Duty Statement
Department of Managed Health Care

CLASSIFICATION: Information Technology Specialist II

WORKING TITLE: User Experience (UX) Designer

OFFICE: Office of Technology and Innovation

EFFECTIVE DATE: 9/17/2020

DEPARTMENT OBJECTIVE:
The mission of the California Department of Managed Health Care (DMHC) is to protect consumers’ health care rights and ensure a stable health care delivery system. The DMHC accomplishes its mission by ensuring the health care system works for consumers. The Department protects the health care rights of more than 26 million Californians by regulating health care service plans, assisting consumers through a consumer Help Center, educating consumers on their rights and responsibilities and preserving the financial stability of the managed health care system.

PROGRAM OBJECTIVE:
The Enterprise Application Development Division (EAD) of the Office of Technology and Innovation (OTI) provides application development and support for all departmental databases, applications, public and internal websites and secured web portals that deliver department and mission critical services to DMHC staff and stakeholders.

GENERAL DESCRIPTION:
Under the general direction of the Information Technology Manager I, the incumbent works both independently and as part of a team to understand business requirements, technical limitations and compliance requirements for application user interface design. The incumbent is responsible for conceiving and conducting user research, interviews and surveys, and translating them into sitemaps, user flows, customer journey maps, wireframes, mockups and prototypes. The incumbent designs the overall functionality of the product to be compliant with the accessibility requirements of The Americans with Disabilities Act (ADA), section 508 and California Assembly Bill 434 requiring that applications meet these accessibility requirements. The incumbent ensures that application users have an intuitive user experience and works with the application development team to iterate upon it in accordance with findings from end user testing.

The incumbent should be versed in Microsoft .NET application development frameworks, HTML, CSS, Bootstrap and other technologies required to develop UI prototypes. The incumbent uses analytical skills to interpret requirements and develop accessible solutions deployed as web-based applications. When required, the incumbent researches technologies and collaborate with other developers, quality assurance and other resources on multi-system projects.

The incumbent establishes a process to create software products that provide meaningful and relevant experiences to users. This involves the design of the entire process of acquiring and integrating the product, including aspects of branding, design, usability and function.
IT DOMAINS

☐ Business Technology Management ☐ IT Project Management
☐ Client Services ☐ Information Security Engineering
☒ Software Engineering ☐ Systems Engineering

TYPICAL DUTIES:
Employee must be able to perform the following duties with or without reasonable accommodation.

PERCENTAGE JOB DESCRIPTION

Essential (E)/Marginal (M)

20% (E)  User Research: Conduct research that involves communicating to real users in a target audience about what they want from the desired software platform. This includes understanding navigation preferences, ability for users to be able to successfully utilize the platform, ADA compliance for accessibility, and the ability to find the information they're looking for easily and intuitively. Use questionnaires, focus group discussion, task analysis, online surveys, persona creation and user journey mapping to conduct user research.

35% (E)  Design: Leverage user research to formalize how the software platform can accommodate user behavior. Ensure that product design focuses on functionality, usability and compliance, to meet user expectations, goals and workflow to support the way they work. Use information architecture, wireframing and prototyping to design a users’ journey through the software platform. Act as a UI designer responsible for ensuring that interaction between real human users and software (websites, applications, etc.) meets user expectations and needs, and achieves ADA and Web Content Accessibility Guidelines (WCAG) compliance. Create a visually pleasing and functional design based on requirements identified. Act as an information architect to plan the structure of the software platform so that users can reach their end goal in an intuitive, logical way. The role of information architect is also concerned with helping users fully understand where they currently are in relation to the rest of the site.

15% (E)  Testing: Ensure the design satisfies user needs and eliminates problems or user difficulties that may have been unforeseen during the design phase. Testing methods include usability testing, remote user testing, and/or A/B testing which can be repeated at any stage in the process, and often increases the quality of the design and resolves usability issues. Work with the Quality Assurance (QA) Lead to develop and incorporate Usability Testing into the overall project test plan, including ADA compliance testing. Determine usability testing approach, benchmarks and design test cases.
Act as a Usability Tester responsible for evaluating the product through testing with groups of users to ensure expected functionality, usability and ease of use.

25% (E) Implementation: Collaborate with end users, project management, software developers, Quality Assurance (QA) specialists and configuration specialists to ensure usability goals are met for each assigned project. Ensure developers collaborate to transform design ideas into a real, working software product that is intuitive to use and meet end user expectations. Build positive relationships and regularly communicate with project management and developers to ensure success of the project. Set realistic expectations of what the developers should produce and in what time-frame.

