

# Candidate Brief

User Experience (UX) Designer  
Wallingford (UK)  
**CABI**

November 2014

## CABI BACKGROUND

CABI ([www.cabi.org](http://www.cabi.org)) is a not-for-profit development-led organization supported by a solid scientific research base and a world class publishing service. Our mission is to improve people's lives worldwide by providing information and applying scientific expertise to solve problems in agriculture and the environment. Our work increases food security and protects biodiversity.

We have over 350 staff based in 16 countries. We have offices in Brazil, China, India, Kenya, Malaysia, Pakistan, Switzerland, Trinidad & Tobago, the UK and the USA.

CABI is an intergovernmental organization that can trace its origins back to 1910. Our mission and direction are influenced by government representatives from our 46 member countries who help guide the activities we undertake. These include scientific publishing, development projects and research, and microbial services. We are also leading a major new initiative, Plantwise, which aims to improve food security and the lives of the rural poor by reducing crop losses.

### Publishing

We produce key scientific publications, including CAB Abstracts – the world-leading database covering agriculture and environment and Global Health - the definitive bibliographic database for public health information. We also publish multimedia compendia, books, ebooks and full text electronic resources aiming to further science and its application to real life. Behind each of our products is a team of subject specialists committed to delivering the most relevant and authoritative information to researchers worldwide.

### Development projects and research

Our staff research and find solutions to agricultural and environmental problems. We use science, information and communication tools to help solve issues of global concern. Our work is arranged around four core themes:

- **Commodities** – we work to enable smallholder commodity farmers to compete in global markets. We diagnose and control plant pests and diseases, and help farmers get a better price for their crops. We work on crops such as coffee, cocoa, wheat, rice and cotton.
- **Invasive species** – we are helping to reduce the spread and impact of invasive weeds such as Japanese Knotweed, water hyacinth and insects such as coffee berry borer and cocoa pod borer. We also advise countries at a policy level about agriculture, trade and the environment.
- **Knowledge for development** – we work with farmers, extension workers, researchers and governments to deliver agricultural knowledge and develop communication strategies and systems.
- **Knowledge management** - we use information and communication technologies to provide farmers, researchers and policy makers with the information they need to make informed decisions and to lift people out of poverty.

### Microbial services

We manage one of the world's largest genetic resource collections, the UK's National Collection of Fungus Cultures. We conduct microbiological identifications, provide cultures for sale, and offer preservation and consultancy services. We are also screening our collection, looking for natural products such as antibiotics, vitamins and enzymes.

### Plantwise

Plantwise aims to increase food security by providing knowledge. It helps poor farmers in developing countries improve their livelihoods by losing less of what they grow to plant health problems. This will be achieved through expansion of the plant clinic network which CABI has already begun to establish, supported by the creation of a global knowledge bank of information on plant health, pests and diseases. Plantwise will be a global programme, comprising an integrated set of projects and activities.

[www.plantwise.org](http://www.plantwise.org)

## THE ROLE

<b>Job title:</b>	User Experience (UX) Designer
<b>Salary:</b>	c. £45k depending on experience
<b>Grade:</b>	HAY Band 6/7
<b>Reporting to:</b>	Head of Product Management
<b>Direct reports:</b>	None
<b>Key peer group:</b>	Product Managers, Product Owners, Marketing Managers Business Analysts, IT Development Manager
<b>Location:</b>	Wallingford, UK - In order to process any applications from nationals outside of the EU and UK, we would require documentation to show the applicant is currently resident and able to work in the in the UK, or is able to relocate on own means and possesses full authorisation from the UK Border Agency (for further information please use the following link <a href="http://www.ukba.homeoffice.gov.uk/">http://www.ukba.homeoffice.gov.uk/</a> )

### Purpose of the role

The UX (User Experience) Designer is a new role that will lead the digital user experience across all of CABI's online products. The objective of the role is to drive the best possible digital experience for all users, both customers and non-customers, to ensure maximum customer satisfaction and profitability. You will be responsible for gathering and validating UX requirements; identifying and finessing user workflows; and designing navigational flows, page layouts, wireframes and specifications through all stages of the product design and development process.

