



Job specification

Job description

Job title	Digital UX Designer		
Directorate	Marketing Fundraising and Engagement		
Team	UX/UI Team		
Reporting to	UX/UI Lead	No. of direct reports	0
Location	Dual location – Home & London Office (NW1 7AW)		
Agility contract type	Blended (Home & Office)		
Budgetary responsibility	N/A		
Job level (HR use only)	5	Date	Mar 2025

Summary of role

The British Heart Foundation (BHF) is focusing on digital transformation to enhance personalized customer experiences, increase fundraising income, and provide support to people with heart and circulatory conditions in the UK. The Digital team collaborates with the wider Marketing, Fundraising, and Engagement team to develop and optimize digital experiences.

The UX Designer is a part of our Digital Team, taking the lead in shaping the online user experience for the British Heart Foundation. In this role, you'll be responsible for enhancing our digital customer experiences by conducting thorough user research, identifying trends in user behaviour, making recommendations based on UX insight, delivering creative design concepts and adhering to best practices.

Key responsibilities

- Leading on our UX research and discovery projects across a wide-ranging digital portfolio.
 - Conducting usability testing and user interviews, scripting and launching surveys, running stakeholder workshops and using session analysis and heatmapping tools to understand user behaviour.
 - Analysing findings and providing recommendations for changes and improvements that could be implemented.
 - Creating user journeys, flows, sketches, wireframes and prototypes based on insights generated from the discovery process.
 - Collaborating with our UI Designers on the designs of new or improved patterns, components and templates using Figma.
 - Contributing to an effective design delivery process by maintaining clear and regular communication with delivery teams, consistently meeting project timelines, and ensuring that delivered components align with the research, designs and specifications.
 - Working with our CRO team to identify and workshop testing opportunities.
 - Supporting our UI Designers in updating and managing our Design System in Figma, adding and updating patterns, components and templates to the system and ensuring we are making the most of the Figma platform by staying up to date with any improvements and new product features.
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Person specification

Knowledge, training & qualifications

- Understanding of user experience and user interface principles
 - A solid understanding of what makes an experience accessible to all users, and ideally a history of designing for the web to at least WCAG 2.1 AA standards.
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Experience

- Significant experience translating diverse business objectives into UX insights and designs that meet customer needs.
 - Experience conducting thorough user research and discovery, selecting the most appropriate tools and methods for generating insights within project deadlines.
 - Experience in producing wireframes, interactive prototypes and UI designs, ideally within Figma.
 - Experience managing multiple projects with different stakeholders across a wide-ranging business portfolio.
 - Some experience managing and maintaining a Design System with multiple users across different teams is desirable.
 - Experience working on retail applications or platforms would be advantageous but not required
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Skills & attributes

- Able to visualise and explain your work in context to show different stakeholders changes and proposals you've made, and the thinking behind them.
 - Excellent time management and organizational abilities. Capable of providing support to others and completing tasks efficiently without supervision.
 - Strong collaborative and influencing skills, capable of motivating others and fostering buy-in for UX principles and approaches
 - Able to build excellent relationships both internally and externally and work collaboratively.
 - Able to understand a wide range of audiences and customer journeys with a commitment to meet their needs
 - Able to analyse problems and develop effective design solutions
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Safeguarding

At British Heart Foundation (BHF), we are committed to creating a safe and rewarding environment for all of our people to work and volunteer. This means we have a robust safeguarding policy to ensure everyone is treated properly, and a whistle blowing service so people can raise any concerns they have confidentially.

Data protection

During your employment, this role will encounter some personal data. The role will be permitted to access and use the following types of personal data:

- Personal details / contact information / family details
- Personal financial information - donations, gifts, bank account, card numbers
- Personal Sensitive data - health, race, ethnicity, sexual orientation, political affiliation, trade union membership

If you find yourself with access to personal data you are not authorised to have, you must report it to your line manager and the IT Service Desk immediately.

Our Values

			
Brave	Informed	Compassionate	Driven
We speak out We're decisive We're innovative	We work together We're clear We're curious	We're open & honest We respect others We promote our cause	We're focused We're determined We keep learning