Draft Classification Standards – Rev. 03/29/2024
User Experience Analyst Series

Class Title	Class Code	Issue Date	FLSA
User Experience Analyst I	*XXXX*	*XXXX*	*Non-Exempt*
User Experience Analyst II	*XXXX*	*XXXX*	*Exempt**
User Experience Analyst III	*XXXX*	*XXXX*	*Exempt**
User Experience Analyst IV	*XXXX*	*XXXX*	*Exempt**

OVERVIEW:

Responsible for design and development of engaging user experiences for a variety of technology applications. Enhances user performance and productivity by improving end-user usability, access, and interaction between the user and the product. Studies, evaluates, defines, designs, evaluates, and tests the effectiveness of user interfaces. Translates user needs and business requirements into features and functionality for web/mobile experiences. Develops process flows, wireframes, and prototypes to effectively conceptualize and communicate high-level design strategies. Utilizes various development tools and techniques, such as universal design, responsive design, information architecture, user efficiency, and process effectiveness, to deploy effective, aesthetically pleasing, and intuitive interfaces.

Positions are assigned to classifications within the series based on the scope and complexity of user experience activities; degree of independence and judgement; experience, knowledge, skill, and ability required; degree of planning, analysis, and execution required by the position; impact and risk to the university; and nature of supervision received. Higher levels within the series build upon and include the knowledge and skill requirements and work assignments of lower levels within the series.

> ***User Experience Analyst I*** – Entry-level professional who applies basic professional concepts to resolve problems of limited technical scope and complexity. Normally operates under established guidelines. Assignments may be routine in nature and involve performing various duties related to maintaining and ensuring high quality user experience on technology platforms. Follows standard practices and procedures.

> ***User Experience Analyst II*** – Professional who applies acquired job skills, policies, and procedures to complete significant assignments, projects, and asks related to translating user needs and business requirements into features and functionality for web/mobile experiences. Designs, develops, and implements interactive system user interfaces requiring moderate technical scope and complexity. Draws from prior experience and knowledge of user experience principles and concepts to exercise judgment while developing and customizing user technology.

> ***User Experience Analyst III*** – Professional who applies advanced job skills, in-depth organizational and stakeholder acumen, and project planning skills to plan, design, and develop engaging user experiences for a variety of applications. Exercises advanced discernment, in-depth knowledge of user experience analysis and principles, and IT policies and standard operating procedures to determine appropriate action. May require the development of new approaches, techniques, and innovation to address issues.

* This classification as outlined in this document meets the duties test of the Administrative Exemption. An employee's actual exemption status may differ based on salary rate and actual duties performed.

User Experience Analyst IV – Technical leader with a high degree of knowledge in user experience analysis and design. Problem-solving frequently requires analysis of unique issues or problems without precedent and/or structure and new approaches, methods, techniques, or innovation. Strategizes and implements complex user centered designs.

TYPICAL PROGRAMS, ACTIVITIES, AND CORE FUNCTIONS/DISCIPLINES *(May include but are not limited to)***:**

- *Application User Experience* – Utilizing delivered product platforms and tools, creates interactive system user interfaces that meet university functional specifications. Coordinates all elements of an interface including layout, visual design, text, brand, sound, and interaction to allow for the best possible interaction by users and supports university operational outcomes. Deploys new functions and updates to application platforms as required by business unit requirements. Investigates, tests, and recommends the use of new functional design strategies and standards. Maintains currency in application platforms and related technologies including laws and standards pertaining to product accessibility.

- *User Experience Design* – Studies user's feeling and experience when using organization products and makes improvements according to research and feedback. Identifies technical requirements and develops ideas through scenarios, sketches, story boards, user flows, wireframes, personas, motion studies, mock-ups, and prototypes. Collaborates with a team of designers, researchers and engineers, brainstorming concepts from a customer's viewpoint. Leads or participates in user research for refinement of ideas and concepts. Stays informed on technology and research on customer preferences, identifying opportunities to apply new technologies and interaction patterns to customer problems.

DISTINGUISHING CHARACTERISTICS:

- Individuals in this classification typically use content management systems or similar platforms to design front-end mobile, web, or application interfaces. Those developing the tools or customizing backend systems would be classified as Software Developers or Web Developers.
- Designs and develops the framework and templates for web, mobile, and/or software applications.
- End-users who utilize the applications, sites, or templates to create published content are not appropriate for this classification.

USER EXPERIENCE ANALYST I

Under direct supervision, performs entry-level professional user experience duties to support the development of engaging user experiences for a variety of applications. Performs less complex tasks following detailed and established procedures. Work is reviewed for accuracy and soundness of technical concepts.

