
DESIGN LEAD

APRIL 2025

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POSITION SUMMARY

Location:	Hybrid – Parkville and WFH		
Functional area:	Orygen Digital		
Classification/ Salary:	\$135,000 to \$145,000 base salary commensurate with skills and experience + 11.5% super + access to \$15,900 NFP salary packaging		
Job level:	4		
Reports to:	Head of Product and Service Development		
Employment type:	Full to part time (0.8 to 1.0 FTE)		
Employment length:	Ongoing		
Direct reports	3	Indirect reports	No

POSITION PURPOSE STATEMENT

The Design Lead will help drive user-centered design strategy for Orygen Digital's youth mental health products and services. With strengths in user research and collaborative discovery, this role will develop and sustain a deep understanding of our users – including young people and the clinicians who support them. While remaining hands-on in user experience and strategic design, the Design Lead will guide a small team of senior designers, fostering best practices across the end-to-end design process.

This role will be key in shaping our design culture, improving processes, and advocating for continuous discovery and user engagement. They will be embedded within a product team of designers, software engineers, a product owner, and a lived experience participation lead. The Design Lead will also collaborate across Orygen Digital teams to apply design thinking and methodologies to complex challenges in health system transformation.

About Orygen Digital

As the digital division of Orygen, we have a mission to revolutionise all youth mental health services in Australia and globally, bringing together the best of technology, research, innovation and clinical care. Our bold objective is to be the leader in digital youth mental health with a focus on human-centered design, rapid research translation, and service delivery at scale. Orygen Digital has a number of products and services at different stages of development, from R&D to scaling.

REVOLUTION IN MIND

The Design Lead will be primarily focussed on MOST, our flagship digital service currently rolling out to young people and youth mental health services across Australia. MOST connects young people to a moderated social network of peers working on their mental health, as well as online treatment programs and one-on-one support from clinicians, career consultants and peer workers. In addition, face-to-face clinicians are able to use MOST with their clients to enhance their treatments and plug gaps in the service system. The Design Lead will play a key role in ensuring that we deeply understand and consider the needs of clinicians, as well as young people, in our strategic and design decisions.

POSITION FOCUS

	Key responsibility area	Percentage
1	Hands-on Design Activities	50%
2	Design Process and Impact	25%
3	Design Team Management and Mentorship	25%

POSITION KEY RESPONSIBILITY AREAS

1. Hands-on Design Activities

- Influence product and service goals by helping define what should be built and why.
- Lead and execute user research and discovery for major initiatives, such as driving service integration and clinician adoption of MOST. This will involve close collaboration with Orygen Digital's research, strategy, and implementation teams, as well as engaging directly with young people, clinicians, and other key stakeholders.
- Implement or oversee research activities as needed to ensure user-centered, data-informed decision-making. Methods may include user and stakeholder interviews, surveys, field studies, desktop research, and usability testing.
- Synthesise research findings into clear, actionable insights, delivering reports that inform strategic decisions and product improvements.
- Facilitate multidisciplinary co-design and ideation sessions to define challenges and develop solutions, engaging both internal and external stakeholders.
- Translate insights into design outputs such as personas, journey maps, storyboards, prototypes, and other visualisation tools to explore and communicate solutions.
- Actively contribute within an agile product team, continuously sharing insights, providing context for design decisions, refining scope collaboratively, and ensuring seamless implementation of design solutions.
- Respond to opportunities for design-led solutions to organisational challenges.

2. Design Process and Impact

- Drive innovation through rapid prototyping, evidence-based experimentation, and contributing to a culture of continuous improvement.
- Establish and oversee frameworks that ensure design is consistently aligned with not only user-experience best practice, but also the scientific principles behind our interventions.
- Refine and maintain design research and engagement processes, ensuring key stakeholders remain involved and user-centered decision-making is facilitated at all levels. This includes:
 - Partnering with Orygen Digital's research team to support continuous discovery and maximise the impact of user research and analytics efforts.

