

Position Description



| | |
|--------------------------|--|
| Position Title | Service and UX Designer |
| Position No | 00087850 |
| Delegation Level | 006 |
| Job Designation | Manager |
| Organisational Unit | Advance Digital Capabilities Ready for Growth |
| Work Centre | Brisbane |
| Position Type | Temporary |
| Rail Safety Worker | No |
| Medical Fitness Standard | Refer to relevant business instructions. |
| Performance Plan Type | Tech Professional Expert |
| Shiftworker | No |
| Classification (Range) | AS7 .1 - AS7 .4 |
| Pay Scale Type | ASPT |
| Reports to Position | Initiative Owner (Digital) |

QUEENSLAND RAIL VALUES:

1 Queensland Rail - We do better together
Treat others with respect - We appreciate everyone's contributions and differences
Empower our people - We have confidence in our people
Act Safely - We work safe, to go home safe
Make a positive difference - We learn from today, to improve tomorrow

Position Purpose

Play a critical role in shaping the future of Queensland Rail's service experiences through human-centred design and digital innovation. This role focuses on creating seamless, intuitive, and accessible service experiences that enhance both customer interactions and operational efficiency, ensuring emerging technologies are used to meet the needs of users and stakeholders, bridging the gap between digital and physical touchpoints.

Position Responsibilities

1. Lead the creation of service blueprints and journey maps to improve rail service experiences, ensuring the integration of digital and physical touchpoints that result in a seamless customer journey.
2. Design and implement user-friendly digital services that improve accessibility, efficiency, and engagement, directly enhancing both customer and employee satisfaction.
3. Conduct user research, including interviews, surveys, and usability testing, to identify pain points and inform design improvements that align with both user needs and business goals.
4. Develop and refine interactive prototypes, such as wireframes and mockups, that visualise the user experience and ensure the design solutions meet user expectations and business objectives.
5. Collaborate with cross-functional teams to align digital solutions with broader service strategies, ensuring a cohesive and efficient customer experience.
6. Champion accessibility and usability best practices to ensure that all digital touchpoints are inclusive, resulting in more accessible services for a diverse user base.
7. Use data analytics, AI-driven insights, and user feedback to continuously improve digital services, driving innovation that

Position Description



enhances operational efficiency and customer satisfaction.

8. Advocate for human-centred design practices, ensuring that all service and digital design solutions push the boundaries of innovation while addressing real-world user challenges.

Additional Factors

The appointee will be required to :-

- Comply with Queensland Rail's Code of Conduct;
- Observe all legal and safety obligations of the organisation;

What is the key selection criteria

1. Extensive level of skill in leading service design projects, including the creation of service blueprints and journey maps to improve user experiences across digital and physical touchpoints.
2. High level of skill in designing digital services that enhance accessibility, efficiency, and engagement, with proven results in customer and employee satisfaction.
3. Extensive knowledge of user research methodologies (e.g., interviews, surveys, usability testing), with the ability to identify pain points and translate them into actionable design improvements.
4. High level of skill in developing interactive prototypes (e.g., wireframes, mockups) to visualise solutions, ensuring alignment with both user needs and business goals.
5. Extensive knowledge of accessibility and usability best practices, ensuring inclusive digital solutions that cater to diverse user needs.
6. High level of skill in collaborating with cross-functional teams, ensuring alignment of digital solutions with broader service strategies and organisational goals.
7. Knowledge of and willingness to commit to and work within Queensland Rail's Value and Behaviours.

Pre-employment Checks:

Not Applicable

Mandatory Qualifications (If not already held, I will gain these when in position)

- 40007588 Wunya Induction
- 40001627 Building Emergency Procedures

Enterprise Qualifications (If not already held, I will gain these when in position)

- 40009601 Code of Conduct Refresher
- 40013480 Fraud Awareness Induction
- 40006537 Rail Safety Awareness

Health, Safety and Environment Responsibilities

Comply with the overarching document called Health, Safety and Environment Responsibilities MD-11-6843 located in the Safety and Environment Management System.

Personal Protective Equipment needs:

Refer to relevant business instructions.

Position Description



Safety Publications

Refer to relevant business instructions.

Please Note:

Queensland Rail has a random alcohol and other drug testing program.

Testing can occur anywhere, at any time, on any day.