

Product Designer



WHO WE ARE - KO WAI MĀTOU

We are Farmlands - Te Whenua Tāroa, a Co-operative owned by New Zealand Farmers and Growers, we have been around for 60+ years, supporting our rural communities, looking after our land and our people - we're Out Here Too. We're always backing Kiwis - rain or shine, year in, year out. We work as one – we help each other, we win together.

PURPOSE AND VISION – TE KAUPAPA ME TE MATAKITE

At Farmlands, our purpose is “To enable improved profitability and productivity for NZ farmers and growers”, and our Vision is “To be the go-to for everyone connected to our land”. Everything we do, every decision we make is with this in the forefront of our minds.

OUR VALUES – NGĀ UARATANGA

Our values of Be You, Minds Open, and See It Through help us to work as one - helping each other and winning together. We're rural people supporting our rural communities looking after our land and our people.

Be you - mōu ake

It takes all sorts to make an awesome team. Diversity, different perspectives and a fresh approach to problems make everyone in the team stronger. It's not who you are or what you look like, it's all about what you bring to the table that matters.

Minds open - hinengaro tākoha

We came from a generation of greatness. It gives us the solid foundation to move on, focus on the future and use our creativity and ingenuity to build Farmlands for the next generation.

See it through - whakamaua kia tina

We're a team. United through our love of the land and the communities we serve. We back ourselves, each other, and get behind the decisions we make together.

POSITION PURPOSE – TE PŪTAKE O TE TŪRANGA

Reports to - Kaiwhakahāere:	Product Design Lead
Your Team – To tīma:	Innovation & Digital
Direct reports - Kaimahi:	No

We're looking for a Product Designer to join our team and work with the Product Design Lead to deliver user-centred design solutions across the entire design lifecycle—from discovery to delivery.

In this role, you'll work alongside a cross-functional team to drive key product initiatives, designing wireframes, concepts, and prototypes, while also conducting UX research and usability testing. A key focus area will be the development and refinement of the Farmlands design system. You will play an important role in elevating the quality, usability, and craft of our digital products across web and mobile platforms.

KEY ACCOUNTABILITY AREAS – NGĀ WĀHANGA MAHI

Safety and wellbeing - Haumarutanga

Actively contribute to a safety-first culture by:

- Keeping yourself and others safe, and participating in safety and wellbeing activities
- Speaking up if you see something that is not and could injure yourself or others in the workplace
- Ensuring that all KPI's, policy and procedure requirements related to safety and wellbeing are completed on time and in full, every time

General – Whānuitanga

- **User-centred design:** Working across the design process from discovery to delivery, create user-centred designs for Farmlands digital products. Create wireframes, concepts, prototypes, and high-fidelity product designs for mobile and web applications.
- **User research:** Conduct user research and usability testing initiatives and translate insights into actionable design solutions
- **Collaboration:** Collaborate with product, engineering, and other key business stakeholders.
- **Design system:** Maintain and evolve our design system, ensuring cohesion across products
- **Analytics:** Harness analytics and user data to inform design decisions.
- **Documentation and communication:** Create detailed design specifications and guidelines for the engineering team

Professional Development - Whakawhanaketanga

Continue to develop personally and professionally by:

- Maintaining regular contact with manager to discuss progress and performance, seek feedback and address development areas
- Engaging with Farmlands performance development process, recording progress and goals
- Being a positive supporter and leader of change initiatives
- Ensuring all training requirements are completed as required

These may change from time to time to meet operational or other requirements.

WHAT YOU'LL BRING - ĀU ĀPITITANGA KI TE TŪRANGA

Experience - Āu tautōhitotanga

- Demonstrated experience working across the full lifecycle of product design from discovery to delivery
- Strong portfolio demonstrating design for both mobile and web applications
- Strong foundations in design principles, UX methodologies, and interaction design
- Proven ability designing for mobile and responsive design
- Experience conducting user research and usability testing
- Proven adaptability in a fast-paced agile environment

Knowledge – Āu mōhiotanga

- Bachelor's degree in Human-Computer Interaction (HCI), UX Design, Interaction Design, Graphic Design or related field, or equivalent professional experience.

Skills – Āu pūkenga

- Strong visual design craft and typography skills
- The ability to communicate design concepts to the cross-functional team — a natural storyteller
- Strong collaboration skills, with the ability to work effectively with a range of cross-functional groups.
- Understanding of accessibility standards and inclusive design principles
- Experience working with design systems and component libraries
- Proficiency in design tools (primarily Figma)

Personal Attributes – Ōu āhuatanga

- Growth mindset — values feedback as part of the process
- Attention to detail and committed to high standards of excellence and high personal integrity
- Creativity, innovation and the ability to think 'out-of-the-box' in problem solving
- Openness, enthusiasm and engagement
- Flexible and adaptable — able to work in ambiguous situations.
- Integrity, discretion, resilience and committed to business goals and culture

