

PRODUCT DESIGNER - DESIGN SYSTEMS



REPORTS TO	LOCATION	DIRECT REPORTS	GROUP
Product Design Lead	Auckland/ Wellington	Nil	Digital and Data

“Our purpose is to grow companies internationally – bigger, better, faster – for the good of New Zealand”

“Tā mātau whai kia whakakaha kamupene – kia nui ake, kia pai ake, kia tere ake – mō Aotearoa ngā whiwhinga”

WHY IS THIS ROLE IMPORTANT? | TE MANA Ō TE MAHI?

NZTE's digital products and services help our people and customers deliver on our purpose. As our design practice evolves, we need stronger design system foundations so teams can create consistent, accessible and high-quality experiences with greater confidence and less rework.

This role provides dedicated ownership of the design system, creating reusable patterns, components, and guardrails that help us scale consistently across products. It also strengthens our prototyping and documentation capability as we adopt AI-assisted ways of working. As part of a small team, the role balances system stewardship with hands-on product design, applying the same systems thinking and craft to individual product experiences.

WHAT'S THE ROLE ABOUT | TE NGAKO Ō TE MAHI?

The most important work of this role is to...

- **Own and evolve the design system** – Maintain, improve and bring to life NZTE's design system across reusable components, patterns, design tokens, guidance and supporting documentation.
- **Strengthen and improve design system foundations** – Review current components and patterns against our brand, accessibility and usability expectations, and prioritise practical improvements that lift consistency and quality across customer-facing products.
- **Own design quality through implementation** – Ensure design system components, patterns and product solutions are carried through from concept to production with a high level of quality, consistency and accessibility. Partner with developers during delivery and use design QA, UAT and usability testing to identify and resolve gaps between the intended and implemented experience.
- **Emerging workflows and AI-enabled practice** – Identify and lead practical opportunities to improve prototyping, documentation and design efficiency, including safe and fit-for-purpose use of AI-assisted workflows where they add value.

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- **Create clear guardrails and guidance** – Create documented standards, patterns and usage guidance that help teams create consistent, accessible and technically feasible experiences across both traditional and AI-assisted workflows.
- **Connect design, brand and technology** – Build alignment across product, brand, development and delivery teams to ensure system components are useful in production, technically sound, accessible, and aligned with NZTE's brand and wider product experience.
- **Lead complex product design work** – Across the end-to-end design process, from discovery through to delivery, applying systems thinking and interface craft to solve complex customer and business problems when needed.
- **Provide clear, evidence-informed advice to stakeholders** – Explaining design rationale, trade-offs and the likely impact of change.

Success in this role means:

- Design assets and production components stay closely aligned, with shared components becoming more current, accessible, consistent and trusted across design and development.
- Brand and accessibility gaps in the system are visible, prioritised and progressively improved.
- Design standards and patterns are documented clearly enough that teams can apply them more consistently without repeated interpretation.
- Product design work supported by this role benefits from strong systems thinking, practical delivery support and a high standard of UX and UI craft.
- Stakeholders trust your judgement, understand the rationale behind design decisions, and value your contribution to design quality and delivery.
- Design is better prepared for AI-assisted ways of working, with clearer practices for how designers collaborate with product, engineering, data, and other disciplines across the delivery pipeline.

WHAT CAPABILITIES ARE NEEDED TO SUCCEED | Ō PŪKENGA?

- **Systems thinking** – Create patterns, componentry, documentation and tooling, and make design decisions that scale across the product rather than solving problems once. Confidence in leading decisions about when to standardize, when to introduce flexibility, and when a problem requires a product-specific solution.
- **Craft and attention to detail** – Combines strong visual and interaction judgement with the discipline to see designs through to a high-quality finish product.

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- **Strong prototyping and interaction design capability** – Comfortable using prototypes to explore ideas, test assumptions, communicate interaction patterns and support delivery decisions.
- **Emerging workflows and AI-enabled practice** – Evaluates and applies emerging design and prototyping tools, including AI-assisted workflows. Uses sound judgement to test new approaches, assess their value and risks, and embed fit-for-purpose improvements into team ways of working.
- **Accessibility and inclusive design** – Provide trusted guidance on accessibility, responsive design, web standards and usability best practices. Identify and help resolve issues across interaction states, keyboard behaviour, focus management, semantics and responsive layouts.
- **Strong collaboration and communication skills** – Partners effectively with product, delivery, developers and stakeholders. Influences through expertise, from shaping design rationale through to hands-on implementation alongside developers.
- **Good judgement and prioritisation** – including the ability to balance longer-term system improvement with near-term delivery needs.
- **Design system craft** – Confident using Figma and common user testing and insight tools. Uses Figma's design system capabilities confidently, including component architecture, variants and component properties, auto layout, variables and modes, shared libraries, and scalable token structures. Familiarity with Storybook, Dev Mode or similar tools that connect design-system assets with production components.
- **Technical fluency** – Understands front-end constraints, component architecture, semantic HTML and accessible markup, and how design system decisions translate into production code. Works closely with developers to make pragmatic trade-offs while maintaining quality and consistency.
- **Measurement and continuous improvement** – Use customer feedback, usability findings, accessibility insights and data to assess where the system or product needs to improve.
- **Cross-product experience coherence** – Ensures individual product decisions contribute to a joined-up customer experience across channels, services and stages of the customer journey.

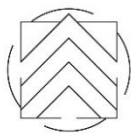
OUR CHARACTERS | Ō MĀOU UARA

- **Ambition drives us** – Our ambition for our customers is high, and we always rise to the occasion. We help meet their business expectations by expecting greatness of ourselves.
- **Adventure teaches us** – Experimentation is more powerful than perfection, as only through learning from our missteps can we truly succeed. That's why 'giving it a go' is the best way to learn.

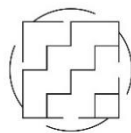
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- **Honesty frees us** – We explore challenges with an open mind. Only when we ask questions and truly listen can we discover the right way forward.
- **Trust binds us** – Our people may be worlds apart, but it's trust that holds us together. Growing a nation is only possible when we keep promises and honour commitments.
- **Manaaki is us** – We celebrate the mana (strength and dignity) of each other as being equal to or greater than our own. We strive to enhance mana in everything we do through our hospitality, generosity and mutual respect.

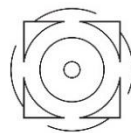
It's when these five characters work together that we truly become One Global Team – that's the real superpower of our organisation and how we achieve so much for our customers.



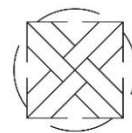
AMBITION
Drives us



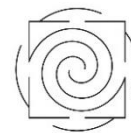
ADVENTURE
Teaches us



HONESTY
Frees us



TRUST
Binds us



MANAAKI
Is us

How we lead at NZTE | Ā mātou kawenga ki Te Taurapa Tūhono

Leadership at NZTE takes a broad definition. We see leaders as those who lead others. That can include formal people leaders, leaders through influence or those who are leading our customers. At NZTE we define leadership as *"enhancing mauri to deliver impact"*.

