UX Design Lead

Position Details

Business Unit: **Experiences**
Reporting to: **Head of Experiences**
Hours: **1 FTE**

Position Overview

The UX Design Lead enhances the Law Institute of Victoria's user experiences by establishing a dedicated UX practice. The role focuses on research-led and user-centred design, supporting organisational strategy and evidence-based decision-making. This role ensures an organisation-wide focus on research-led, strategic and user-centred experience design. The role collaborates with business units to integrate UX into projects early, leads discovery initiatives, maps customer journeys, and provides evidence-based recommendations to improve engagement and organisational alignment. This project-based role acts as an internal advisor, builds a knowledge library, and supports teams with strategic UX insights rather than owning operational delivery.

About the LIV

The LIV is the state's peak body for lawyers, representing more than 22,000 members. LIV's purpose is to promote the highest standards of ethical and legal practice, education and service excellence in the practice and administration of law to ensure the community benefits from strong legal representation, effective advocacy and a fair and equitable legal and justice system.

The LIV is a not-for-profit organisation dedicated to our members and the development, maintenance, and the sustenance of the law for the benefit of the community.

Key Accountabilities

Accountabilities	
UX research and discovery	Provide expert UX input early in project planning and discovery phases - Identify and proactively address UX risks, inconsistencies and friction points - Identify systemic pain points, gaps, inefficiencies and opportunities for improvement - Lead cross-functional UX design initiatives requiring discovery, alignment or strategic clarification prior to execution - Conduct research and analysis to support evidence-based decision-making and prioritisation - Develop user personas, journey maps and experience

Note: *This description is only an indication of the types of responsibilities required of the position. It is not intended to define specific duties or responsibilities or to limit or modify the right of management to assign and direct the work of staff under supervision. It should not be taken to exclude other duties not mentioned that require a similar level of competency or to limit growth or change of responsibilities within the role over time.*

Accountabilities	
	frameworks - Facilitate workshops, discovery sessions and stakeholder consultations where required
UX project delivery	• Plan and conduct UX activities including prototyping, design and iteration - Design and improve digital journeys, website sections, pages and online experiences - Conduct usability testing and translate findings into actionable recommendations - Develop user flows, wireframes, prototypes and experience recommendations - Support optimisation of digital experiences to improve engagement, conversion and usability outcomes - Map end-to-end user journeys across products, services and touchpoints
Collaboration & advisory	• Provide strategic insights and recommendations aligned to organisational priorities and the strategic plan - Support a holistic and user-centred approach to organisational initiatives and service delivery - Work collaboratively with Marketing, IT, business units and external vendors across projects and initiatives - Act as an internal advisor on UX design matters
Continuous Improvement & capability building	• Support the development of sustainable in-house UX capability • Contribute to continuous improvement initiatives across user experiences • Improve consistency and quality of experience practices across teams • Identify opportunities to reduce rework, improve efficiencies and strengthen project outcomes • Support internal capability uplift through knowledge sharing, collaboration and advisory support

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Outcomes Expected

Key Result Area	Measures
UX & digital experience Discovery	• More consistent and higher-quality digital experiences • Earlier identification of experience risks and opportunities • Stronger alignment between products, services and customer needs • Actionable insights for leadership and project managers to inform decision-making • Ongoing building of knowledge library with personas, journeys and insights • Tangible digital outputs, such as new web sections or other digital UX solutions • Deliver solutions with accessibility considerations in mind to ensure optimal experience for users
UX Project Delivery	• Stronger alignment between products, services and customer/member needs • Reduced friction and failure points across key journeys • Actionable insights and recommendations to support leadership decision-making • Improved customer satisfaction, engagement and retention
Collaboration and advisory	• Increased organisational capability and understanding of UX best practices • Improved cross-functional collaboration and project clarity • Ongoing development of knowledge libraries including personas, journeys and insights
Organisational impact	• Improved ability to deliver UX initiatives internally • Increased capacity for business units to focus on core operational priorities • Better customer experiences contributing to improved engagement, conversions and revenue opportunities
Cost savings & efficiency	• Clarification of technical and non-technical requirements before development commences • Improved briefing processes, reducing assumptions, clarification cycles and unsuitable solutions • Reduced manual processing and operational inefficiencies through improved customer journeys and process design • More efficient project delivery through specialist UX expertise

