Front end developer/Visual designer/Researcher

Area Lead

Business / Commercial Analyst

Team Lead

SPECIALIST

Animations
HTML 5
JavaScript/Jquery
Video
Responsive Design
Metadata design
Interactive prototype
taxonomy
Creating A/B tests
Interaction Design
CSS
Creating style guides
User research practices
Running usability tests
Use personas
Copy writing
Paper prototypes
Feedback gathering
Icon Design
Design testing
Collaboration techniques
Branding
Basic design principles
Understand patterns
Being user advocate
Mind mapping
Page layout/composition
Storyboarding
User empathy
Typography
Visual DESIGNER
Knows Design tools
Public speaking
Critiquing designs
Brainstorming
Process models
Knowledge sharing around UX team
Visual design principles
Presentation skills
Blogging
Team player
Creating graphics
Vision & direction
Scrum
Quick-thinking
Stand-ups
Involved in wider community
Peer review
Work collaboratively
Facilitating design review
Recruitment
Train others
Evangelise UX in Red Gate
Include others in design decisions
Influencing
Core Skills
Meeting facilitation
Planning
Pair Designing
Behavioural role model
Giving constructive feedback
Feasibility assessment
Mentoring UX
Risk management
Reporting
Team management
PDCA

PRODUCT/DOMAIN

Domain Expertise
Market validation
Business models
Customer acquisition
Competitor analysis
CRM
Marketing Basics
Google analytics
Strategic thinking
MS Excel
Vision and direction
Commercial skills
Managing change
Running retrospectives
Release process
Agile methods

LEADERSHIP

PROJECT

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redgate