**Class Summary**

The User Experience Designer - Principal oversees the implementation of highly complex designs and solutions; directs new and existing product direction and strategy that aligns with evolving deadlines and expectations; defines the visual approach and language for technology systems and products; owns end-to-end user research exercises, conducts qualitative and quantitative studies, formalizes findings, communicates internally, participates in improvements driven by research results, and is responsible for solutions that are implemented across the enterprise; and may apply visual identity and branding related to their work expertise.

**Distinguishing Characteristics**

This is the third level in a three-level classification series. This classification is distinguished from the User Experience Designer – Senior in that the User Experience Designer – Senior identifies enterprise-wide user experience opportunities.

**Examples of Duties**

*In addition to the duties for lower-level classifications within the User Experience Designer series, the User Experience Designer-Principal will:*

1. Shape user experience strategy at the enterprise level.
2. Deliver and create end user communications and training materials as necessary.
3. Act as a subject matter expert by contributing to stakeholder presentations, conveying concepts, and delivering strategic recommendations.
4. Establish and implement best practices for all applicable user experience disciplines.
5. Support cross-functional teams on multiple projects concurrently.
6. Prioritize research opportunities through collaboration with product and project managers, designers, engineers, and/or stakeholders.
7. Identify and create user experience process improvements with input from other Information Technology disciples.
8. Plan, develop, and expand the user experience brand.
9. Perform other duties as assigned.

**Knowledge/Skills**

Ability to effectively engage in and sustain relationships with people from diverse cultures and socio-economic backgrounds

Ability to work independently and as a team member

Demonstrated proficiency with business applications, such as Microsoft Office suite

**Education and Experience Requirements**

Any combination of education and experience that clearly demonstrates the ability to perform the job duties of the position

**Licensing, Certification and Other Requirements**

Some licenses, certifications and other requirements determined to be necessary to meet the business needs of the employing unit may be required

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| **FLSA Designation** | Exempt (Administrative) |
| **Service Status** | Career Service  |
| **EEO Code** | 2 |
| **Levels within same series** | User Experience Designer, User Experience Designer -Senior, User Experience Designer-Principal |
| **Class History** | 01/2024 - Created |