

UX Competency and Screening

Competency:

- Competencies scale through areas of impact (own work on task > epic > project / milestone / team > across teams > across organization)
- Competencies scale through increased frequency (sometimes > usually > always demonstrating a competency)
- Some competencies only scale through a limited number of levels due to expectations of junior staff or because growth is limited at a certain point.

Competency categories:

- **Soft Skills:** communication and collaboration, and consulting skills.
- **Hard Skills:** understanding the client, understanding the users, UX strategy, structure, and solutions.

Setting expectations:

- Moving into the actual skills themselves and spend time talking about how individual levels of designer (Intern, Junior, Senior, Lead) would be expected to work
- The focus for associate and mid-level designers is the execution of work, within the task and within the team
- Respectively, senior and principal level designers focus more on facilitating, guiding, and mentoring others in areas of work — across teams and across the organization, respectively.

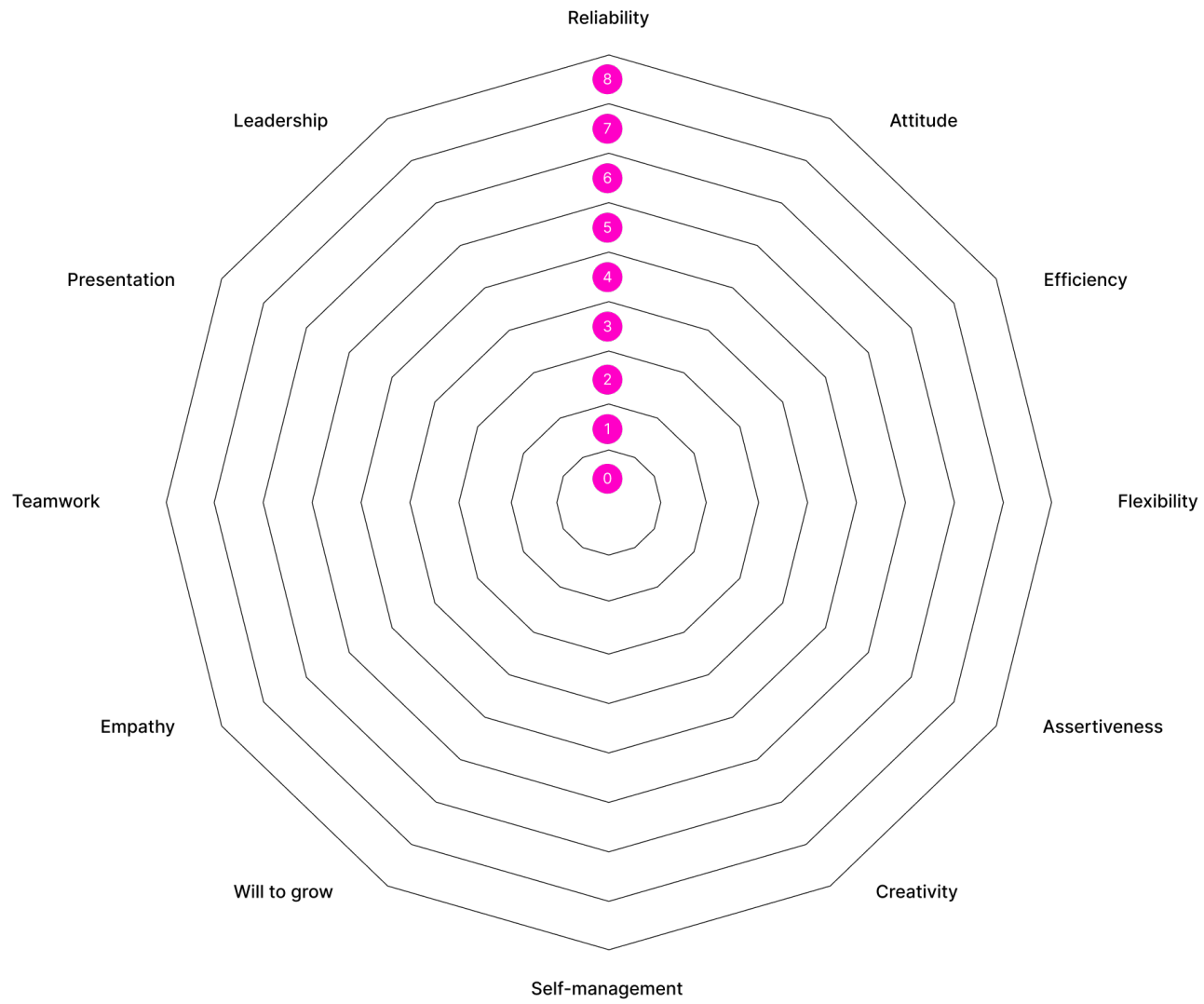
	Soft skills (Interpersonal Matrix)	Hard skills (Technical skills matrix)
1	Reliability	Design process & thinking
2	Willingness	Figma proficiency
3	Volume of output	UI, visual and interaction design
4	Communication with stakeholders	Research, analysis, insights and testing
5	Communication with peers	Prototyping
6	Presentation	UX writing
7	Empathy	UX and product design strategy
8	Leadership	Business and technical analysis
9		Agile
10		Professionalism & teamwork
11		Feedback and improvement
12		Experience and portfolio

