Role Description
SNSW Senior Product Designer

Role Description Fields	Details
Department/Agency	Department of Customer Service
Division/Branch/Unit	Digital Service
Classification/Grade/Band	SNSW Grade 9/10
ANZSCO Code	261113
OSCA Code	242132
PCAT Code	1139192
Role Family/Function/Type	Design, UX & Content / Product Design
Date of Approval	October 2024 (updated April 2026)
Agency website	www.customerservice.nsw.gov.au

Agency review

Service NSW is making it easier for people and businesses across NSW to access government services. Since launching in July 2013, we have successfully transformed and streamlined NSW Government service delivery with cutting edge digital solutions and an award-winning culture of passion and teamwork.

Our customer-centric solution offers simpler and faster access to government transactions through our digital channels, a 7-day-a-week phone service and an expanding network of service centres. We currently partner with over 70 agencies to offer over 1,300 NSW Government transactions.

Primary purpose of the role

Create and advise on meaningful end-to-end experiences and deliver quality designs in line with best practices to ensure high quality products and services for the people of NSW.

Key accountabilities

- Adopt a customer-centric approach by supporting end-to-end product design through discovery, framing, iterative development and delivery
- Collaborate with stakeholders to understand organisational needs, to create innovative solutions that ensure alignment between customer expectations and product capability
- Provide specialist advice to overcome technical and prioritisation challenges by supporting best practice methodologies to ensure projects are delivered on time
- Maintain an awareness of relevant industry trends, challenge opportunities and practices, and collaborate closely with experts in the AI/ML space to design innovative experiences by connecting technical opportunities to optimise Government products and service
- Ensure design is reusable and consistent by championing and contributing to Service NSW GEL design components and patterns
- Test and measure existing products for relevance and results, as well as drive changes for continuous improvement
- Coach and mentor team members to continually build capability to deliver innovative products for the NSW community
- Adapt best practice industry methodologies, standards and guidelines to create user-friendly
- products that work for the majority of people and meet accessibility guidelines and customer needs

Key challenges

- Developing detailed experience designs in a fast-paced environment with tight timeframes and potential competing priorities
- Providing innovative solutions that exceed the expectations of customers and the business whilst embodying core organisational design principles
- Balancing competing demands to ensure product deliverables are achieved, while delivering the right design for the uniquely broad customer base – all citizens of NSW

Key relationships

Internal

Who	Why
Manager	• Escalate issues, keep informed and receive direction • Provide regular updates on key projects, issues and priorities
Direct reports	• Guide, support, motivate, develop and manage performance • Review work and proposals to ensure integrity and accountability of decision making • Provide own perspective and share information • Demonstrate the importance of and work collaboratively with to achieve outcomes
Product teams	• Provides support and high-level strategic advice • Support team members and work collaboratively to contribute to achieving business outcomes • Participate in discussions and decisions regarding resolution of issues and implementation of innovation and best practice • Review work and proposals of team members
Product teams, project teams and other stakeholders	• Collaborate with the teams on risks and issues, and process improvements • Update on the status of projects, share ideas and learnings

External

Who	Why
Customers/Stakeholders	• Participate in customer research and testing • Participate in workshops with key stakeholders
NSW government agencies	• Represent Service NSW effectively and exchange information as required • Establish professional networks and relationships to maintain currency of issues, share ideas and learnings, and collaborate on common responses to emerging and/or developing issues • Ensure the provision and quality of services is customer focused and aligns to the agreed product, project and/or program objectives and strategy

Role dimensions

Decision making

This role has autonomy and makes decisions that are under their direct control as directed by their manager. It refers to a manager's decisions that require significant change to program outcomes or

timeframes or are likely to escalate or require submission to a higher level of management. This role is fully accountable for the delivery of work assignments on time and to expectations in terms of quality, deliverables and outcomes. This role submits reports, business cases and other forms of written advice with minimal input from the manager.

Reporting line

Manager or principal

Direct reports

This role may have direct reports

Budget/Expenditure

As per the Customer Service Delegations

Key knowledge and experience

- Substantial experience in product design, or UI/UX design role

Capabilities for the role

The NSW public sector capability framework describes the capabilities (knowledge, skills and abilities) needed to perform a role. There are four main groups of capabilities: personal attributes, relationships, results and business enablers, with a fifth people management group of capabilities for roles with managerial responsibilities. These groups, combined with capabilities drawn from occupation-specific capability sets where relevant, work together to provide an understanding of the capabilities needed for the role.

The capabilities are separated into focus capabilities and complementary capabilities.

Focus capabilities

Focus capabilities are the capabilities considered the most important for effective performance of the role. These capabilities will be assessed at recruitment.

The focus capabilities for this role are shown below with a brief explanation of what each capability covers and the indicators describing the types of behaviours expected at each level.

