

Who we are:

Transportation is so basic that many of us overlook its overwhelming importance in our daily lives. Practically everything used in our homes, offices, or schools across Tennessee – from furniture to food items to clothing – requires a large and complex transportation network. The Tennessee Department of Transportation provides citizens of Tennessee and travelers with one of the best transportation systems in the country. TDOT is a multimodal agency with responsibilities in building and maintaining roads, aviation, public transit, waterways, railroads, cycling and walking. Our involvement ranges from airport improvements to funding transit buses to planning for river ports. The Department of Transportation has approximately 3,500 employees with four statewide region facilities in Knoxville, Chattanooga, Nashville, and Jackson.



Web Experience UI/UX Designer
Adobe Experience Manager (AEM), ArcGIS StoryMaps, and Editorial Design
External & Internal Communications Division
\$90,000-105,000

Job Overview

The Web Experience UI/UX Designer will be responsible for the user experience (UX) and user interface (UI) design of various online digital assets, including TDOT's public website. This Designer will ensure that all elements of the online user experience are optimized for improved usability, usefulness, and exceptional visual design. This position will work closely with cross-functional teams, including developers, GIS analysts, and content strategists. The Web Experience designer will provide intuitive and visually compelling layouts and interactive prototypes and storytelling experiences.

Essential Job Responsibilities

Blend creative/innovative thinking, front-end sensibility, and storytelling expertise to build interfaces and interactive content that clearly communicate visual narratives and data driven insights. Conduct user research, persona development, and usability testing to inform design decisions. Develop wireframes, interactive prototypes, user flows, and high-fidelity mockups for web and story-driven content. Ensure design compliance with accessibility standards (WCAG 2.1) and responsive design principles. Translate complex data and narratives into intuitive, user-centric visual interfaces. Design, build, and manage digital experiences within AEM (Adobe Experience Manager), including templates and content structures. Collaborate with developers, designers, and vendors to implement AEM components that align with UX/UI best practices. Support content teams in authoring and managing digital assets using AEM tools. Maintain brand consistency and visual standards across all AEM-driven pages.

Create engaging stories integrating map-based multimedia and spatial GIS data. Collaborate with GIS teams to visualize geographic information through interactive and narrative design. Transform data-driven narratives into visually coherent stories that are accessible to broad audiences. Develop templates and visual standards for story-driven GIS content. Collaborate with writers, editors, and communications staff to design narrative-driven digital and print assets. Adhere to style and brand standards for layout, typography, and content presentation across digital platforms. Edit and format long-form content, ensuring readability and visual harmony with web design standards. Contribute to brand storytelling by integrating visual, textual, and interactive components seamlessly.

Work closely with cross-functional teams aligning design output with strategic goals. Participate in design reviews and provide constructive feedback to team members. Maintain design documentation and contribute to a shared UI/UX standards library.

Support training and mentoring for junior team members. Use data, analytics, and user feedback to make continuous improvements to the TDOT website interface, messaging and design.

Qualifications

- Bachelor's degree
- 5–8 years of professional experience in UI/UX design, including digital storytelling and editorial layout.
- Demonstrated proficiency in Adobe Experience Manager (AEM) for content management and layout design.
- Proven track record of design responsive, accessible, and user-focused digital experiences.

Preferred Experience & Skills

- Familiarity with AEM integrated front-end frameworks (React, Vue, Angular, etc.).
- Working knowledge of ArcGIS StoryMaps and Esri visualization tools.
- Advanced experience with Esri's ArcGIS Online and related web mapping tools.
- Certifications in UX design, AEM authoring, or ArcGIS applications.
- Excellent visual, editorial, and design sensibility.
- Strong written communication and editing skills.
- Collaborative mindset with strong project management abilities.
- Adaptability and problem-solving in a fast-paced, multi-project environment.

Portfolio

- A portfolio of professional UI/UX design work for web and mobile platforms must be submitted along with the candidate's application. Examples of interactive prototypes in addition to portfolio is a plus.

Ideal Candidate

The ideal Web Experience Designer candidate has a passion for delivering adaptive and creative solutions to UI/UX design problems by staying up to date with best practices and emerging trends in user experience design and user interface technology. In addition, candidates should be familiar with design and prototyping tools such as Adobe XD, Figma, Photoshop, Illustrator, and InDesign. A solid understanding of HTML/CSS principles and web usability standards is essential. Experience in content structure, editorial layout, and storytelling is also needed. Familiarity with analytics and usability metrics tools, including Google Analytics and Adobe Analytics, will be considered when choosing a candidate for this role.

How to Apply:

Application for the Web Experience Manager requires completion and submission of the following two items:

1. Letter explaining applicant interest in the position.
2. Résumé that is a maximum of two (2) pages.

The two items should be emailed to TDOT.Careers@tn.gov by Tuesday, January 27, 2025