

UX Lead - Digital Credentials Usability Workstream

FIDO Alliance · Part-time, project-based contract (SOW) · Remote, US time zones

Why this role exists

The FIDO Alliance is running a multi-year initiative to accelerate adoption of verifiable digital credentials and wallets. It has three workstreams:

1. **Wallet certification** - a certification program for wallets, plus a scalable approach to verifier authentication.
2. **Specifications** - credential presentation specs and credential type schemes, developed with industry partners and SDOs.
3. **Usability and ecosystem enablement** - the UX guidance and research that makes credentials adoptable by holders, verifiers and issuers.

This role leads workstream 3, with a particular focus on usability. The work runs in partnership with the **Digital Credentials subgroup of the FIDO UX Working Group (DC UXWG)**, which meets bi-weekly and includes UX and product leaders from Google, Microsoft, Meta, Okta, IDEMIA, RSA, OneSpan and other member organizations.

The subgroup has already agreed a three-workstream structure, and this role will work with the subgroup from the starting point and turn it into published guidance that implementers actually adopt.

What you will own

Lead the DC usability workstream end to end. Set the direction, work with key FIDO Alliance groups and stakeholders, drive it to published outputs, and represent the UX position inside the overall program.

Supply the content for the DC UXWG subgroup to work on. The subgroup chairs own the agenda; your job is to give them work worth putting on it - framed questions, drafts, and options with a recommendation - and to carry each one to a decision.

Frame and scope the research. Write research briefs, define methods and questions, specify user cohort dimensions, and set the scope of what third-party research firms are commissioned to do.

Manage third-party research vendors. Select, direct, and hold accountable the firms conducting user research; integrate what comes back into guidance rather than filing it.

When required, do hands-on UX work. Journey mapping, pain point analysis, workflow scenario development, prototyping for validation, and writing the guidance itself. This is not a role that only convenes other people.

Translate findings into implementer guidance. The audience is wallet providers, verifiers and issuers who need to make implementation decisions based on research data and agreed upon guidelines.

Support adjacent tracks. UX requirements will surface inside wallet certification and in payments (digital payment credentials).

What we are looking for

Required

- A track record leading complex, multi-stakeholder UX initiatives where the roadmap was not clear at the outset, and evidence of how you decided what actually needed doing.
- Collaborative Facilitator. Proven skills as UX practitioner to partner with working group chairs to drive tactical roadmaps and guide senior, cross-organizational experts toward decisive alignment.
- Hands-on research craft: you have personally framed research plans and methodology, not only commissioned them. Journey mapping, qualitative research design, usability validation.
- Problem slicing: Ability to slice problems effectively (e.g., isolating ecosystem-wide, platform-level usability barriers from application-specific or individual relying-party concerns).
- Proven ability to turn research findings and technical constraints into concrete artifacts (e.g. guidelines, playbooks, journey maps, design patterns) that a third-party implementer actually used.
- Strong written output. Ability to digest complex ideas, map architectural constraints to user flows, and design within established standards, while producing written documentation that outlives meetings.

Nice to have

- Experience commissioning and managing external research agencies.
 - Working knowledge of the digital identity and credentials landscape: mDL / ISO 18013, EUDI Wallet, OpenID4VP, SD-JWT, wallet and passkey UX patterns.
 - Exposure to payments UX, government-issued identity programs, or regulated environments.
 - Experience in a standards body, alliance, or consortium, where you have influence but no authority.
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The engagement

This is a **project-based contract structured as a statement of work**. We expect the work to span roughly 12–18 months across sequential SOW phases. The initial phase is scoped to end-2026 deliverables.

The time commitment is significant but not full-time - including bi-weekly subgroup meetings, working sessions with member SMEs, periodic presentation at FIDO plenaries, and the writing and research work in between.

Indicative first-phase scope. Broadly speaking, the first phase centers on framing the foundational user research and the cohorts that later guidance is built on, mapping a core set of reference workflows for pain points and barriers to adoption, and developing a framework to address signaling and conveyance. Later phases extend into commissioned research, published guidance, and deeper work on specific workflow features.

If interested, please reach out to Diego Zavala (diego@fidoalliance.org).