

## Job Description | Senior Digital Experience Designer

**Department:** Digital Learning & Platforms (DL&P)

**Location:** London or Manchester (hybrid role – minimum two days a week in the office)

### The Team

The Digital Learning and Platforms (DL&P) team comprises a Digital Design team and a Platforms team who provide leadership and operational services to 10 key internal customer groups and experience design solution for key business initiatives. This role is a vital part of the Digital Design team, focussed on applying design thinking to create user-centric learning experience and workplace performance solutions for an expanding global law firm. As part of the Design team, you will have the opportunity to work on the end-to-end process for large scale global/regional projects and smaller bespoke digital solutions.

You will work collaboratively with our other designers, design manager, stakeholders, and end-users to understand the core problems we are trying to solve and design highly creative digital solutions. You will also work collaboratively with the Platforms team, as the combination of our platforms and technologies can be used to further research, analyse and measure activities to help inform learning design solutions and their impact.

We are modern thinkers, whose design strategy is strongly influence by the 5Di process, Design Thinking, human-centred design, and 5 Moments of Learning Need. We place the user at the heart of our activity and create cohesive multi-channel content solutions and campaigns appropriate to end user needs, contextual context and performance results. We want to be able to help people do their jobs better.

### The Role

This is a great opportunity for an innovative design thinker with strong human-centred learning experience design, content authoring and creative design production skills to join a progressive forward-thinking team.

Reporting to the Digital Design Manager, you will work independently and as part of a multi-disciplinary design team who have a range of digital learning, marketing, print, web, UX/UI, and video production skills. You will bring to the team strong visual design capabilities, innovative digital learning design, an understanding of UX design and research and exceptional creative problem-solving skills.

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As Sr Digital Experience Designer, working closely with the Design Manager, you will take more of a lead to help define and assess design problems, carry out end-user, Subject Matter Experts (SMEs) and stakeholder research to discover the core challenges, needs and performance gaps, and work collaboratively with the design team through ideation, prototyping and delivery of creative design solutions. You will be able to follow the 5Di process to run workshops with stakeholders, SMEs and end-users. Based on initial findings in the define and discover phases, you will be confident to work alongside SMEs to plan and write creative learning solution (not limited to courses).

As a senior designer, you will be able to take ownership of projects working independently creating end-to-end solutions, as well as, working with more junior designers providing creative leadership and project management. You will work collaboratively with business stakeholders and SMEs to co-create digital learning solutions, including, but not limited to, digital courses and resources. The content and approach will vary based upon the need, desired performance result and as the subject matter ranges across multiple domains from risk & compliance, sustainability, leadership and professional skills development to legal training, diversity & inclusion, people/process change and more.

As part of the role, you will design and build visually compelling, high impact interactive learning modules primarily using our collaborative authoring platform – [Elucidat](#). Where it makes strategic sense to scale capability in others, you will provide access, coaching and support for business SME contributors to maintain content or create their own projects. You will be an advocate for innovative digital learning approaches and provide thought leadership across various channels of influence within the firm.

You will be responsible for driving your allocated projects forward, working collaboratively with SMEs and our other digital designers to plan, design, build, review and launch digital learning experiences. Your solutions should be performance results focused while understanding the end users' needs; always asking yourself 'how will this help them DO their job better?'. Our aim is to create practical and useful solutions to drive behaviour change and action vs knowledge dumps of information. A 'course' is not always the right solution.

There may be times you will need to be able to evaluate and challenge the approach, give design recommendations, and respectfully influence stakeholders or SMEs. We are looking for someone who is confident and articulate, who understands design thinking, 5Di, human-centred design and innovative learning principles and can apply this to your work to create engaging, impactful learning experiences.

We respect, value and embrace our cultural and regional diversity. As you will be designing for a global audience, you will also need to understand working cross-culturally and applying

cultural sensitivity and awareness to your work. You will understand and embed inclusive (in all respects) and accessible design in all aspects of your work.