Farmlands Leadership Behaviours

CREATE	CONNECT	DELIVER	GROW
CREATE CLARITY	BUILD CONNECTIONS	DELIVER RESULTS	GROW SELF, GROW OTHERS
<p>Understand the bigger picture – you understand our vision, strategy and plans and what's expected on how to deliver this.</p>	<p>Forge connections – you have strong relationships with the people around you, your customers and communities. You create connections outside of your immediate team with those who have an influence or impact on your work. You seek broader perspectives to generate insights and opportunities.</p>	<p>Take people with you – you inspire people through your commitment and enthusiasm to the future of our business. You listen, seek feedback from a range of sources and involve others in your decision making, without compromising pace. You lead by example through consistency and demonstrating the Farmlands Leadership behaviours.</p>	<p>Have a growth mindset – your resilience helps you to be agile, persist through challenges and learn from feedback. You are curious and have flexibility of thought and perspective. You know your strengths and opportunities, actively engage in self-development and take time to reflect and apply learnings.</p>
<p>Have a plan – you establish a vision and course of action that's aligned to our strategy. You help others connect the dots between our vision and strategy and where they fit in achieving this. You can describe what success looks like and provide a sense of direction for others, even during times of ambiguity.</p>	<p>Create purpose and belonging – you create meaning for your team by uniting them around a common goal. You're authentic and prepared to be vulnerable. You promote diversity and allow others to express themselves and for all voices to be heard equally.</p>	<p>Think and act like an owner – you take responsibility for your performance and delivering to a high standard. You tenaciously pursue the right outcomes and don't confuse activity with results. If you lead people, you set clear expectations for every team member.</p>	<p>Develop capability – you coach others to build capability and achieve their potential. You know your team, their aspirations and support them to learn, grow and take ownership of their development.</p>
<p>Clarify the 'why' – you make clear how activities and decisions benefit the customer and the co-operative. You provide further context where further buy-in or prioritisation is needed to help overcome resistance.</p>	<p>Take people with you – you inspire people through your energy, commitment to our business and enthusiasm for the future. You listen, seek feedback from a range of sources and involve others in your decision making, without compromising pace. You lead by example through consistency and demonstrating the Farmlands Leadership behaviours.</p>	<p>Insights driven – you understand the commercial aspects of your role and make decisions based on data and insights. You draw from new sources of information to generate ideas, seeking to innovate, disrupt and grow/adapt. You are focused on building a stronger organisation tomorrow than today.</p>	<p>Get out of the way – you empower others by delegating and creating space for them to do their best work, trusting them to deliver and providing support where required. You make it safe for others to try new things and learn from mistakes.</p>

HOW THIS SHOWS UP IN EVERYDAY BEHAVIOUR:

LEADS SELF

Create Clarity: <i>By understanding your role and how it contributes to the bigger picture you will make the right decisions</i>	Build Connections: <i>You have strong relationships with your team and the people you work alongside to achieve success as a</i>	Deliver results: <i>You deliver to the expectations of your role.</i>	Adapt and grow: <i>. being agile and resilient, listening and responding to feedback, and putting in the effort</i>
Align with the bigger picture – <ul style="list-style-type: none"> work is directly aligned with our vision, strategy and plans. know what's expected and how to deliver. Have a plan – <ul style="list-style-type: none"> have a vision and course of action that's aligned to our strategy. help others understand how they fit in. Clarify the 'why' – <ul style="list-style-type: none"> understand and make it clear how activities and decisions benefit the customer and the co-operative. 	Forge Connections – <ul style="list-style-type: none"> create strong relationships with others. Create purpose and belonging – <ul style="list-style-type: none"> you and your team are united around a common goal. promote diversity and allow others to express themselves. Take people with you – <ul style="list-style-type: none"> inspire people through your energy, commitment and enthusiasm consider information from a range of sources in decision making. 	Create structure – <ul style="list-style-type: none"> plan and create structure to get things done. be agile and look to work in new ways. Enable performance – <ul style="list-style-type: none"> take responsibility for your performance and deliver to a high standard. Think about the business – <ul style="list-style-type: none"> think and make decisions with a commercial lens seek new information focused on building a stronger Farmlands. 	Apply a growth mindset – <ul style="list-style-type: none"> be agile, persist through challenges and learn from feedback. actively engage in self-development and apply learnings. Develop capability – <ul style="list-style-type: none"> coach others to build capability and achieve their potential. know and support others to take ownership of their development. Get out of the way – <ul style="list-style-type: none"> empower others by creating space for them to do their best work. make it safe for others to try new things and learn from mistakes.

LEADS OTHERS:

Create Clarity: <i>Your role is to operationalise the strategy which means you and your team need to understand it and how to achieve it</i>	Build Connections: <i>This is about the relationships you create with your team and the teams you work closely with.</i>	Deliver Results: <i>This is about achieving results through others.</i>	Grow yourself, grow others: <i>Growth is how we make ourselves, our teams and our co-operative better.</i>
Understand the bigger picture – <ul style="list-style-type: none"> understand our vision, strategy and plans. know what's expected of you and how you should deliver this. Have a plan – <ul style="list-style-type: none"> establish a vision and course of action that's aligned to our strategy help others understand their contribution to our vision and strategy. Clarify the 'why' – <ul style="list-style-type: none"> make it clear how activities and decisions benefit the customer and the co-operative. provide further context where required to overcome resistance. 	Forge connections – <ul style="list-style-type: none"> create strong relationships with your team and others who have an influence on your work. Create purpose and belonging – <ul style="list-style-type: none"> create meaning for your team by uniting them around a common goal. authentic and promote diversity. Take people with you – <ul style="list-style-type: none"> inspire others through your energy, commitment and enthusiasm. lead by example through consistency and demonstrating the Farmlands Leadership behaviours. 	Create structure – <ul style="list-style-type: none"> plan and create structure to get things done. agile and look to work and lead your team in new ways. Think and act like an owner – <ul style="list-style-type: none"> take responsibility for your performance and delivering to a high standard set clear expectations for every team member and hold them to account. Insights driven – <ul style="list-style-type: none"> make decisions with a commercial lens and seek new information to generate ideas. innovate, disrupt and challenge the norm. focus on building a stronger Farmlands. 	Have a growth mindset – <ul style="list-style-type: none"> embrace the new and lead with agility actively engage in self-development and apply learnings. Develop capability – <ul style="list-style-type: none"> coach others to build capability and achieve their potential. know your team and support and empower them to learn, grow and develop. Get out of the way – <ul style="list-style-type: none"> empower others by delegating and creating space for them to do their best work. make it safe for others to try new things and learn from mistakes.