	<ul style="list-style-type: none"> – Championing the lived experience participation program and fostering participatory design practices. – Keeping user insights, personas, and journey maps up to date to support cross-disciplinary understanding of user needs. <ul style="list-style-type: none"> • Oversee and facilitate the end-to-end design process, ensuring high-quality, timely execution. • Strengthen agile design methodologies, enabling iterative problem-solving and seamless collaboration with engineering. • Advocate for design-led thinking and methodologies across Orygen Digital and within cross-functional teams. • Monitor design impact, iterating on processes and approach based on feedback, user needs, and business objectives.
3. Design Team Management and Mentorship	<ul style="list-style-type: none"> • Provide leadership and line management to a small team of senior designers, including regular one-on-ones, professional development planning, and performance reviews. • Foster a supportive, high-performing team culture by refining workflows, rituals, and ways of working to enhance creativity and collaboration. • Mentor and guide team members in their professional growth, helping them advance their skills and careers. • Offer strategic direction, feedback, and oversight to ensure design work meets high standards. • Support the development of Orygen Digital’s design function by contributing to hiring, recruitment, and onboarding of new team members.

EDUCATION / QUALIFICATIONS

Essential	<ul style="list-style-type: none"> • Tertiary qualification in design or related field.
Desirable	<ul style="list-style-type: none"> • Masters qualification in design or related field.

EXPERIENCE / SKILLS

Experience / skills	<p>Essential</p> <ul style="list-style-type: none"> • Extensive experience as a UX, service, or strategic designer, with a strong focus on digital products and startup environments. • Passion for mentoring and leading design teams, with a proven track record of motivating and developing talent. • Skill in facilitating agile, end-to-end design processes, ensuring high-quality UI execution while staying hands-on in user experience and strategic design. • Expertise in user research methodologies, with the ability to plan, conduct, and synthesise research to uncover insights and drive meaningful change. • Advanced skill in workshop design and facilitation, with confidence in leading inclusive design processes and guiding stakeholders at all levels. • Strong ability to communicate insights and strategy through compelling visual storytelling and presentations. • Deep knowledge of digital accessibility and inclusive design principles. <p>Desirable</p> <ul style="list-style-type: none"> • Experience designing for a start-up and/or healthcare settings strongly desired. • Experience with Orygen Digital’s current core product toolset (Figma, Dovetail, Miro, Jira, Confluence).
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Personal attributes	<ul style="list-style-type: none"> • User-focused: Passionate about understanding and solving user problems. • Collaborative: Thrives in cross-functional teams, fostering a participatory design approach. • Proactive: Takes initiative, drives projects forward, and pushes for impact. • Growth mindset: Open to learning, feedback, and continuous improvement. • Detail-oriented: Cares about high-quality design execution and accessibility.
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KEY RELATIONSHIPS

Internal	<ul style="list-style-type: none"> • Product • Research • Strategy and Operations • Implementation • Communications • Clinical
External	<ul style="list-style-type: none"> • Clinicians and Health Services • Young people • Funding partners • External contractors and consultants

SPECIAL REQUIREMENTS

<ul style="list-style-type: none"> • Unrestricted right to live and work in Australia. • A current National Police Check will be required. • Any offer of employment is conditional upon receipt and maintenance of a satisfactory Working with Children Check. • In line with government guidelines, this position may need to be based at home during certain periods. As such a reliable internet connection will be required.

SAFETY, HEALTH AND WELLBEING RESPONSIBILITIES

<p>Employees are required to comply with all workplace health, safety and wellbeing policies and procedures of Orygen.</p> <p>In addition, employees are expected to:</p> <ul style="list-style-type: none"> • Promote and demonstrate Orygen's high standards in relation to health, safety and wellbeing, championing a culture of safety in the workplace. • Take responsibility for their own safety, health and wellbeing and for their colleagues and others they work alongside, as far as they are able. • Follow policies, training and guidelines related to Workplace health, safety and wellbeing, including reporting of unsafe work practices, incidents, hazards and near miss events. • Be committed to promoting and protecting the safety and well-being of all children and young people and embedding safeguarding practices into all our programs and services. • You may encounter sensitive information related to mental health as part of your work. Being aware of this and how it could affect you and planning accordingly is essential.

ACKNOWLEDGEMENT

Confirming this position description has been read and understood by:

Name	
Signature	

Date	
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