## Key Responsibilities

- Take a project brief and work with the Digital Design Manager, stakeholders and colleagues on developing and delivering creative learning design solutions.
- Conduct end-user, stakeholder and SME research
- Take ownership of your allocated projects through the ideation and development process
- Project management and design leadership/coaching
- Work with business SMEs to plan, structure and storyboard projects.
- Transform content into impactful, clear and concise experiences for digital learning courses/resources with the end user in mind. Not just information design/structuring but designing an experience that will help the end user actually learn the content in a way they can do something with it. Action oriented and applicable for the end user vs knowledge dump from an SME.
- Create and build engaging visually dynamic digital design solutions informed by UX research and UX design principles
- Write copy with the end user in mind using clear English writing principles and storytelling. Provide recommendations with SME written copy where ease of readability and simplicity could be improved.
- Recommend changes to content or delivery methods, based on information such as instructional effectiveness, end-user research, feasibility, or other factors
- Apply innovative learning principles to produce impactful digital learning experiences
- Create the most appropriate design elements for the project, e.g. infographics, animations, video filming, editing, etc either yourself or in collaboration with other Digital Design team colleagues, depending on best matched skill-set for the task.
- Develop your skills in Elucidat to advanced/mastery level.
- Play a leading role in helping us scale Elucidat. Make recommendations on approach and work with the team to offer learning design advice and support in the authoring environment

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- Work with global stakeholders to design for a global audience.
- Work with our 3rd party translation partner or internal translation teams to translate projects
- Work with SMEs and Design Team to create marketing materials to support a campaign-based approach to promotions, learning and behaviour change.
- Consider measurement tools to evaluate the performance outcomes of learning experience design interventions
- Contribute creative ideas within the team and during brainstorming and planning sessions
- Stay abreast on latest trends and industry standards and share knowledge with the broader team and spheres of influence – be a thought leader
- Perform other duties and projects as assigned or as responsibilities dictate

## Essential Skills & Experience

- Strong graphic, multi-media and instructional design skills with experience creating a range of content (style, modality and audience)
- Articulate and effective communicator
- Copywriting and storytelling skills
- Design thinker – understands design thinking process and theory (human-centric design, creative problem solving)
- Understands and can follow the 5Di process/methodology
- User-focused at the core in all aspects of design
- Continuous improvement - growth mindset – curious
- Very attentive to detail with at least some project management experience
- Able to communicate and collaborate well in a hybrid working environment
- Cross cultural communication skills with an understanding and sensitivity to creating culturally appropriate and inclusive design solutions for a diverse global audience

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**Software:** previous experience with these or similar products

- Adobe Creative Cloud Suite
- Digital Learning Authoring using a market leading tool (e.g. Elucidat, Adapt, Evolve, GoMo, Articulate 360)
- Collaborate and track projects using MS Teams and Mirro
- Animation and video authoring tools (Vyond, Synthesia) is a plus
- Build webpages using SharePoint or similar rapid authoring tools is a plus

## The Firm

Clyde & Co is a leading global law firm, helping organisations successfully navigate risk and maximise opportunity in the sectors that underpin global trade and commercial activity and enable global prosperity, namely: insurance, aviation, marine, construction, energy, trade and natural resources. Globally integrated, we offer a comprehensive range of contentious and non-contentious legal services and commercially-minded legal advice to businesses operating across the world. We are committed to operating in a responsible way by progressing towards a diverse and inclusive workforce that reflects the communities and clients it serves and provides an environment in which everyone can realise their potential, using its legal and professional skills to support its communities through pro bono work, volunteering and charitable partnerships, and minimising the impact it has on the environment including through a commitment to the SBTi Net-Zero standard and the setting of ambitious emissions reduction targets. The firm has 490 partners, 2400 lawyers, 3200 legal professionals and 5500 people overall in nearly 70 offices and associated offices worldwide.

## Our Values

Our values are the principles that guide the decisions we make, unite us in our endeavours and strengthen our delivery, for our clients and our firm. We:

- **Work as one** We are a globally connected team of talented people who act with a firm-first mentality to achieve success
- **Excel with clients** We aim high and challenge ourselves to deliver unique excellence for our clients, keeping them at the centre of everything we do
- **Celebrate difference** We help each other to be at our best and believe our differences result in greater achievement

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- **Act boldly** We seek new opportunities, take action and learn as we go, recognising that curiosity drives our development and contributes to growth

## Business Services Competencies

Clyde & Co is committed to providing extensive, personal and professional development opportunities for our people enabling them to be highly effective in their current role as well as assisting them to fulfil their career aspirations.

The competencies are used to inform all aspects of Business Services career development. They vary across levels and different business areas and fall under the following areas:

- Technical Excellence
- People and Team
- Client/Stakeholder Relationships
- Service Delivery and Commercial Awareness
- Personal Effectiveness

This is the job description as constituted at present; however the Firm reserves the right to reasonably amend it in accordance with the changing needs of the business.