Associate UX Designer

Digital Design House Limited (DSNOUSE) invites applications for an Associate UX Designer role. This pack contains essential information for your application.

Role Overview

Position: Associate UX Designer
Location: Hybrid (Lagos, Nigeria–based)
Type: Permanent | 37 hours/week

Person Specification

Essential Criteria
1. **UX Design Fundamentals** – User-centred design principles and ability to apply them in digital products
2. **User Research & Discovery** – Conducting user research, interviews, usability testing, and synthesising insights
3. **Design & Prototyping** – Proficiency in Figma, Adobe XD, or similar tools; ability to create wireframes and prototypes
4. **Communication** – Articulating design decisions to technical and non-technical audiences; effective collaboration
5. **Problem-Solving** – Understanding user problems and developing solutions that balance user needs with business goals
6. **Accessibility** – Knowledge of accessibility standards and commitment to inclusive design

Desirable Criteria
• **Digital product experience** (particularly government, public sector, or SaaS)
• **Accessibility expertise** (WCAG knowledge)
• **Design systems** experience
• Familiarity with **user testing and analytics**
• **Agile/Scrum experience**

Success Profile Elements
- **Communicating and Influencing** – Explaining design decisions, persuading stakeholders, and collaborating across disciplines
- **Improving and Delivering** – Iterative improvement, delivering quality work on time, taking ownership

- **Seeing the Bigger Picture** – Understanding how your work contributes to broader goals and user impact
- **Technical UX Acumen** – User experience principles, design patterns, and translating research into solutions

Application Requirements

How to Apply
1. Submit online via DSNOUSE website (no paper applications)
2. Include: CV, Personal Statement, portfolio/design examples, and supporting information
3. Closing Date: [See advert] – Late applications not accepted
4. Remove personal identifiers (name, email, address, phone, age, gender) from CV and Personal Statement

Application Guidance
CV/Resume

Include:
Job titles, employers, dates, and key responsibilities
Relevant design projects and achievements
Design tools and software proficiencies
Qualifications and training

Structure:
Use bullet points
Lead with most relevant experience
Clearly state your personal contribution
Use action verbs: designed, created, developed, tested, prototyped, researched, implemented
Aim for one side of A4

Example:
Designed 3 digital products using user research (50+ users interviewed)
Created interactive prototypes in Figma; conducted usability testing improving user satisfaction by 23%
Contributed 12 reusable components to design system

Personal Statement

Purpose: Demonstrate evidence against essential criteria and success profile elements.
Word Count: 750–1250 words (check advert)

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Use the STAR Format (framework) for examples:

Situation – Set the context
Task – What was the design challenge?
Action – What did you specifically do? What methods did you use?
Result – What was the outcome and impact?

Example:
"I led research for a mobile banking feature, conducting 15 user interviews and discovering that 70% of users struggled with transaction categorisation. I presented findings to stakeholders, influencing the product roadmap to prioritise an auto-categorisation feature. Through iterative user testing, I refined the interface to achieve 95% accuracy, increasing adoption."

Top Tips:
- Tailor to the role and criteria
- Choose powerful, relevant examples
- Avoid jargon; explain methodologies clearly
- Make clear what you personally did
- Demonstrate user-centred thinking and impact

Important: All examples must be truthful and from your own experience. Plagiarism or presenting AI-generated work as your own will result in application withdrawal.

Portfolio/Design Examples

Submit 2–3 case studies showing:
- Your design process (research, iteration, final design)
- User research and testing evidence
- How you collaborated with teams
- Impact and outcomes
- Accessibility considerations

Format: Links to portfolio website (preferred) or PDF with examples.

Be prepared to discuss your work in the interview.

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ASSESSMENT PROCESS

Shortlisting

Your application is assessed against the essential criteria (minimum score 4 on 1–7 scale). Large numbers of applications may raise the minimum standard.

Feedback not guaranteed at shortlisting but provided where possible.

Interview

Selected candidates discuss their design work, problem–solving approach, and collaboration experience. Interviews may include reviewing your case studies.

Scoring Scale

Score Level Description
4 Acceptable - Adequate positive evidence
5 Good - Substantial positive evidence
6 Strong - Substantial positive evidence with some exceeding expectations
7 Outstanding - Wholly exceeds expectations

Pre-Employment Checks
- Identity verification
- Employment history verification
- Criminal record check (unspent convictions)
- National Security Vetting (level depends on role)

Terms & Conditions

Salary: Strictly based on experience
Hours: 37 hours/week (new entrants)
Annual Leave: 25 days year 1, increasing by 1 day annually to 30 days maximum
Pension: Available to successful candidates
Flexible Working: Hybrid working supported; discuss arrangements with your manager
Probation: 3 months

DSNOUSE Values
We expect commitment to:

- User-centred design
- Collaboration and integrity
- Accessibility and inclusivity
- Continuous improvement
- Honesty and transparency

Complaints & Support

Recruitment Queries: hello@dsnouse.co.uk

FAQs

Q: What should my portfolio include?

A: 2–3 case studies showing your design process, user research, collaboration, and outcomes.

Q: Do I need design certifications?

A: No. We focus on practical skills and your portfolio.

Q: Can I apply if transitioning into UX?

A: Yes, if you can demonstrate relevant skills through bootcamps, courses, or projects.

Q: What if I have a criminal conviction?

A: Each case considered on its merits, considering seriousness, time passed, and your openness.

Q: Will I receive feedback?

A: Feedback guaranteed at interview stage; provided at shortlisting where possible.

Key Dates

Application Closing Date: [See advert]

Shortlisting: [Typically 2–4 weeks after closing]

Interviews: [To be confirmed]

Start Date: [See advert]

Contact: hello@dsnouse.co.uk

We look forward to your application.