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- Reduced stakeholder involvement requirements across entire project lifecycles where not necessary

Key Skills, Capabilities & Experience

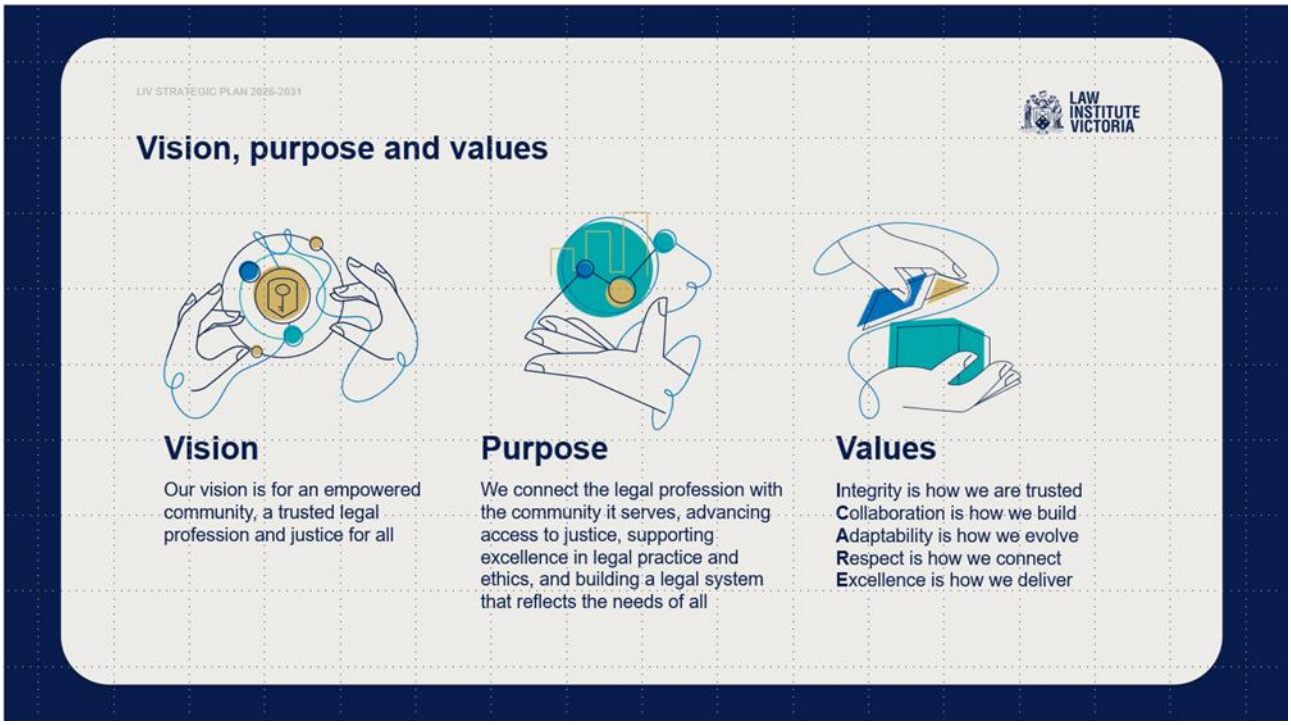
- Demonstrated experience in UX design or digital experience roles
- Strong understanding of user-centred design principles, UX methodologies and customer journey mapping
- Experience conducting UX research, usability testing, customer analysis and translating insights into recommendations
- Experience improving digital products, websites, online journeys or service experiences
- Strong stakeholder engagement and cross-functional collaboration skills
- Ability to facilitate workshops, discovery sessions and stakeholder consultations
- Experience working across multiple projects and balancing strategic and operational priorities
- Ability to communicate complex concepts clearly to technical and non-technical stakeholders
- Experience using UX and prototyping tools such as Figma, Adobe XD, Miro or similar platforms
- Ability to work independently in a standalone specialist role while influencing across teams
- Experience in service design, customer experience strategy or digital transformation projects is desirable
- Experience within membership organisations, professional services, education, legal or not-for-profit sectors is desirable

Qualifications

- Tertiary qualification in User Experience Design, Human-Centred Design, Digital Design, or a related discipline
  Ongoing learning and development in UX such as participation in conferences, certifications and/or active participation in UX communities.

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LIV Vision, Purpose and Values



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