UX		Criteria	Candidate questions
1	Design process	<ul style="list-style-type: none"> Confidence, Meets Design DOD, Needs analysis, Owns their process 	<ul style="list-style-type: none"> How would you rate your understanding and the integrity of your design process?
		<ul style="list-style-type: none"> Research Analysis Insights User testing 	<ul style="list-style-type: none"> How would you rate your ability to analyse a user's needs?
		<ul style="list-style-type: none"> Problem solving Problem statement HMW statements (How might we) 	<ul style="list-style-type: none"> How would you rate your ability to frame a problem?
2	Figma proficiency	<ul style="list-style-type: none"> Able to use X% of Figma's features, Efficiency Productivity 	<ul style="list-style-type: none"> How would you rate your ability to use Figma for designing? How would you rate your ability to use Figma for prototyping? How many of Figma's design and prototyping features have you mastered? How would you rate your day-to-day efficiency? How would you rate your delivery speed?
3	UI Design	<ul style="list-style-type: none"> Consistency, Quality of output, Uses design system, Visual design principles Brand and usability principles Attention to detail 	<ul style="list-style-type: none"> How would you rate your ability to apply sound Visual Design principles? How would you rate your willingness to adhere to Design Standards? How would you rate your ability to spot major and minor design mistakes?
4	Interaction design	<ul style="list-style-type: none"> Foresight, Needs analysis Prototyping 	<ul style="list-style-type: none"> How would you rate your ability to take interactions into account when designing? How would you rate your ability to take animation into account when designing?
5	Research & testing	<ul style="list-style-type: none"> Can facilitate well, Can observe well, Can prepare a protocol, Can prepare a report, Co-operation, Foresight, Internalises feedback, Needs analysis, Prototyping, Seeks feedback 	<ul style="list-style-type: none"> How would you rate your ability to extract user insights from usability testing results?
		<ul style="list-style-type: none"> Research 	<ul style="list-style-type: none"> How would you rate your ability to do comprehensive background research for a design or user problem?