Work assignments typically include some or all of the following:
- Analyzes quantitative and qualitative data to identify patterns, trends, and user pain points in campus interfaces using user behavior data, feedback, and user testing results.

- Gathers needs assessment data and insights by conducting and documenting user research, including interviews, surveys, focus groups, and related data collection.
- Maps out the user journey to document the different touchpoints and interactions users have with a technology product or service.
- Conducts usability tests to evaluate the usability and effectiveness of a product or service, observing users as they interact with the product and collect feedback to inform design decisions.
- Prepares documentation and reports on user experience.
- Serves as a liaison between third-party application/system vendors and users where needed.

MINIMUM QUALIFICATIONS:

Knowledge and Skill:
- General knowledge of accessibility standards, guidelines, and regulations and proficiency in using accessibility evaluation tools and software.
- General knowledge of user experience concepts, principles, and technology platforms.
- Organizational and time management skills to plan, organize, and prioritize work.
- Demonstrated communication and interpersonal skills to gather and document information from users, communicate technical issues effectively, and draft user/developer guides and presentations.
- Ability to maintain confidentiality and appropriately handle sensitive information.
- Ability to work independently and as part of a team as well as build relationships with diverse stakeholders.
- Analytical skills to assess quantitative and qualitative data and identify patterns, trends, and user pain points.
- Computer skills to appropriately improve user-interface design and use relevant software packages as required.

Experience and Education:

Equivalent to a bachelor's degree in a related field. Relevant education and/or experience which demonstrates acquired and successfully applied knowledge and abilities shown above may be substituted for the required education on a year-for-year basis.

USER EXPERIENCE ANALYST II

Under general supervision, identifies and translates user needs and business requirements into features and functionality for user friendly web and mobile experiences. Utilizes user experience analysis processes and techniques to study and evaluate user perceptions and experiences. Translates user needs and business requirements into interactive system user interfaces that provide a user-friendly experience. Works independently on most day-to-day assignments with general supervision on new assignments or projects to ensure alignment with objectives. Handles multiple work priorities and is accountable for own work results.

In addition to duties performed by the User Experience Analyst I, the User Experience Analyst II typically performs the following duties:
- Collaborates with project teams to develop plans to define, design, develop, test, and evaluate, user interfaces for websites and mobile application.

- Develops study methodologies to evaluate how users feel about a system, looking at things like ease of use, utility, and efficiency in performing tasks.
- Conducts business process and feasibility reviews, needs assessments, and alternative analysis to assess product or processes compatibility with existing systems. Translates user needs and business requirements into features and functionality for web/mobile experiences.
- Leads brainstorming sessions and gives presentations to drive design, demonstrating platform/technology features and flows.
- Creates sketches, proofs, prototypes, mock-ups, wireframes, user journey maps, and other visual aids to support the development of innovation projects.
- Utilizes user feedback to support iterative designs and solutions efficiently.
- Evaluates the efficacy of prototypes through usability testing and feedback collection.
- Develops and delivers technical, user, and business process documentation and training.
- Provides lead work direction and training to technical or less-experienced staff.

MINIMUM QUALIFICATIONS:

In addition to User Experience Analyst I knowledge and skill requirements, work assignments typically require:

- Working knowledge and ability to design scenarios, sketches, story boards, user personas, user flows, wireframes, motion studies, and prototypes.
- Working knowledge of user experience research and design principles.
- Strong project management, planning, and organizational skills to plan, organize, and manage multiple projects.
- Strong communication and interpersonal skills with the ability to conduct focus groups and related assessment research and brainstorming sessions.
- Strong analytical skills to evaluate and understand user and business needs and design, develop, and implement solutions.
- Skill in leading, directing, and training others.
- Proficiency in using applicable software and design platforms.

Experience and Education:

Equivalent to a bachelor's degree in a related field and two years of relevant experience. Additional experience which demonstrates acquired and successfully applied knowledge and abilities shown above may be substituted for the required education on a year-for-year basis. An advanced degree in a related field may be substituted for the required experience on a year-for-year basis.

USER EXPERIENCE ANALYST III

Working independently under general supervision, leverages user research, workflow analysis, and universal design principles to lead large, complex, and high impact projects to develop industry leading user experiences. Applies advanced knowledge and expertise in user experience to oversee complex needs assessments. Demonstrates advanced discernment in selecting methods and techniques for obtaining solutions. Conceptualizes, develops, and implements innovative and engaging designs. Decision-making is based on: user-centered design best practices; programming standards; university and information technology policies, guidelines, and protocols; and technology strategies and goals. Work is focused on ensuring alignment with

overall objectives. Handles multiple work priorities and may provide lead work direction with accountability for results.

