UX Designer Skills and Competencies Self-Assessment

Thank you for taking the time to fill out this self-assessment. It's a first step in creating a consistent understanding of UX Design between peers and groups at Prudential.

The assessment will allow us to resource needs, identify gaps, and match individual designers to the newly forming Agile teams of our New Way of Working. This activity will also inform HR initiatives intended for the same purpose: The Skills Accelerator, Calibration Library, and Talent Marketplace. The intent of the assessment is to demystify and elevate UX Design to our partners, stakeholders, and at Prudential at large.

The assessment will allow you to focus conversations with your leaders to develop your learning, development and career paths. It will create consistency with the evolving UX design community and marketplace and will create opportunities for coaching and mentorships.

Q: Is this a 2-way conversation?
A: Yes. This is a tool to use with you manager for personal and career development.

Q: What's the timeline for this?
A: Date here

Q: Are the categories set in stone?
A: No. The skills and competencies will be revisited and altered alongside the evolution of the discipline and with your continuous feedback.

Q: Will the ratings be used to determine my compensation?
A: No. The assessment will help you and you manager develop your career but your contributions and impact are what mainly determine compensation. These are measured across categories and levels according to criteria established by HR.

Q: What else will the ratings be used for?
A: The ratings will be used to better match your strengths and growth opportunities to projects that will help you reach your full potential.

Skills Rating System (1-5)

Evaluating your skill levels regularly helps you and your manager target opportunities for learning and growth. Skills ratings are private to you and your manager.

1. Novice
2. Proficient
3. Competent
4. Advanced
5. Expert

1 Novice @Skill
New to the skill, can complete narrow and limited tasks requiring basic skills with direct supervision or guidance.

2 Proficient @Skill
Can process less structured but well-defined tasks, even if they are not routine, with occasional general supervision or guidance.

3 Competent @Skill
Can complete some specialized and complex tasks. Can use knowledge of theory and practical experience to inform processes. Performs common tasks with autonomy, or occasional supervision.

4 Advanced @Skill
Can completing broad, complex tasks in several subspecialties of the skill. Can apply knowledge of theory and strong practical experience in skill subspecialties. Able to guide other in applying skill.

5 Expert @Skill
Mastery of skill recognized by company or industry. Can develop innovative new solutions or research using a wide range of scientific and creative strategies to push boundaries of skill. Able to mentor others in advanced skill development.

Competencies

User Testing, Research and Analysis

- Identifies user needs, motivations, behaviors, and pain points in order to empathize with users
- Distills insights into actionable goals that inform decisions, establish patterns, and drive business needs

- Engages users to reveal paint points, gain insights, validate hypotheses, and optimize experiences to ensure they function as expected, are engaging, and meet business goals

Experience Mapping

- Illustrates the end-to-end customer experience with our brand across channels and touchpoints to identify high-value cross-functional improvements
- Utilizes personas, empathy maps, and service blueprints to highlight opportunities to create consistency, simplicity and quality
- Reveals opportunities to improve and differentiate products and services that will in turn improve our long term growth and profitability

Design Thinking and Strategy

- Facilitates workshops with stakeholders to empathize with the user, challenge assumptions, and explore alternate hypotheses that produce a variety of viable alternate solutions to the problem context for testing
- Applies cognitive science, design, and usability principles to create experiences that are simple, memorable, discoverable, accessible, desirable, and usable
- Sets vision and strategy toward innovation, differentiation, customer satisfaction, repeatability, and scalability

Information Architecture

- Analyze data to support usability utilizing tools such as customer interviews, card sorting, tree testing, heuristic analysis, and usability testing
- Structure and present information that facilitate a user's ability to understand, navigate and complete tasks.
- Organize and label content in an effective and sustainable way

Design Engineering

- Produces elements that users see and interact with in a web application using HTML, CSS, JavaScript, and other application technologies and can version, test and debug
- Understands technical feasibility, timeline and cost to deliver solutions that can be seamlessly implemented and integrated
- Creates, utilizes, and evolves content management and design systems for consistency, efficiency, performance, modularity, and sustainability

Visual Design

- Applies aesthetic principles and utilizes design elements to help customers engage with a product in an effective and emotional way

- Understands the genesis and significance of digital design patterns and trends regarding usability, accessibility, layout, imagery, and typography
- Extends and contributes to existing designs and design systems of their peers with attention to hierarchy of components, grid systems, and responsive layouts

Interaction Design and Prototyping

- Builds models including user flows, wireframes, and facades to facilitate testing, assist with development decisions, and mitigate risk
- Utilizes industry standard tools such as Adobe XD and Creative Suite, Sketch, and InVision
- Designs the macro interactions of the journey and the micro-interactions of the moments in the journey that maximize customer satisfaction and engagement

Soft Skills

Communication, Storytelling and Presentation

- Synthesizes complex messages and can easily adapt communication style based on audience
- Articulates design ideas clearly and concisely to a variety of audiences balancing humility with persuasiveness
- Delivers ad-hoc presentations and is able to draw from a diverse set of tools to tell emotional and persuasive stories

Critical Thinking and Decision Making

- Breaks down problems into component parts and can quickly prioritize and focus on the highest value ideas
- Asks relevant questions that go beyond initial problem statements to uncover real problems and root cause
- Employs techniques to generate and evaluate multiple ideas to help deliver the optimal solution

Empathy and Observation

- Listens actively to people and digs deeper into conversations using questions to drive the right insights at the right time
- Draws deep insights from the verbal and non-verbal cues of people in conversations and from surveys and other feedback methods
- Observes implicit factors such as distractions and environment to uncover people's motivations, purposes, and beliefs

Customer-Centricity

- Understands the basic principles of customer-centricity and advocates for the customer in the design process
- Connects the importance of customer satisfaction to Prudential's long-term profitability and growth
- Strives to provide the highest level of customer satisfaction by committing to excellence in their practice

Business Acumen

- Possesses an understanding of Prudential's businesses and products (life Insurance, annuities, retirement plans, investments, etc.)
- Where aligned with a specific business; obtains a deeper understanding of the market, products, the competitive landscape, and how that business makes a return/profit
- Understands how design affects various business risks and opportunities

Technical Acumen

- Understands how design affects different technical situations including risks and opportunities
- Stays informed about technological advancements and their significance and applicability to product design
- Resolves engineering-related impediments before they impact design and troubleshoots technical issues in their environment

Collaboration and Leadership

- Exhibits open-mindedness and flexibility to different perspectives and changing situations and provides and accepts feedback in a constructive manner
- Influences teams with humility and integrity to maximize their efforts by creating goals and building vision. Mentors and coaches individuals by inspiring self-realization
- Coordinates with stakeholders across departments and commits to a high-performance environment by following the principles of inclusion, purpose, and respect in all situations