

UX Team Responsibilities, Impact, and Resourcing Strategy

UX Designer Responsibilities & Time Allocation

Task Area	Description	Ideal % of Time (Task Allocation)	Current % of time (Task Allocation)
User Research	Planning and conducting interviews, surveys, usability tests, synthesizing insights	25%	
UX Strategy & Planning	Collaborating with PMs, aligning with product goals, defining user journeys	15%	
Interaction & Visual Design	Creating wireframes, mockups, prototypes, and responsive designs	30%	
Usability Testing & Iteration	Testing concepts, gathering feedback, refining solutions	10%	
Developer Collaboration & QA	Handoff, design specs, and UI build reviews	10%	
Documentation & Communication	Design rationale, documentation, stakeholder presentations	5%	
UX Process Improvement & Learning	Design systems, tooling, training, and team evolution	5%	

What Suffers When UX is Understaffed

Impacted Area	Consequence
User Research	Decisions are made with limited or no user insight, leading to misaligned features

Design Quality	Interfaces become rushed or inconsistent; accessibility and usability decline
Strategic Planning	UX can't participate early, leading to reactive rather than proactive design
Iterative Usability Testing	Features ship without validation, resulting in increased rework
Developer Handoff	Poor communication of design specs and lack of design review leads to implementation gaps

How This Impacts the Business

Negative Outcome	Business Impact
Poor user adoption	Wasted development resources and lower ROI
Increased support tickets	Higher operational costs
Friction-filled user journeys	Drop-offs, lower engagement, missed KPIs
Lack of differentiation	Loss of competitive edge
Technical/UX debt	Future cost of rework and slowed delivery

Recommended Staffing Model

Ideal Ratio: 1 UX Designer : 1 Product Manager (or PO)

Why It Works:

- Ensures deep involvement across the product lifecycle
- Balances business goals with user needs
- Enables continuous discovery and iteration
- Avoids bottlenecks in delivery

Support Roles (Shared):

- 1 UX Strategist/Researcher per 3–4 teams
- 1 UX Writer per 4–5 teams
- Centralized design system and accessibility support

Additional Process Improvements for UX Success

1. **Embed UX in Discovery:** Ensure UX is involved from the start of every initiative
2. **Implement Lightweight Continuous Research:** Regular user interviews or feedback loops
3. **Design QA Process:** Formal review before development handoff and during implementation
4. **Dedicated UX Time in Sprint Planning:** Reserve time for discovery, testing, and refinement
5. **Cross-Functional Critique Sessions:** Encourage shared feedback between PM, dev, and UX
6. **Leadership Support for UX Metrics:** Track usability KPIs like task success, satisfaction, and adoption

UX Initiatives & Benefits

Status	Initiative	Benefit
Complete	Earlier involvement in the product lifecycle, enabling more discovery research and iterative user testing	Ensures we build the right things by validating needs early
Complete	Established a standardized design document handoff process to improve developer implementation quality	Increases UX efficiency and reduces tech rework
Complete	Created qualitative user and client personas to align around real user needs, build empathy, and guide product decisions	Ensures we build the right things by grounding decisions in real user needs
Almost complete	Developing a process to identify and address UI debt already present in the live platform	Reduces long-term maintenance costs and prevents compounding design issues. Also supports ongoing UI updates (updating look and graphics, etc)
In process	Completing the WHS style guide and advocating for a unified FED process to drive UI consistency	Improves UX efficiency and implementation quality by reducing inconsistencies

In process	Advocating for UI design reviews with developers before features move to QA	Improves implementation quality and reduces rework late in the dev cycle
In process	Advocating for earlier UX and PM collaboration to align product goals, define user journeys, and influence roadmap planning with user research	Leads to better-aligned goals and roadmaps grounded in user needs
In process	Creating strategies to improve organization-wide awareness of UX's role, responsibilities, and value	Strengthens collaboration, aligns product team responsibilities, and improves product outcomes through better use of UX expertise
Future	Add quantitative analysis to personas	Enhances targeting and prioritization through data-driven insights, increasing engagement and development efficiency

Conclusion

Strategically resourcing the UX team and supporting them with the right processes is critical to delivering quality products that users love—and that meet business objectives. The ROI of great UX is measurable, and staffing to support it is not a luxury but a necessity.