UX		Criteria	Candidate questions
6	Prototyping	<ul style="list-style-type: none"> • Can create interactive prototypes, • Level of interactivity, • Quality of output 	<ul style="list-style-type: none"> • How would you rate your ability to build a minimally interactive prototype? (i.e. Click-through only) • How would you rate your ability to build a fully interactive and animated prototype?
7	UX writing	<ul style="list-style-type: none"> • Writing ability 	<ul style="list-style-type: none"> • How would you rate your UX Writing skill? (i.e. clear and concise, good grammar & spelling)
8	Information architecture	<ul style="list-style-type: none"> • Critical thinking, • Great organisational skills • Personas, mental models and task flows 	<ul style="list-style-type: none"> • How would you rate your ability to develop an easy-to-navigate IA?
9	Critical thinking	<ul style="list-style-type: none"> • Functions well under pressure, • Influence decisions, • Keeps up with high complexity problems/processes 	<ul style="list-style-type: none"> • How would you rate your problem solving skill? • How would you rate your ability to solve highly complex problems? • How would you rate your ability to influence stakeholders' decisions? • How would you rate your ability to work well under pressure?
10	UX strategy & planning	<ul style="list-style-type: none"> • Influence decisions, • Keeps to timelines and factors in all aspects of UX • Keeps up with high complexity problems/processes, • Knows when to compromise, • Steers vs. being steered 	<ul style="list-style-type: none"> • How would you rate your ability to plan ahead by showing how and what this would look like on a UX roadmap? • How would you demonstrate design, build and ship a product using omnichannel touchpoints • What metrics in UX do you use to inform your decision-making process • How would you rate your ability to communicate your strategies? • How would you rate your ability to know when to compromise and when not to compromise?
11	Business analysis	<ul style="list-style-type: none"> • Critical thinking, • Needs analysis, • Problem solving 	<ul style="list-style-type: none"> • How would you rate your ability to communicate with Business stakeholders?
12	Technical analysis	<ul style="list-style-type: none"> • Can speak technical language, • Can understand technical language, • Critical thinking, • Needs analysis, • Problem solving 	<ul style="list-style-type: none"> • How would you rate your ability to understand developers' technical language?
13	Professionalism	<ul style="list-style-type: none"> • Attitude, • Consistency, • Presentation, • Reachable, • Reliability, • Self-management 	<ul style="list-style-type: none"> • How would you rate your reliability? (i.e. Can others depend on you to do what you said you would do?) • How would you rate your influence on the team? • How would you rate your ability to self-manage? (i.e. Do you need someone to give you instructions all the time?) • How would you rate your presentation skills? • How would you rate your communication skills?
14	Efficiency	<ul style="list-style-type: none"> • Consistency, • Functions well under pressure, • Number of projects, • Speed, • Volume of output 	<ul style="list-style-type: none"> • How would you rate your ability to handle a massive workload? • How would you rate your ability to deliver work in minimum time?

UX	Criteria	Candidate questions	
15	Assertiveness	<ul style="list-style-type: none"> Confidence, Leadership, Patience, Persuasiveness, Speaking ability, Tact, Writing ability 	<ul style="list-style-type: none"> How would you rate your ability to communicate your thoughts and ideas effectively?
16	Teamwork	<ul style="list-style-type: none"> Co-creation, Conflict resolution, Considers differing opinions/views, Involves others, Listens well, Seeks feedback, Speaks positively 	<ul style="list-style-type: none"> How would you rate your ability to effectively work with others in a team?
17	Feedback & improvement	<ul style="list-style-type: none"> The ability for the candidate to take feedback in a constructive manner that will enable the individual and practice to grow 	<ul style="list-style-type: none"> How would you rate your willingness to seek feedback? How would you rate your attitude when receiving constructive criticism? How would you rate your ability to consider differing opinions to your own? How would you rate your ability to resolve conflict in a team? How would you rate your ability to listen well?
18	Portfolio	<ul style="list-style-type: none"> The ability of the candidate to demonstrate end-to-end User Experience skills and sound references The candidate must reference a portfolio or work or have a link to a portfolio site such as Behance or Adobe Portfolio. Other examples such as figma prototype is acceptable 	<ul style="list-style-type: none"> Considering all of the above how would you illustrate / demonstrate your UX skills and experience via a comprehensive portfolio?
19	Experience	<ul style="list-style-type: none"> Reason for seeking other opportunities What inspires you about this role? What are you expecting in this role? Why do you want to join the organisation? What UX trends do you reference? Where would you like to be in 5 years? What and where do you draw inspiration from? 	<ul style="list-style-type: none"> How would you rate your UX maturity, skills and experience? (Intern, Junior, Senior, Lead)

Interpersonal matrix



Technical skills matrix