5% (M) Perform other tasks for special projects as assigned, and other related duties. Keep abreast of evolving technology and trends in the information technology industry pertaining to User Experience best practices.

(marginal duties may not exceed 5% of the duty statement)

SUPERVISION EXERCISED OVER OTHERS:
This position has no direct supervision responsibilities.

KNOWLEDGE, ABILITIES AND ANALYTICAL/SUPERVISORY REQUIREMENTS:
The employee should be familiar with DMHC mission, goals, organizational structure and major work programs. The employee must also have a demonstrated positive attitude and a commitment to conduct business in a professional manner in dealing with the public and department clients and provide quality customer service to all customers, and be able to deal tactfully, professionally and confidentially with all internal and external customers and contacts. In addition, the employee must:

Knowledge of: Information technology governance principles and guidelines to support decision making; complex and mission critical business processes and systems; principles, methods and procedures for designing, developing, optimizing, and integrating systems in accordance with best practices; system specifications design, documentation, and implementation methodologies and techniques.

Ability to: Formulate and recommend policies and procedures; perform effectively in a fast-paced environment with constantly changing priorities; establish and maintain project priorities; apply federal, state, department, and organizational policies and procedures to state information technology operations; apply systems life cycle management concepts used to plan, develop, implement, operate, and maintain information systems; positively influence others to achieve results that are in the best interests of the organization; consider the business implications of the technology to the current and future business environment; communicate change impacts and change activities through various methods; conduct end-user training; collaborate closely with technical subject matter experts such as database administrators, network engineers, and server administrators to ensure systems are secure and meet compliance requirements; assess
situation to determine the importance, urgency, and risks to the project and the organization; make decisions which are timely and in the best interests of the organization; provide quality and timely ad hoc project information to executives, project team members, and stakeholders; develop decision making documents; and assess and understand complex business processes and customer requirements to ensure new technologies, architectures, and security products will meet their needs.

**CONSEQUENCE OF ERROR/RESPONSIBILITY FOR DECISIONS:**
The employee may have access to very sensitive and confidential information. Careless, accidental or intentional disclosure of information to unauthorized persons can have far-reaching effects, which may result in civil or criminal action against those involved.

**PHYSICAL, MENTAL AND EMOTIONAL REQUIREMENTS:**
Employees may be required to sit for long periods of time using a keyboard and video display terminal or traveling in a vehicle to other locations; must be able to organize and prioritize their work under deadline situations and adapt behavior and work methods in response to new information, changing conditions or unexpected obstacles; will be involved with sustained mental activity needed for analysis, reasoning and problem solving; must be able to develop and maintain cooperative working relationships, recognize emotionally charged issues, problems or difficult situations and respond appropriately, tactfully and professionally; and must be able to work independently. The employee must be able to create/proactively support a work environment that encourages creative thinking and innovation; understand the importance of good customer services and be willing to develop productive partnerships with managers, supervisors, other employees, and, as required, control agencies and other departments.

**WORK ENVIRONMENT:**
The employee will work in a climate-controlled office under artificial lighting. There will be occasional fluctuations in temperature. The employee will work in a cubicle and will periodically attend meetings and/or training outside of his/her assigned office. The employee will work in and/or visit offices located in a high-rise building accessed through elevators.

**POSITION REQUIREMENTS:**
This position requires the incumbent maintain consistent and regular attendance; communicate effectively (orally and in writing if both appropriate) in dealing with the public and/or other employees; develop and maintain knowledge and skill related to specific tasks, methodologies, materials, tools and equipment; complete assignments in a timely and efficient manner; and, adhere to departmental policies and procedures regarding attendance, leave, and conduct.

**ADDITIONAL REQUIREMENTS:**
This position is required under the DMHC’s Conflict of Interest Code to complete and file a Form 700 within 30 days of appointment and annually thereafter.

**SIGNATURES:**
The statements contained in this duty statement reflect details as necessary to describe the principal functions of this job. It should not be considered an all-inclusive listing of work requirements. Individuals may perform other duties as assigned, including work in other functional areas to cover absence of relief, to equalize peak work periods or otherwise to balance the workload.
Employee: I have read and understand the duties listed above and can perform them with/without Reasonable Accommodation (RA). (If you believe you may require Reasonable Accommodation, please discuss this with the hiring supervisor. If you are unsure whether you require Reasonable Accommodation, inform the hiring supervisor, who will discuss your questions and/or concerns with the RA Coordinator.)

Supervisor: I have discussed the duties with and provided a copy of this duty statement to the employee named above.