In addition to duties performed by the User Experience Analyst II, the User Experience Analyst III typically performs the following duties:

- Collaborates with cross-functional teams, including designers, developers, content creators, and stakeholders, to develop innovative and user-centered design solutions that align with user needs and university goals.
- Identifies strategies to create intuitive interaction experiences within new and existing applications.
- Plans, oversees, and executes advanced and innovative user experience research activities utilizing emerging practices.
- Implements procedures and processes that create a quality assurance structure for ongoing application development and code management that maintains the integrity of end-user experience.
- Ensures that all user experience designs comply with university user experience design standards and protocols.
- Provides lead work direction, mentoring, and training to user experience analysts to ensure the successful implementation of user-friendly applications and new programs.

MINIMUM QUALIFICATIONS:

In addition to User Experience Analyst II knowledge and skill requirements, work assignments typically require:

- Thorough and advanced knowledge of user experience design concepts, principles, and practices.
- Demonstrates competence in independently applying advanced judgment to create innovative and engaging interfaces.
- Advanced project management skills with the ability to manage multiple complex projects.
- Advanced analytical skills to understand problems from a broad perspective and discern applicable underlying principles to conceive and develop strategic design solutions.
- Advanced communication and interpersonal skills to build and foster strong relationships and drive change initiatives. Advanced skill in mentoring and overseeing the work of others.

Experience and Education:

Equivalent to a bachelor's degree in a related field and four years of relevant experience. Additional experience which demonstrates acquired and successfully applied knowledge and abilities shown above may be substituted for the required education on a year-for-year basis. An advanced degree in a related field may be substituted for the required experience on a year-for-year basis.

<u>USER EXPERIENCE IV</u>

Working primarily independently with minimal supervision, guides the development of the structure for engaging, enjoyable, and accessible experiences for all users. Leads complex and high impact user experience research and design initiatives. Uses technical expertise to provide expert advice and guidance to stakeholders, management, and staff on user friendly design concepts and principles. Problems are highly complex and may require the creation of new

procedures and techniques. Serves as a technical expert in user experience strategies, methodologies, and concepts. Decision-making often requires integration and interpretation of diverse information technology disciplines, expert knowledge of user-centered research and design principles, IT strategies and goals, and persuasion and negotiation with management. Functions with a high degree of autonomy. Work often requires a high degree of technical expertise, persuasion, and leadership.

In addition to duties performed by the User Experience Analyst III, the User Experience Analyst IV typically performs the following duties:

- Develops and promotes user-centered design strategies, methodologies, and best practices across the university to drive the improvement of the user experience across multiple complex digital platforms.
- Leads complex and high impact user-centered design strategies and initiatives.
- Under the direction of management, serves as a key expert advisor for the university's interfaces with the end-user in mind. Provides oversight and recommendations for highly complex problems and issues.
- Under the guidance of management, oversees user experience design process improvement efforts, often developing new strategic approaches.
- Designs new and recommends improvements to user-centered design standards, processes, and procedures.
- Provides strategic advice and contributes to the university's technology governance processes, ensuring alignment with industry standards.

MINIMUM QUALIFICATIONS:

In addition to User Experience Analyst III knowledge and skill requirements, work assignments typically require:

- Expert leadership and project management skills to lead complex and high impact user-experience initiatives and design projects.
- Expert knowledge of user experience design concepts, principles, practices, and tools.
- Expert communication and interpersonal relationship skills to effectively persuade stakeholders and management regarding the importance of user experience design.

Experience and Education:

Equivalent to a bachelor's degree in a related field and five years of relevant experience. Additional experience which demonstrates acquired and successfully applied knowledge and abilities shown above may be substituted for the required education on a year-for-year basis. An advanced degree in a related field may be substituted for the required experience on a year-for-year basis.

NOTES:

All IT professionals protect the confidentiality and integrity of data and electronic information from incidental, intentional, unauthorized release and/or preventable misuse or loss to the university. IT professionals at the university are collectively responsible for ensuring the security and protection of sensitive information, systems, and digital assets. This includes upholding data confidentiality, integrity, and availability and actively contributing to a culture of cybersecurity awareness and compliance throughout the university's technological ecosystem.

The California State University has a long-standing commitment to make its programs, services, and activities accessible to the public and the entire campus community. All professionals classified within the Information Technology Series have the expectation to support practices and techniques that align with federal and state law, as well as the CSU initiatives, coded memorandums, and executive orders.

Acronyms and technical terms used in this classification document are current as of the publication date. Subsequent technical, functional, and usage terminology and acronyms should be substituted as appropriate.