

# Designer Job Scorecard

## Mission.

*To deliver high quality design work for clients based on a detailed understanding of their brand and users. To grow value for Deeson through building client relationships, ongoing services and growth of the Design Chapter.*

## Values.

Generosity - Ambition - Curiosity

## Competencies.

- **Self-organising** - you take responsibility for your own schedule and workload. You know what's expected of you each week and can confidently discuss competing priorities on your time.
- **Teamwork** - you achieve your goals working with your colleagues and clients - you avoid being the hero and you're never a team of one. You understand the reasons for our baseline standards and you stick to them.
- **Integrity** - you set clear commitments and expectations and you do what it takes to meet those commitments.
- **Resilience and tenacity** - you handle the difficult situations. When faced with a challenge, you step up to solve it and do not wait for others to work it out for you.
- **Sensitivity to others** - you are polite and considerate to client and colleagues and understand that we're all working toward the same goal.
- **Strong opinions, lightly held** - you speak up, but you'll listen to critique with open ears.

## Impact outcomes.

1. **You provide strategic design direction by building a clear understanding of how the design will meet the organisation, brand and user needs.**
  - a. You engage with the client and stakeholder group to build a deep understanding of their organisational strategy and project goals.
  - b. You develop an understanding of the core users through research activities.
  - c. You develop a design brief and design principles so the vision is shared and clear.
  - d. You advocate for the user, client and vision throughout the project so the solution we deliver remains user and goal focused.

**2. You deliver solutions for your clients on time and on budget.**

- a. You plan design activities to meet project timelines so we have a clear delivery plan.
- b. You identify and address any risks regarding to the delivery of design so we can plan for and eliminate risk as far as possible.
- c. You ensure sign off of design direction is received before commencing evolutionary development.
- d. You ensure the team are working with up-to-date information by updating tickets in JIRA with clear and relevant information.
- e. You progress user story tickets through the preparation board, such that we are ready to start Evolutionary Development.

**3. You deliver and present on-brand and on-strategy design direction with strong rationale.**

- a. You can justify with evidence, design thinking or professional reasoning the key decision that have been made in the design direction.
- b. You present to and include the client throughout the process to ensure they feel part of the process and remain bought in on the direction.
- c. You demonstrate regular progress to stakeholder(s) throughout process so they feel a part of the journey.

**4. You deliver solutions for your clients that meet our clients and our own high quality expectations.**

- a. You deliver designs that align with the design direction and meet the user story and acceptance criteria specified by the client.
- b. You test and validate assumptions and design work as required.
- c. You ensure we meet our high level of quality, using professional judgement, so that we don't put anything in front of clients that reduces their confidence in our delivery.
- d. You present ongoing work to clients and include them in the process to build the client's confidence in the direction.

**5. You show a passion for the growth and improvement of yourself and the Design Chapter.**

- a. You challenge, critique and contribute to the user experience and aesthetic design of solutions to push our levels of quality.
- b. You demonstrate commitment and progress in developing professionally in relevant areas for your role.

- c. You actively contribute ideas for and show a willingness to own and participate in the delivery of quarterly goals for chapter growth.
- d. You produce relevant content related to design, creative and UX to raise the profile of the chapter such as blog posts, speaking at events and delivering brown-bags internally.

**5. You log 31 hours of valuable, billable work to client projects each week (or your specific agreed target)**

- a. You look forward in Forecast to ensure your planned work is correct and allows you to meet this goal.
- b. You alert your Chapter Lead in advance if you are unable to meet this target.
- c. You prioritise client work up to this target before engaging in other discretionary activities.
- d. You log all work done accurately in Harvest with an appropriate comment.

**6. Your project teams achieve an aggregate client satisfaction score of 80+ across active projects.**

- a. You manage client relationships and expectations so we avoid any unexpected client issues.
- b. You build rapport with clients and make efforts to build strong working relationships.
- c. You challenge the client's preconceptions and assumptions so that we are adding value through our work.
- d. You hold yourself and your teams accountable to a high quality level.
- e. You deliver to agreed deadlines and budgets.