

***Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.***

**DUTIES** This is a term position with the Metropolitan Washington Airports Authority (Airports Authority). Serves as the User Interface/User Experience (UI/UX) Designer of the Enterprise Business Innovation & Analytics (EBIA) Department of the Office of Technology (Office). Partners with the Office of Communications, software engineers, analysts and business stakeholders to create and maintain web and mobile platform applications (apps) for the Airports Authority that are visually striking, cohesive, user-friendly, and with engaging interfaces. Assists the EBIA team to continuously innovate and revamp the Airports Authority's web and intranet sites to keep the traveling public, Airports Authority end-users, and business stakeholders engaged and informed of activities occurring at the Ronald Reagan Washington National Airport (DCA) and Dulles Washington International Airport (IAD). Performs related functions.

--Conceptualizes, designs, and prototypes new features for the official Airports Authority website ([www.mwaa.com](http://www.mwaa.com)), intranet site, and mobile apps. Utilizes best-of-breed experience design and design thinking. Moves seamlessly from whiteboard sketches and paper prototypes to designing interactive prototypes via Hypertext Markup Language (HTML), Cascading Style Sheet (CSS), JavaScript (JS), etc.

--Designs graphics that effectively communicate the Airports Authority's online marketing and overall public relations message in collaboration with the Office of Communications. Participates in the planning of the Airports Authority's website to include brainstorming ideas for its layout and organization, selecting colors and images (e.g. photos, illustrations, videos, etc.), and discussing other web design requirements.

--Collects text documents and images, such as the Airports Authority's official logo, that will appear on web and intranet pages and converts them into a form which can be viewed in HTML. Utilizes computer graphics packages, such as Dreamweaver, Photoshop, Adobe Illustrator, and Paint Shop Pro; and web development languages and technologies, such as Extensible Markup Language (XML)-based web apps and programming, Extensible HyperText Markup Language (XHTML) programming, and Adobe Flash to create interactive and visually appealing designs.

--Creates device-agnostic web/intranet pages and mobile apps that are compatible across innumerable computer systems and web browsers to allow the traveling public, Airports Authority end-users, and business stakeholders to access online information from various computing devices, such as desktop computers, laptops, mobile/smartphones, and tablets.

--Assesses the usability of new and existing web and app features and makes recommendations for improvement to software engineers and analysts. Presents design work to Office of Communication marketing staff, business area leaders, and other Office staff for feedback and review.

--Conducts frequent, iterative usability testing in collaboration with software engineers and remains up-to-date on an evolving set of design guidelines and standards, such as cooperative, contextual, and participatory design to create web, intranet, and mobile apps layouts.

--Achieves established Service Level Agreement (SLA) targets for supporting apps under assigned domain(s). Supports web page development for the existing Airports Authority intranet site using Open Text Livelink and the existing Airports Authority website using Reddot CMS. Provides after hours administrator website support when required.

--Communicates and interacts effectively with internal and external business contacts including, but not limited to, other members of the Office, other Airports Authority employees (such as officials, executives, managers, supervisors, professionals, and support staff), and vendors/suppliers/tenants, airport users, and the general public.

--Uses a computer and (a) modern office suite software for various applications such as, but not limited to, planning/scheduling, communicating (email), word processing, data manipulation (databases and spreadsheets), charts/graphics and presentations, (b) enterprise systems/software (such as ERP) to collect, store, manage and interpret data from business activities, and other functions: and (c) specialty systems/software such as Dreamweaver, Photoshop, Adobe Illustrator, and Paint Shop used in the Office.

--Performs related duties as assigned.

***Critical features of this job are described under the headings below. They may be subject to change through reasonable accommodation or otherwise.***

## **MINIMUM QUALIFICATIONS (MQs)**

To be rated qualified for this job, an applicant must meet all of the MQs listed below at the time of vacancy announcement closure.

1. A Bachelor's Degree in Visual Arts, Graphic Design, Liberal Arts, Human Computer Interaction, Computer Science or a field which provides a strong foundation for successfully performing the DUTIES in this job description or an equivalent combination of education, experience and training that totals four years.
2. Five years of progressively responsible experience working creating apps with a minimum of three years working in a UI/UX capacity designing interactive websites and apps for customer audiences.

Education and training beyond what is needed to satisfy MQ 1 above may be substituted for up to two of these five years of experience (MQ 2) on a week-to-week basis provided the education and training provide evidence of the knowledge, skills and abilities required.

## **PREFERRED QUALIFICATIONS**

The qualifications listed below (if any) are preferred and may be considered in the selection process, but they are not required to be rated qualified for this job.

1. Experience using Adobe Photoshop, Dreamweaver, Adobe Illustrator, Paint Shop Pro, and HTML5 in the design of web, intranet, and mobile apps.

