DRAFT NEW TRADE

<u>UI/UX DESIGNER</u>
(Competency-Based)

<u>APPENDIX A</u>

O*NET CODE: 15-1255.00

This training outline is a minimum standard for Work Processes and Related Instruction. Changes in technology and regulations may result in the need for additional on-the-job training.

UX/UI designers focus on the interaction between real human users and everyday digital products and services such as websites and applications, and on designing visual interfaces of these digital products to facilitate user interaction.

<u>WORK PROCESSES</u>

A. <u>Workplace Orientation</u>

1. Describe workplace organizational structure.
2. Describe workplace policies and procedures.
3. Demonstrate an understanding of general ideas regarding workplace ethics, interpersonal communication, and general management.
4. Practice active listening and complex problem solving when handling customer pr client inquiries.

B. <u>User-centric Design Research</u>

1. Help to conduct client interviews and focus groups to map user preferences, needs and challenges. Interview existing users to identify current opportunities and pain points.
2. Support in the creation of user personas to provide a full-picture of who the company is designing the digital product for.
3. Conduct competitor and market analysis to inform product decisions.
4. Cross-collaborate with various teams to help inform decisions on scope and direction based on understanding user pain points and problems.
5. Help develop implementation plans for the product. This includes mapping out the Minimum Viable Product (MVP) designs for new products.

C. Design Thinking and Visual Prototyping

1. Support information architecture. Information architecture is developing content based on user needs and determining how that content will be laid out and disseminated across the product.
2. Create user flows (flow charts) to map out customer journeys (from first entry point to final interaction) through the product.
3. Create wireframes (outlines of a single screen or page) based on information architecture and user flows.
4. Demonstrate an ability to occasionally lead discussions with other teams about solution designing and improving the user experience.
5. Contribute to scoping discussions by exemplifying a deep understanding of customer needs and user behaviors gathered from qualitative and quantitative data.
6. Create prototypes (pared down versions of the product) and run user tests on these prototypes.   Help to Identify design flaws and incorporate into final product.

D.   Interface Design

1. Regularly collaborates with developers and product management in design phase. Attend sprint meetings, inform product development and help to make necessary refinements to design (continual iteration).
2. Leverage a deep understanding of the customer to contribute meaningfully to problem definition discussions.
3. Help identify various imagery, color schemes, icons and typography and support different layout refinements as needed.
4. Support and have a basic understanding of widely adopted design systems and style guides (visual principles such as balance, scale, alignment, hierarchy, etc).
5. Read through scoping documents from product management and contribute to the visual design portion of it. Scoping documents are statements of works that lay out all the requirements, features and functions and objectives of the product.

E. Cross Functional Collaboration

1. Recognize when their own designs stray from currently available and supported patterns and consults engineering to ensure the solution is viable.
2. Demonstrate understanding of the company's existing components and design systems and design guidelines.
3. Understand the value of a design system and component library.
4. Demonstrate a high-level understanding of HTML/CSS and its systematic nature.

F.   UI/UX Tools

1. Demonstrate proficiency in digital UX/UI design tools. This may include web prototying with HTML and CSS, and interaction design with JavaScript and

jQuery. This may also include design tools to sketch and wireframing (AdobeXD, Figma, Sketch, etc.)
2. Collaborate with team to define best practices for each tool.
3. Mentor others in learning digital UX/UI design tools.

Approximate Total Hours	1,000-2,000

Apprentices in Competency-Based Programs shall participate in no fewer than 1,000 documented hours of on-the-job training, and until they have demonstrated competency for each Work Process, with the understanding competency will be demonstrated reasonably proximate to the maximum on-the-job training hours. Competency Assessment referenced in Appendix B.

Apprenticeship work processes are applicable only to training curricula for apprentices in approved programs. Apprenticeship work processes have no impact on classification determinations under Article 8 or 9 of the Labor Law. For guidance regarding classification for purposes of Article 8 or 9 of the Labor Law, please refer to https://www.labor.ny.gov/workerprotection/publicwork/PW_faq1.sht

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<u>APPENDIX B</u>

<u>RELATED INSTRUCTION</u>

<u>Safety and the Workplace</u>
General Workplace Safety
Sexual Harassment Prevention Training – must comply with section 201-g of the Labor
    Law

<u>Job Skills and Theory</u>
Introduction to UI/UX
Introduction to Visual Design
Introduction to Management
Introduction to User Experience
User Interface Design
User Research Strategy
Web Design Strategy
Business Communications
Web Design: Wireframes and Prototypes
Project Management
Time Management
Basic Communication Skills
Customer Service Fundamentals
Technical Support Expertise
Evaluating Risks
Active Listening

<u>Competency Assessment</u>
Test Preparation
Written/Practical Proficiency Examination(s)

At least 144 hours of Related Instruction must be available for the apprentice at the time of his/her indenture. However, the apprentice may test out earlier if able to demonstrate competence for each topic on the Related Instruction outline.