leading-edge, high quality, attractive, and highly usable web properties that work well on all web devices and meet current business needs. Serve as subject matter expert on design solutions and usability best practices.	
Core Duties		Core Duties	
<ul style="list-style-type: none"> • Collaborate with senior designers and content experts to continually organize, display, and build new website content in a manner most effective for web consumption. • Produce images and other graphics, using best practices, for optimal web viewing on all supported devices. • Recommend and implement improvements related to the overall organization, usability, and effectiveness of web properties as they evolve over time. • Apply approved color palettes and graphics for websites using standard themes or template package. • Present and revise design ideas through design reviews and subsequent iterations. • Assist with the design of web application user interfaces that are on-brand, visually attractive, and cohesive. • Collaborate with IT Services, University Communications, and Online Accessibility Program staff to ensure group's compliance with policies and standards around identity graphics, web content, and online accessibility. 		<ul style="list-style-type: none"> • Create superior user experiences through the design of elegant interfaces. • Collaborate with business analysts or business stakeholders to synthesize requirements into sketches, wireframes, and design mockups. • Conduct formal and informal usability testing, and respond to results. • Articulate the pros and cons of designs, and support recommendations with clear, detailed evidence and rationale. • Build HTML and CSS components of web properties adhering to modern best practices. • Create design prototypes, and collaborate with developers on components requiring more advanced scripting and programming. • Serve as a subject matter expert on modern design concepts and solutions and usability best practices for all web devices. • Collaborate with IT Services, University Communications, and Online Accessibility Program staff to ensure group's compliance with policies and standards around identity graphics, web content, and online accessibility. 	
		<ul style="list-style-type: none"> • Establish and implement a vision and strategy for the user experience and overall design that will be used in the development of all new web products supported by the group. • Design leading-edge, high quality, attractive graphical user interfaces that work on all web devices, while maintaining an excellent user experience. • Collaborate with web developers, and port designs to web content management as application themes, templates, views, etc.; determine and apply theme settings as needed. • Articulate the pros and cons of designs, and support recommendations with clear, detailed evidence and rationale. • Serve as a subject matter expert on modern design concepts and solutions and usability best practices for all web devices. • Work with various clients to develop a deep understanding of the business needs, assist in the gathering of design requirements, and perform user research activities. • Design, conduct, and respond to results of usability tests for websites and applications; act on findings from formal reviews, tests, and quality assurance activities. • Collaborate with IT Services, University Communications, and Online Accessibility Program staff to ensure group's compliance with policies and standards around identity graphics, web content, and online accessibility. 	

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Minimum Education and Experience Required	Minimum Education and Experience Required	Minimum Education and Experience Required
Bachelor's degree or a combination of education and relevant experience.	Bachelor's degree and three years of relevant experience or a combination of education and relevant experience.	Bachelor's degree and five years of relevant experience or a combination of education and relevant experience.
Minimum Knowledge, Skills and Abilities Required	Minimum Knowledge, Skills and Abilities Required	Minimum Knowledge, Skills and Abilities Required
<ul style="list-style-type: none"> • Effective communication and interpersonal skills. • Familiarity with browser and platform differences and idiosyncrasies. • Ability to use desktop web content authoring, development tools, and web authoring/editing applications. • Good working knowledge of HTML and CSS. • Good working knowledge of usability testing and quality assurance practices. 	<ul style="list-style-type: none"> • Strong communication and interpersonal skills. • Strong design and usability skills. • Advanced knowledge of modern design concepts and solutions and usability best practices for all web devices. • Proficiency with browser and device differences and idiosyncrasies. • Proficiency in HTML and CSS. • Good working knowledge of JavaScript and JavaScript libraries. • Knowledge of user profiling, usability testing, and quality assurance practices. • Knowledge of web analytics tools and related analyses and reporting. 	<ul style="list-style-type: none"> • Excellent communication and interpersonal skills. • Expert-level skills related to interactive web design and front-end user experience and interface development, for all web devices and modern browsers. • Ability to educate others on best web practices and help guide others to consider options while creating design solutions. • Ability to exhibit stylistic breadth, attention to detail, and balance beauty, innovation, and usability. • Demonstrated understanding of how implementation decisions impact user experience in terms of browser and device compatibility, accessibility, internationalization, and performance. • Proficiency in HTML and CSS. • Good working knowledge of JavaScript and JavaScript libraries. • Ability to innovate. • Advanced knowledge of user profiling, usability testing, and quality assurance practices; ability to design, conduct, analyze, report on, and act on usability test and QA findings. • Knowledge of web analytics tools and related analyses and reporting.
Certificates and Licenses Required	Certificates and Licenses Required	Certificates and Licenses Required
None	None	None
Physical Requirements	Physical Requirements	Physical Requirements
<ul style="list-style-type: none"> • Constantly perform desk-based computer tasks, grasp lightly/fine manipulation. • Frequently sitting. • Occasionally stand/walk, writing by hand, use a telephone. • Rarely lift/carry/push/pull objects that weigh up to 10 pounds. • Strong visual acuity. 	<ul style="list-style-type: none"> • Constantly perform desk-based computer tasks, grasp lightly/fine manipulation. • Frequently sitting. • Occasionally stand/walk, writing by hand, use a telephone. • Rarely lift/carry/push/pull objects that weigh up to 10 pounds. • Strong visual acuity. 	<ul style="list-style-type: none"> • Constantly perform desk-based computer tasks, grasp lightly/fine manipulation. • Frequently sitting. • Occasionally stand/walk, writing by hand, use a telephone. • Rarely lift/carry/push/pull objects that weigh up to 10 pounds. • Strong visual acuity.
Working Conditions	Working Conditions	Working Conditions
• May work extended hours and weekends.	• May work extended hours and weekends.	• May work extended hours and weekends.

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Work Standards	Work Standards	Work Standards
<ul style="list-style-type: none"> • Interpersonal Skills: Demonstrates the ability to work well with Stanford colleagues and clients and with external organizations. • Promote Culture of Safety: Demonstrates commitment to personal responsibility and value for safety; communicates safety concerns; uses and promotes safe behaviors based on training and lessons learned. • Subject to and expected to comply with all applicable University policies and procedures, including but not limited to the personnel policies and other policies found in the University's Administrative Guide, http://adminguide.stanford.edu. 	<ul style="list-style-type: none"> • Interpersonal Skills: Demonstrates the ability to work well with Stanford colleagues and clients and with external organizations. • Promote Culture of Safety: Demonstrates commitment to personal responsibility and value for safety; communicates safety concerns; uses and promotes safe behaviors based on training and lessons learned. • Subject to and expected to comply with all applicable University policies and procedures, including but not limited to the personnel policies and other policies found in the University's Administrative Guide, http://adminguide.stanford.edu. 	<ul style="list-style-type: none"> • Interpersonal Skills: Demonstrates the ability to work well with Stanford colleagues and clients and with external organizations. • Promote Culture of Safety: Demonstrates commitment to personal responsibility and value for safety; communicates safety concerns; uses and promotes safe behaviors based on training and lessons learned. • Subject to and expected to comply with all applicable University policies and procedures, including but not limited to the personnel policies and other policies found in the University's Administrative Guide, http://adminguide.stanford.edu.