Focus capabilities

Capability group/sets	Capability name	Behavioural indicators	Level
 Personal attributes	**Manage Self** Be persistent, self-reflect and commit to learning	• Keep up to date with contemporary knowledge and practices • Seek and take advantage of opportunities to learn and apply new skills • Commit to achieving challenging goals • Seek and respond positively to constructive feedback and advice • Examine and reflect on your performance	Adept

Capability group/sets	Capability name	Behavioural indicators	Level
	**Value Diversity and Inclusion** Be inclusive and respect diverse backgrounds, experiences and perspectives	• Respond with curiosity and respect individual differences and diverse cultures, backgrounds, experiences, perspectives, values and beliefs • Seek participation from others who may have different backgrounds, lived experience, perspectives and needs • Be open to feedback about bias in language or behaviour • Adapt to the needs of diverse environments and address challenging situations • Build awareness of personal biases and proactively address these	Intermediate
	**Commit to Customer Service** Provide customer-focused services in line with public sector and organisational objectives	• Take responsibility for delivering high-quality customer-focused services • Design processes and policies based on the customers' experience and engage people with lived experience to inform service improvements • Create opportunities to learn about and measure what is important to customers by engaging with a wide range of customer experience • Use customer data, feedback and insights to improve service delivery • Find opportunities to collaborate with internal and external stakeholders to improve outcomes for customers • Maintain relationships with key customers in your area of expertise • Connect and collaborate with relevant customers from the community	Adept

Capability group/sets	Capability name	Behavioural indicators	Level
	**Work Collaboratively** Collaborate with others and value their contribution	• Encourage a workplace culture that values collaboration • Communicate with other teams to improve information sharing • Share lessons learned with other teams and business units • Identify opportunities to collaborate with stakeholders, including people with lived experience, to develop better processes and solutions • Actively use digital information platforms, collaboration tools and other digital technologies to share information and work with diverse audiences to solve problems and improve services • Consider diverse cultural perspectives to provide insights into collaborative work	Adept
	**Influence and Negotiate** Gain consensus and commitment from others, and resolve issues and conflicts	• Use facts, knowledge and experience to support recommendations • Work towards positive and mutually satisfactory outcomes • Identify and resolve issues during discussions with other staff and stakeholders • Identify others' concerns and expectations • Respond constructively to conflict and disagreements and be open to compromise • Keep discussions focused on the key issues	Intermediate
	**Deliver Results** Achieve results by using resources efficiently and committing to quality outcomes	• Use your own and others' expertise to achieve outcomes, and take responsibility for delivering intended outcomes • Ensure staff understand expected goals and acknowledge staff success in achieving these • Identify the resources people need and ensure goals are achieved within budget and on time • Use business data to evaluate outcomes and inform continuous improvement • Identify priorities that need to change and ensure the way resources are allocated meets new business needs • Ensure you budget for and clearly state the financial impacts of new priorities	Adept

Capability group/sets	Capability name	Behavioural indicators	Level
	**Plan and Prioritise** Plan to achieve priority outcomes and respond flexibly to changing circumstances	• Consider the future aims and goals of the team, business unit and your organisation when prioritising work • Set, prioritise, consult on and develop team and business unit goals, strategies and plans • Anticipate, assess and respond appropriately to the impact of changes, including changes to government policy and economic conditions, on team or business unit goals • Ensure current work plans and activities support and are consistent with organisational change initiatives • Evaluate outcomes and adjust plans accordingly	Adept
	**Project Management** Understand and use effective ways to plan, coordinate and control projects	• Research and analyse data at a basic level to inform and support the achievement of project deliverables • Contribute to developing project documents and resource estimates • Contribute to reviews of progress, outcomes and future improvements • Identify when projects differ from their plans and tell your supervisor	Intermediate
	**Manage and Develop People** Engage with and motivate staff, and develop their capability and potential	• Collaborate with your team to set clear performance standards and deadlines in line with established performance development frameworks • Look for ways to develop team capability and recognise and develop individual potential • Be constructive and build on strengths by giving timely feedback that people can act on • Identify and act on opportunities to coach and mentor others • Recognise performance issues that need to be dealt with and work promptly to resolve them • Effectively support and manage team members who are working flexibly and in different locations • Create a safe environment that considers and respects team members' individual differences, backgrounds and cultures • Reflect on feedback about your management style and potential areas where you can improve	Intermediate

Complementary capabilities

Complementary capabilities are also identified from the Capability Framework and relevant occupation-specific capability sets. They are important to identifying performance required for the role and development opportunities.

Note: capabilities listed as 'not essential' for this role are not relevant for recruitment purposes however may be relevant for future career development.

Capability group/sets	Capability name	Description	Level
	Display Resilience and Courage	Be open and honest, prepared to express your views, and willing to accept and commit to change	Adept
	Act with Integrity	Be ethical and professional, and uphold and promote the public sector values	Adept
	Communicate Effectively	Communicate clearly, pay attention to others and respond with understanding and respect	Intermediate
	Think and Solve Problems	Think, analyse and consider the broader context to develop practical solutions	Adept
	Demonstrate Accountability	Be proactive and responsible for your actions, and follow legislation, policy and guidelines	Adept
	Finance	Understand and apply financial processes to achieve value for money and minimise financial risk	Intermediate
	Technology	Understand and use available technologies to maximise efficiencies and effectiveness	Adept
	Procurement and Contract Management	Understand and use procurement processes to ensure effective purchasing and contract performance	Intermediate
	Inspire Direction and Purpose	Communicate goals, priorities and vision, and recognise achievements	Intermediate
	Optimise Business Outcomes	Manage people and resources effectively to achieve public value	Intermediate
	Manage Reform and Change	Support and champion change, and help others to engage with change	Intermediate