### **KNOWLEDGE, SKILLS, ABILITIES AND OTHER FACTORS (KSAOs)**

The following KSAOs are required for successful performance of this job and are a basis for rating and ranking applicants who are found to meet the MQs. *Local, Federal, airport industry or Airports Authority-specific bodies of knowledge listed below may be acquired on the job, typically; ability to rapidly acquire them is required at the time of vacancy announcement closure.*

1. Knowledge of UI/UX design to conceptualize, design, and prototype new features for the Airports Authority website, intranet site, mobile pages, and apps that are user-friendly, clear, and efficient for Airports Authority end-users, business stakeholders, and the traveling public accessing information online concerning DCA, IAD, and related business activities. Examples include designing icons to organize collections of data/information permitting end-users to access the data/information efficiently and simply; and designing menus to help navigate through windows, applications, and folders.
2. Knowledge of HTML extensions and mobile rendering aspects of graphics and content to convert text documents and images into a form which can be viewed in HTML. Knowledge of Flash, XML-based web apps and programming, XHTML programming, and other web development languages and technologies to create interactive and responsive designs for the Airports Authority website, intranet site, mobile pages, and apps.
3. Knowledge of the device-agnostic approach to web and mobile apps design to create web intranet, mobile pages, and apps that are compatible with all servers and browsers to ensure end-users can effectively access and navigate the Airports Authority's website from desktop computers, laptops, mobile/smartphones, and tablets.
4. Interpersonal skills to interact effectively with business contacts in a businesslike, customer service-oriented manner. This includes the ability to work well with individuals throughout all levels of the Airports Authority. Examples include collaborating with Office and Office of Communication staff, contract personnel, software engineers, and analysts to develop, design, and test features of the Airports Authority's website, intranet site, mobile pages and apps.
5. Skill to analyze data and established procedures within the organization to assess the usability of new and existing web and app features and design new concepts that optimize the overall user-experience.

6. Skill in problem solving to select, organize, and logically process relevant information (verbal, numerical, or abstract) to solve a problem. This includes the ability to recognize subtle aspects of problems, identify relevant information, and make balanced recommendations and decisions. Examples include recommending solutions for improving user-experience and meeting SLAs, and creating device-agnostic web/intranet pages and apps.
7. Skill in oral communication to understand verbal information (including facts, descriptions, ideas, concepts, conflicting assertions and arguments), and to express such information verbally so that others will understand, and concerning some issues, be convinced or persuaded. This includes the ability to encourage effective oral communication by others, such as senior leadership, business stakeholders, and project managers. Examples include presenting design concepts, prototypes, test findings, and recommendations to both technical and non-technical audiences during meetings and presentations, and presenting before senior Office management and business leaders.
8. Skill in written communication to understand written information (facts, descriptions, ideas, concepts, conflicting assertions and arguments), draw inferences, form hypotheses and develop logical arguments, and to express such information in writing so that others will understand, and concerning some issues, be convinced or persuaded. This includes skill in reviewing the written work of others, such as the preparation of status reports and documentation for new processes, policies, and procedures.
9. Skill in using a computer and modern office suite software (such as MS Office) to plan, schedule, communicate (email), write reports, research (Internet), and perform other functions, and skill in using specialized software.

**RESPONSIBILITY** Is responsible for designing an interactive, visually appealing, and use-friendly website, intranet site, mobile pages, apps for the Airports Authority. Work supports the strategic goals of the Office in terms of helping the Airports Authority to maintain and enhance its digital presence.

Reports to the Manager, e-Business Solutions (Supervisor). The Supervisor assigns ongoing functional responsibilities and makes special assignment within a framework of established goals, objectives, priorities, and results desired. The incumbent plans and carries out work independently within this framework, keeps the Supervisor informed, and brings highly complex matters to the immediate attention of the supervisor, however, the incumbent is expected to take a thorough and thoughtful approach to problem solving (including cross-functional and cross-organizational strategic problem solving) and present complexities with options for action. Work is expected to be complete, thorough, accurate and, as appropriate to the assignment, insightful and creative and is subject to review in process and upon completion, in terms of quantity, quality, timeliness, customer service, teamwork adherence to guidelines, and other factors, including specific performance management requirements.

Guidelines and references include but are not limited to, Office policies, procedures, and standards (e.g. Office of Technology Standards, Change Management Process, Root Cause

Analysis Procedure, Technology Advisory Committee Project Submittal Procedure, Electronic Communications System Policy, and Enterprise Technology Management Policy, etc.); Information Technology Infrastructure Library (ITIL), PMO best practices, etc. The incumbent selects the most appropriate guidelines.

**EFFORT** The work is primarily sedentary and typically requires light physical effort as in opening/closing file drawers, lifting and carrying files/reports, etc. The incumbent may sit for extended periods while performing desk work; moves about to obtain or distribute work materials, meet with people, etc. Regularly uses a computer to develop reports and perform other tasks; operates other office equipment. Frequently exchanges information by telephone.

**WORKING CONDITIONS** Works primarily in an adequately lighted, ventilated, and temperature controlled office and conference rooms.

**OTHER SIGNIFICANT JOB ASPECTS** None.