

User Experience Design Lead, Online Communications

Responsible for the design, development of various projects with the goal of delivering user-centered designs for web properties in order to enhance the overall user experience and support the overall online communications strategies, with the goal of preserving and strengthening PG&E's reputation and credibility with various stakeholders, including customers, the general public and other external stakeholders, employees and shareholders. Utilize expertise as strategic communicators who facilitate and build collaborative relationships with others to guide key decisions within PG&E, and to package and present information persuasively for critical internal and external audiences. Consult with line of business organizations in order to project a unified and consistent corporate message.

All employees are responsible for performing their jobs in accordance with PG&E's vision and values.

Major Responsibilities:

- Writes user interface specifications.
- Supports business requirements to design user interfaces.
- Evaluates user interface designs
- Creates any necessary art, logos, etc.
- Assist with building prototypes to demonstrate designs to users and developers.
- Verifies that the visual structure of the UI remains consistent across multiple components and browsers.
- Carries out usability testing of the designs.
- Analyzes results of usability testing.
- Creates definition and documentation of style and appearance guidelines, design principles and UI concepts.
- May work with cross-functional teams of developers and graphic designers

Distinguishing Characteristics:

- Ability to work in a team environment that includes project management, business analysis, information development, software development and quality assurance.
- Experience in gaining active end-user involvement in the specification, design, and implementation phases through interviews and site visits.
- Strong illustration, graphic design and user-centered interface design experience demonstrated through a portfolio.
- Experience with prototyping user interfaces.
- Demonstrated experience troubleshooting browser quirks and CSS (Cascading Style Sheets) problems.
- Familiarity with current usability research, theories and methodologies (especially user-centered design processes), and a demonstrated understanding of how human factors activities provide unique value in the user interface design process.
- Proficient in Web 2.0 platforms and website trends

Education:

Preferred: Bachelor's degree or equivalent experience

Experience:

Typically 3+ years related experience or equivalent

Knowledge, Skills, and Abilities:

- Has basic knowledge of HTML (HyperText Markup Language), XHTML (Extensible Hypertext Markup Language), CSS(Cascading Style Sheets) and XML (eXensible Markup Language)
- Familiarity with JavaScript and DHTML (Dynamic HyperTextMarkup language)
Familiarity with user interface prototyping tools and with transfer of prototypes to production systems
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Experience with mobile web development