The role reports to the Head of Product Management, reflecting the importance of UX in creating compelling products that customers want to use, and help CABI achieve its vision of being the place to go for information on agriculture and the environment. You will work in a matrix with colleagues from Product Management, Business and IT Solutions, Development, Editorial, Marketing and Sales, although you will ultimately be responsible for the UX design of all digital products and the UX strategy. With a good network and excellent knowledge of the UX landscape, you will identify partnerships and technologies that will take CABI's online publishing business to the next level.

### Candidate profile

You will have at least 3 years demonstrable experience in UX research and design, ideally gained in the publishing industry. You will be a creative thinker and highly collaborative by nature. You will have a flair for taking product concepts and running with them to create compelling user experiences with real "Wow!" factor. You must be adept with user centred design methods and comfortable working in both Agile and Waterfall frameworks. You will be a convincing communicator, selling your designs to both technical and non-technical stakeholders using the most appropriate methods for your audience.

You will have demonstrable experience of gathering, analysing and validating user requirements that work, using a variety of techniques such as face-to-face in-depth interviews, focus groups, workshops, affinity mapping, innovation gaming and website analytics. You will be proficient with UX design methods including paper prototyping, storyboarding and UX cartooning, white-boarding, creating wireframes and using wireframing software such as Balsamiq (or similar). A practical understanding of programming concepts and technologies is a strong plus, as is familiarity with search and browse, data visualisation, semantic architecture and experience working on a large legacy product that is converting to a new technology stack.

## Key Accountabilities

- Designing the user journeys and user experience for all of CABI's digital products
- Creating compelling user flows, storyboards, mock-ups, wireframes, prototypes and requirements specifications
- Lead the creation and implementation of CABI's UX strategy and how it is to be reflected through all users' journeys
- Leading and communicating the UX vision and design ideas to stakeholders at all levels to secure buy-in and create excitement
- Gathering, analysing and validating user requirements by working with customers, business stakeholders and technology leads
- Collaborating with Product Managers, Business and IT Solutions, Developers, Testers through implementation phases to realise the design vision
- Evangelising the benefits of user-centred design around the business

## Previous experience and skills

- Essential:**
- A flair for UX, with at least 5 years' experience, ideally in publishing
  - First degree or equivalent in HCI, Psychology, Computer Science or related fields
  - Experience of developing and implementing UX strategy
  - User-centred design expertise
  - Excellent knowledge of UX and UI best practices
  - Proficient using Balsamiq (or similar products) to create wireframes, click-through prototypes and UI specification documents
  - Excellent verbal and written communication skills/report writing skills
- Desirable:**
- Broad understanding of CABI's subject areas
  - Knowledge of search and browse, data visualisation, semantic architecture and GIS
  - Visualisation skills to enable communication of a story easily and effectively
  - Experience of using web analytics and designing products with analytics in mind
  - Familiarity with programming concepts and technologies

## Personal characteristics

- Outgoing, confident personality
- Excellent oral and written communication skills
- Highly creative, innovative and collaborative
- Good judgement and decision making skills
- Self-motivation and dedication
- Ability to work to tight deadlines under pressure
- Good interpersonal skills
- Influencer
- Positive, flexible and adaptable attitude
- Integrity

### NOTE

This job description is not intended to be exhaustive. It is expected that the post holder and CABI will adopt a flexible attitude and accept that the duties may have to be varied according to circumstances, in particular changing corporate requirements and individual development needs.

## EQUAL OPPORTUNITIES

CABI is an equal opportunities employer and welcomes applications from candidates irrespective of age, gender, race, colour, nationality, ethnic or national origin, disability, religion, sexual orientation or marital status. No applicant will be disadvantaged by conditions which cannot be shown to be justified and selection will be based on merit.

By taking the [CABI Equal Opportunities Survey](#) you will be helping us to follow best practice recommendations that employers should monitor selection decisions to assess whether equality of opportunity is being achieved. Please follow the link to take the survey.

## HOW TO APPLY

To apply please send the following to [recruitment@cabi.org](mailto:recruitment@cabi.org) quoting **Job Reference 63/2014** and stating where you saw this post advertised:

1. a covering letter describing in full how you meet the candidate profile, and to include details of your current remuneration;
2. a full Curriculum Vitae;
3. the names and contact details of three referees, one of whom must be your current or most recent employer – referees will not be contacted without your prior permission

**Please note the closing date for the receipt of applications is 17:00 BST on Thursday 4 December 2014. Interviews will be held on 8 December 2014.**