

Mobile expertise/Multi-platform UX design

Technical Skills, incl. legislation and IPR

Basic

- Ability to use UX and UI design patterns; practice safe design: use a concept;
- Impartiality towards which platform is better;
- Differentiates between inappropriate and illegal behavior;
- In habit of familiarizing with terms and conditions for using various digital services;
- Uses applications/software to create relevant multimedia and apps;
- A good understanding of when technology can support a process and when it cannot;

Intermediate

- Designs crossplatform mobile apps;
- Keeps in mind the difference between the UI components in iOS vs Android;
- Dives into each platform guidelines and understands its main specifics;
- Understands and implements pattern principles which can be implemented in any code language;
- Quickly adapts patterns to another project under supervision;

Proficient

- Creates UI Design Patterns;
- Educates people on the use and creation of these patterns;
- Recognises when the UI design pattern can prevent proper consideration of a problem;
- Designs products and experiences for the whole set of platforms (computers; smartphones; tablets; smartwatches; smart TVs; media streaming devices; gaming consoles; virtual assistants, VR and augmented reality, etc.);

Expert

- Supervision of UX/UI design teams;
- Ability to ensure consistency across all platforms;
- Implements the legal framework with regards to product development, IPR for trademarks, industrial property and copyright; rules for publishing, commenting or selling online;
- Implements in practice marketing legislation, legislation on rumors, spam, copyright, threats, discrimination, private photos, or speculation on the web;
- Implements ethical rules related to use of AI and automation.

Social-emotional skills

Basic

- Ability to identify strenghts in self, community and culture;
- Sets and monitors personal goals;
- Reflective listening;
- Recognises opportunities;
- Reflects on own experience based on own activities and learn from it.

Intermediate

- Bases decisions on safety, social and ethical considerations;
- Awareness of own judgements and biases in dealing with customers;
- Evaluates consequences of different actions.

Proficient

- Builds relationships with diverse individuals and groups;
- Profound listening skills;
- Proper stress identification, tolerance and control;
- Ability to adapt to new situations and tolerate change well; flexibility;

Expert

- Profound level of self-control and control of social relationships in the team;
- Self-motivation and ability to motivate others;
- Makes constructive safe choices and decisions;
- Perspective thinking.

Cultural responsive skills

Basic

- Demonstration of empathy;
- Recognition of cultural diversity;
- Respectfulness for diversity in team and in external groups and stakeholders;
- Integrity and accountability.

Intermediate

- Inclusiveness of different opinions;
- Perceptiveness to cultural implications;
- Appropriate use of humour;
- Use of a foreign language at Europass level B+.

Proficient

- Recognises basic features of different corporate cultures;
- Ability to take into account cultural specifics in multi-cultural teams;
- Use of foreign language at Europass level C.

Expert

- Demonstration of discretion in development;
- Ability to encourage diversity in the team;
- Ability to manage and mentor teams with diverse cultural background;
- Use of at least one foreign language at Europass level C and at least one more at Europass level B.

Creative Skills

Basic

- Demonstrates curiosity and joy to experiment with new digital devices and ways for better cross-platform experiences;
- Creative organisation of own work and tasks to optimize own performance;
- Demonstrates acceptance to new ideas and new knowledge without judgement.

Intermediate

- Ability to find new ways to express own ideas;
- Ability to find something new in existing concepts;
- Embraces the spirit of unknowing, show joy in experimenting and play;
- Familiar with forms of expression of new concepts and ideas.

Proficient

- Willingness to question everything and never stop asking questions, "What if...";
- Ability to use various thinking techniques such as brainstorming, design thinking, 6 thinking hats, etc. for generation of ideas and finding new solutions to existing problems;
- Familiar with tools to turn new concepts and ideas in value propositions to support new products.

Expert

- Confidence in being flexible, adaptable and functioning well with uncertainty;
- Makes balanced hypotheses, explores ways of better and new cross-platform experiences and provides guidance;
- Evaluates impact and probability of success of various options;
- Ability to apply creative process to various situations and teams.